

## 2005 EEO Public File Report

### North Country Public Radio/Saint Lawrence University

Reporting period: February 1,2005 – January 31,2006

|      |                        |
|------|------------------------|
| WSLU | Canton, NY             |
| WSLO | Malone, NY             |
| WSLL | Saranac Lake, NY       |
| WSLJ | Watertown, NY          |
| WXLU | Peru, NY               |
| WXLH | Blue Mountain Lake, NY |
| WXLG | North Creek, NY        |

*Full-Time Vacancies this period:* none

*Recruitment sources used:* not applicable

*Initiatives required under 47 CFR 73.2080 (c)(2)(two required for smaller market stations):*

The station regularly engages in community outreach activities to publicize its services, to encourage participation by students and members of the general community. These activities include:

> Regular participation at job fairs at Clarkson University, and at Chamber of Commerce fairs in Ogdensburg, Plattsburgh, and other locations (when offered). Typically attended by Operations Director, News Director, and/or Station Manager.

- June 2005 Gateways to Careers, Potsdam
- St. Lawrence County Leadership Institute, 2/2005

>Regular participation in events designed to inform and educate members of the public about broadcasting stations and employment opportunities in broadcasting:

- Jay Day 8/2005 attended by Membership Director and Administrative Assistant
- Keene Valley Field Day 7/2005 attended by Membership Director and Administrative Assistant
- Carthage Canoe-Deo 7/2005 attended by Development Director
- Cape Vincent Event 7/2005 attended by Assistant News Director and Membership Director

> Regular training of student interns.

- L. Mazzotta May-September 2005

> Regular training of community members (including women and minorities) in the use of communications tools for both broadcast and use on the station's website.

- Trained 7 Potsdam High School students (part of the North Country Adolescent Outreach Program) to use recording/news gathering equipment for later inclusion in broadcast programs

- News Department trained 12 community members in the use of recording/news gathering equipment for audio diaries

> Regular inclusion of material produced for broadcast and the website by members of the community.

> Regular training of staff members—including both in-house and distant seminars and workshops. These training activities have enabled staff to successfully seek promotions both at WSLU and at new positions at other stations.

- Public Broadcasting User's Group Conference – Boston, MA, 8/2005, attended by Membership Director

- Development Exchange International conference – Los Angeles, 7/2005, attended by Membership Director and Administrative Assistant

- Integrated Media Association conference 6/2005, attended by Webmaster

- NFCB conference, Baltimore, MD 4/05, attended by Webmaster and Station Manager

- Great Lakes Environmental Journalism Institute, 6/05, Lansing, MI, attended by News Reporter

- Nieman Narrative Journalism Conference, 12/05, Boston, reporter attended

- National Lesbian Gay Journalism Association conference, 6/2005, reporter attended

- consultant David Candow (march 2005) provided in-house training for writing and performance (attended by News Staff) and Program Development (attended by News Staff and Program Director

- PRNDI conference, July 2005, attended by News Director

- Sound Partners monthly conference call training on tech issues surrounding multi-media platforming, management of community media partnerships and marketing.

- New York Agriculture Society Annual Conference, 1/05 attended by reporter/producer

- Ft. Drum media training sessions, March 2005, attended by reporter/producer

> The station is recognized by federal granting agencies as a woman-managed broadcast entity. As such, the station has a 20 year track record of advancing women within the station and the public broadcasting system.