

2006 EEO Public File Report

North Country Public Radio/Saint Lawrence University

Reporting Period: February 1, 2006 – January 31, 2007

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: one, posted September, 2006, News Reporter/Host

Recruitment sources used: September through December 2006:

current.org and Current national broadcasters newspaper

journalismjobs.com

journalismsnext.com

Nycastings.com

careerbuilder.com

Corporation for Public Broadcasting website

SevenDaysvt.com

Potsdam Courier Observer

St. Lawrence Plaindealer

Ogdensburg Advance New

Rural News, Watertown Daily Times

North Country This Week

Ogdensburg Journal

Adirondack Daily Enterprise

Lake Placid News

Plattsburgh Press Republican

Glens Falls Post Star

Seven Days Burlington

St. Lawrence University Human Relations Board and website

Associated Colleges of the St. Lawrence Valley website.

All ads indicated that the station is licensed to St. Lawrence University, which is an Affirmative Action/Equal Employment Opportunity employer. Women, minorities, veterans, and persons with disabilities encouraged to apply.

Recruitment source that referred hire: St. Lawrence University website. Hiree stated that he sought out a position at the station because of its national reputation for news excellence and for being a good employer.

Total number of persons interviewed: 26 total applicants (14 Males, 9 Females, 3 Unidentified). 15 applicants considered/interviewed: 9 Male, 6 Female, 12 White, 0 Black, 1 Asian/Pacific, 0 Hispanic, 0 Native American, 2 other, 0 Vietnam-Era Vet, 0 Disabled veteran, 0 Disabled. Recruitment sources: St. Lawrence University website (1), Current.org (2), Newspapers (3), journalismjobs.com (3), CareerBuilder.com (2)

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, young people, and the general public. These activities include:

Regular and ongoing on-air announcements encouraging listeners to visit the station website to learn more about the station and public broadcasting and ways to get involved and contribute content. For online and on air use.

Regular participation at local and regional job fairs at local universities and educational and vocational service organizations. These events are typically attended by station senior staff, including station manager, news director, outreach and development coordinators, and operations director.

Regular participation by station senior staff members in events designed to inform and educate members of the public about broadcasting stations and employment opportunities in broadcasting including:

- Ogdensburg Rotary Club 2006 luncheon presentations, station manager
- Canton Rotary Club 2006 presentations, news director
- Ongoing and regular participation by a variety of station staff with an informational booth and outreach materials about public broadcasting at a variety of local events across the coverage area including field days, local festivals, and community festivals and gatherings. June, July, August, September 2006.

Training and mentoring of student interns. Interns are assigned to a specific staff member with expertise in the student's area of interest:

- Summer intern Ms. Mallory Reed, July-August 2006
- Summer intern Mr. Eli Maine, July-August 2006
- Working with the national organization, Developing Radio Partners, which trains broadcasters and journalists, the station has hosted visits and internships for young adults from emerging democracies who aspire to careers in broadcasting and broadcast journalism in the U.S. and abroad, including: February 2006, month-long internship with Ms. Nazeera Jakylbylkova, from Kyrgystan

Regular training of community members including women and minorities in the use of communications tools for broadcast and for application on the station's interactive website, including:

- At the request of local individuals in the arts community, in April 2006 the station created an ongoing monthly hour-long program series about creative arts in the region, co-hosted by two community individuals, Beth Robinson and Hilary Oak, who were trained as broadcasters for the project.
- The station developed tools for its website that instructed community members on how to submit content for use online and on air. More than 200 photos and comments submitted by community members were featured on the station website in 2006.
- In April 2006, community members submitted poetry and other content that was used online and for broadcast.
- In July, 2006, the station hosted the national oral history project StoryCorps at locations in Canton and Watertown, NY. This project trained individuals in conducting interviews, which were recorded and produced for broadcast. Approximately 220 individuals from the station's service area participated in this project.

Regular training of staff members, including both in-house and national seminars and workshops. These training activities have enabled staff to successfully achieve career advancement, through both in-house promotion at WSLU, and hiring at other broadcast stations in the U.S, including:

- Public Radio News Director's Conference, July 2006
- Public Radio Program Director's Conference, September, 2006
- Integrated Media associates Conference, 2006
- Beyond Broadcasting Conference, 2006
- Year-long participation in subscriber-based PRADO listserv training modules for development staff.

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

- Currently the station's senior management team includes women in leadership positions as station manager, program director, news director, outreach and major gifts officer, membership director, operations manager, and underwriting director.