

## **Annual EEO Public File Report Form**

Mountain Lake Public Telecommunications Council

[Call Sign - WCFE]

### **Annual EEO Public File Report**

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): [WCFE and Communities of License] and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning February 1, 2011 to and including January 31, 2012 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Filename: Annual EEO Public File Report

Appendix 1  
Annual EEO Public File Report Form  
Covering the Period from February 1, 2011 to January 31, 2012  
Station(s) Comprising Station Employment Unit: [WCFE-TV in Plattsburgh, NY]

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
1	Archive Assistant	In-house posting	1
2	Corporate Marketing Rep	Previous applicant from a Montreal Gazette ad	1
3	Editor	Mountain Lake PBS website	4
4	Membership & Volunteer Coordinator	Press Republican	10
5	Master Control Operator	Mountain Lake PBS website	2

Total Number of Persons Interviewed During Applicable Period: 18

	Full-time Positions Filled By Job Title	Sources used to publicize the opening ( # of interviewees)
1	Archive Assistant	In-house posting - (1) ETS Department of Labor in New York Westaff Department of Labor in Vermont NYS Broadcasters Association One WorkSource ManPower
2	Corporate Marketing Representative	In-house posting MLPBS Website Montreal Gazette (1) ETS Department of Labor in New York Westaff Chamber of Commerce – Oppshop.org Connecticut Schools of Broadcasting Department of Labor in Vermont Production HUB NYS Broadcasters Association One WorkSource-Elizabethtown . PBS Connect ManPower Unknown

3	Editor	In-house posting MLPBS Website - (2) Word of mouth Department of Labor in New York Westaff Chamber of Commerce – Oppshop.org Connecticut Schools of Broadcasting Department of Labor in Vermont – (1) Production HUB NYS Broadcasters Association Craig’s list One WorkSource PBS Connect ManPower Unknown - (1)
4	Membership & Volunteer Coordinator	In-house posting MLPBS Website ETS Department of Labor in New York Westaff - (1) Chamber of Commerce – Oppshop.org Connecticut Schools of Broadcasting Department of Labor in Vermont Production HUB NYS Broadcasters Association One WorkSource PBS Connect ManPower Craig’s List Press Republican – (5) Monster.com – (3) Word of mouth – (1) Unknown
5	Master Control Operator	In-house posting MLPBS Website - (1) ETS Department of Labor in New York Westaff Chamber of Commerce – Oppshop.org Connecticut Schools of Broadcasting Department of Labor in Vermont Production HUB NYS Broadcasters Association One WorkSource PBS Connect ManPower Craig’s List Press Republican Monster.com Word of mouth – (1) Unknown

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Annual EEO Public File Report Form  
 Covering the Period from February 1, 2011 to January 31, 2012  
 Station(s) Comprising Station Employment Unit: [WCFE-TV in Plattsburgh, NY]  
 Section 2: Recruitment Source Information

	<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period (If Any)</b>	<b>Full-time Positions for Which This Source Was Utilized &amp; For What Job Opening</b>
A	Press Republican	5	1- Membership & Volunteer Coor.
B	ETS		
C	NYS Dept. of Labor		
D	Westaff	1	
E	MLPBS Website	3	1- Editor/Videographer 1- Master Control Operator
F	Chamber-oppshop.org		
G	Career Fair		
H	In-house posting	1	1- Archive Asst.
I	ProductionHUB		
J	Learned from an underwriter		
K	America' Job Bank.com		
L	Wyeth		
M	Conn. School of Broadcasting		
N	Resources Unlimited		
O	NYS Broadcasters Assoc.		
P	Staff Referral		
Q	Blind Submission		
R	Personal Reference		
S	Previously interned @ the station		
T	PBS Connect Forum		
U	Current		
V	The Suburban		
W	Craigslist.com		
X	NETA		
Y	Memsys Listserv		

Z	Monster.com	3	
AA	CPB.org		
BB	Chronicle of Philanthropy		
CC	When asked they could not remember what website they had found ad on		
DD	No indication in cover ltr		
EE	Applied for earlier position		
FF	Internet/didn't specify web address		
GG	WGBH Workshop		
HH	Montreal Gazette	1	1- Corporate Marketing Representative
II	Unknown	1	
JJ	CareerBuilder.com (Burlington Free Press)		
KK	Seven Days		
LL	JobBoard.com		
MM	Word of Mouth	2	
NN	SUNY Job Fair		
OO	Vermont Department of Labor	1	
PP	Tvjobs.com		

TOTAL:

18

5

Appendix 3

Annual EEO Public File Report Form

Covering the Period from February 1, 2011 to January 31, 2012

Station(s) Comprising Station Employment Unit: WCFE- TV in Plattsburgh, NY

**Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WCFE**

Station(s) Claiming Credit: Mountain Lake Public Telecommunications Council

**Activity # 1 – Participation in at least 4 Job Fairs**

1) Activity: Career Night 2011  
Date: April 7, 2011  
Participating Employees Amy Recor & Sophie Mitsoglou  
Host/Sponsor of Activity: SUNY Plattsburgh

Brief Description of Activity and Station Participation: Amy Recor and Sophie Mitsoglou had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment and volunteer opportunities. We collected 7 resumes and handed out business cards corresponding to the department internship job description they were interested in.

2) Activity: Job Fair  
Date: May 11, 2011  
Participating Employees: Amy Recor  
Host/Sponsor of Activity: North Country Chamber of Commerce

Brief Description of Activity and Station Participation: Amy Recor had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment, and internship opportunities. We collected 5 resumes and handed out business cards corresponding to the department internship and job description they were interested in.

3) Activity: North Country Chamber of Commerce 22<sup>nd</sup> Annual Business Expo  
Date: June 9, 2011  
Participating Employees: Sophie Mitsoglou  
Host/Sponsor of Activity: North Country Chamber of Commerce

Brief Description of Activity and Station Participation: Sophie Mitsoglou exhibited at the Annual Business Expo The largest business-to-business show in northern New York with 180 booths on the floor, the Expo was the chance to make hundreds of new contacts, take advantage of show specials, and learn what our business has to offer the community.

4) Activity: Internship & Career Fair  
Date: October 20, 2011  
Participating Employees: Amy Recor  
Host/Sponsor of Activity: SUNY Plattsburgh School of Business & Economics

Brief Description of Activity and Station Participation: Amy Recor had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment, and internship opportunities. We collected 4 resumes and handed out business cards corresponding to the department internship and job description they were interested in.

### **Activity # 2 – Training for Station Personnel**

CEO, Director of Education and Outreach, Director of Communications and Web Content Manager attended the following workshops:  
5/16/11- 5/19/11 PBS Annual Meeting in Orlando, FL

Director of Education and Outreach attended the following workshops:  
12/5/11 - 12/9/11 Grantwriting Seminar in Washington, DC

Traffic Manager attended the following workshops:  
Training in Syracuse, NY

Executive Assistant and Account Clerk attended the following workshops:  
10/19/11 Northern Insuring 2011 Benefits Annual Fall Seminar in Plattsburgh, NY

Executive Assistant attended the following workshops:  
10/25/11 North Country Chamber hosted workshop titled *Protecting your Confidential Information in the Digital Age – There's no App for that* in Plattsburgh, NY

1/18/12 CITEC Business Solutions workshop titled *Why HR Matters: The People and the Legal Reasons* in Plattsburgh, NY

### **Activity # 3 – Training on Equal Employment Opportunity and Anti-Discrimination**

Employee Assistance Services (EAS) – All employees are eligible to use the services that EAS has to offer. A quarterly newsletter goes out to each employee. If there is any type of supervisory training that is offered by EAS, it is encouraged that managers attend. If there are other training opportunities at EAS, staff is encouraged to attend.

### **Activity # 4 – Internship Program**

SUNY Plattsburgh Internship Program – The Director of Fundraising and Business Development, Director of Communication, Director of Production and Programming took advantage of this internship program (see attachments).

Practicum Program – The practicum program is different than the internship program whereas the students need approval from the college and be recommended. (see attachments)

NYSBA 2011 Internship Program – Mountain Lake PBS took advantage of this internship program (see attachment). NYSBA Internship Program is an on-the-job-training program that employers can be reimbursed for wages (according to their regulations – see attachment).

## **Activity # 5 – Other activities with community organizations and schools**

### Education Outreach Initiatives

1. Literacy Outreach - The education department has a large literacy outreach component. It provides literacy strategies to area childcare providers, educators and parents. It also provides free books to practice these strategies.

2. Providing the EdVideo service to area schools and adult literacy programs; offered workshops on integrating the VITAL(Video in Teaching and Learning) resources into instruction. VITAL will be incorporated into the new PBS Learning Media service. This service provides free multi-media clips at no charge to parents, educators and students.

Through this activity we provide a multi-media download service to area schools as well as training on how to use this service.

3. SUNY Plattsburgh Professional Development Outreach - trained approximately 200 pre-service teachers both undergraduate and graduate level on the resources that public television provides to educators(ie. pbs teachers, EdVideo, VITAL)

4. In the fall of 2011 WCFE-TV premiered “Small Farms Rising” and a related education website with clips and links to education resources.

MOUNTAIN LAKE PUBLIC TELECOMMUNICATIONS COUNCIL  
(Mountain Lake PBS) Call Letters (WCFE-TV in Plattsburgh, NY)  
EEO PUBLIC FILE REPORT & POST ON THE WEBSITE  
Covering Period - February 1, 2011 – January 31, 2012  
Full-Time Positions Filled

<u>Full-Time Position</u>	<u>Position Title</u>	<u>Date Open</u>	<u>Date Filled</u>	<u>Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*</u>	<u>Number Interviewed</u>	<u>Number Hired</u>
1	Archive Assistant	4/7/11	4/13/11	In-house job posting	1	1
1	Editor	8/24/10	2/3/11	MLPBS Website	4	1
1	Corporate Marketing Rep	2/1/11	2/18/11	The Gazette	1	1
1	Membership & Volunteer Coordinator	4/4/11	5/4/11	Press Republican	10	1
1	Master Control Operator	6/13/11	6/28/11	MLPBS Website	2	1
<b>TOTAL</b>					<b>18</b>	<b>5</b>

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	<b>Press Republican</b>	Classified Department	5	
	170 Margaret Street	518-565-4105		
	Plattsburgh, NY 12901			
2	<b>ETS</b>	Several Contacts		yes
	142 Boynton Avenue	518-562-4673		
	Plattsburgh, NY 12901			
3	<b>NYS Dept. of Labor (One Worksource)</b>	Sue Myers		yes
	194 US Oval	518-561-0430		
	Plattsburgh, NY 12901			
4	<b>Westaff</b>	Gary Wagoner	1	yes
	307 W Bay Plaza	518-566-6061		
	Plattsburgh, NY 12901			
5	<b>North Country Chamber of Commerce</b>	www.oppshop.org		
	P.O. Box 310 (7061 Rt. 9)	518-563-1000		
<b>No.</b>	<b>Recruitment Source</b>	<b>Contact</b>		<b>Entitled to Notification</b>
	Plattsburgh, NY 12901			
6	<b>Mountain Lake PBS (website)</b>	www.mountainlake.org	3	yes
	One Sesame Street	518-563-9770		
	Plattsburgh, NY 12901			
7	<b>Connecticut Schools of Broadcasting</b>	csbnewjersey@800tvradio.com		
	377 Route 17 South Penthouse	201-288-5800 (www.800tvradio.com)		
	Hasbrouck Heights, NJ 07604	or Tom DeFranco		
8	<b>In-House Posting/Staff Referral</b>		1	yes
9	<b>Learned about position from underwriter</b>			

No.	Recruitment Source	Contact		Entitled to Notification
10	<b>NYS Broadcasters Association</b> 1805 Western Avenue, Albany, NY 12203	Sandy 518-456-8888		yes
11	<b>Applied for an earlier position</b>			
12	<b>Vermont Department of Labor</b> 63 Pearl Street Burlington, VT 05401-4331  Vermont Job Link – when ad goes through VT Dept. of Labor, it will also go to VT Job Link	Bradley Quinn Page 63 Pearl Street Burlington, VT 05401 802-652-0339	1	
13	<b>Job Fair</b>	Contacts are all different depending on who is running the Job Fair		
14	<b>ProductionHUB.com</b> 801 W. Fairbanks Avenue Winter Park, FL 32789	Tara 407-629-4122		
15	<b>America's Online Job Bank.com</b>			
16	<b>Wyeth Pharmaceuticals</b> 64 Maple Street Rouses Point, NY 12979	Barbara E. Hebert 518-297-5707		
17	<b>Sent in blind submission</b>			
18	<b>Heard from an outside source/personal reference</b>			
19	<b>Previously interned @ the station</b>			
20	<b>PBS Connect Forum</b>	On-line form		
21	<b>Current</b> 6930 Carroll Avenue, Suite 350 Tacoma Park, MD 20912	Fax: 301-270-7241 <a href="mailto:Loreal@current.org">Loreal@current.org</a> or <a href="mailto:Behrens@current.org">Behrens@current.org</a> (Steve Behrens) classifieds@current.org		
21	<b>The Suburban - Montreal</b>	Contact is whoever picks up the phone		
22	<b>Craig's list.com</b>	On-line		
23	<b>Memsys.listserve</b>	Kay Mosko or Nick Herlick		
24	<b>Monster.com</b>		3	
25	<b>CPB.org</b>	Website cpb.org (CPB Jobline)		
26	<b>Chronicle of Philanthropy</b>	Philanthropy.com/jobs Tim Sieja – <a href="mailto:jobs@chronicle.com">jobs@chronicle.com</a>		

27	<b>When asked at interview they could not remember what website he had found it on</b>	N/A		
28	<b>No indication on cover letter</b>	N/A		
29	<b>Internet/Didn't specify website address</b>			
30	<b>WGBH Workshop</b>			
31	<b>Montreal Gazette</b>	On-line Classified Ad	1	
32	<b>CareerBuilder.com (Burlington Free Press)</b>	On-line Classified Ad		
33	<b>Seven Days</b>	Classified Department		
34	<b>ManPower</b>	Online Classified		
35	<b>Unknown</b>		1	
36	<b>Word of Mouth</b>	N/A	2	

	<b>TOTAL:</b>		<b>18</b>	
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