2011 EEO Public File Report

North Country Public Radio/Saint Lawrence University


Stations covered by this report:

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
WXLQ, Bristol, VT
WXLG, Boonville, NY
WXL, Tupper Lake, NY
WSLZ, Cape Vincent, NY
WSLG, Gouverneur, NY
WXLL, Lake Placid, NY
WXLD, Lowville, NY
WREM, Canton, NY

Full-time vacancies filled this period: one

Recruitment sources used:

Nationally: “Current” Magazine (Public Broadcasting)

Regionally: Watertown Daily Times (on-line and print), Syracuse Post Standard (on-line), Albany Times Union (print and on-line).

St. Lawrence University: HR Job Board and University website
Initiatives required under 47 CFR 73.2080(c)(2) (two required for smaller market station):

(v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment:

- Student News Department intern: Stephen Knight, July-August, 2011
- Student Engineering Intern: Spencer Smith, July-August, 2011

(vi) Participation in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies)

- 3-26-2011 Station Manager spoke at “Garden Share” (local food pantry) event at Unitarian Universalist Church in Canton, NY
- 5-6-2011 Station Manager spoke at Well Child clinic in Clayton, NY
- 7-27-2011 Station Manager organized and emceed collaborative arts performance at Clayton (NY) Opera House. (The Moth)
- 7-28-2011 Annual station meeting held at “View” (arts center) in Old Forge, NY. Open to the public with question and answer session.
- 8-15-2011 Brought together National Public Radio digital leadership with local digitally-oriented business people and innovators at a meeting in Lake Placid, NY hosted by the Adirondack Community Trust.
- 8-25-2011 Station Manager addressed a gathering of regional health providers at Creative Healing in Saranac Lake, NY
- 9-8-2011 participated in regional economic development meeting in Potsdam NY, hosted by SPEC (Seaway Private Equity Corporation)
- 10-17-2011 Station Manager addressed Gouverneur Business Women’s Club in Gouverneur, NY
- 10-24-2011 Station Manager was a panel moderator at regional Food Day for area public school students, held at State University of New York Potsdam
- 10-27-2011 Station Manager was a presenter at a webinar on community outreach and development for DEI (Development Exchange Incorporated) with 100 online attendees
- 12-8-2011 Station Manager participated in regional economic development meeting in Potsdam, NY, hosted by SPEC
- Station Manager co-hosted, with two community members, a regional book list call-in show in July and November 2011.
(vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting:

- 6-18-2011 Station Manager was keynote speaker at Clarkson University’s Entrepreneurial Conference
- January 2012, Production Manager conducted a workshop on radio show production with students from Parishville Central School.

(viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions:

- August, 2011, Assistant News Director David Sommerstein begins sabbatical leave and engages in international news training with broadcast professionals in Buenos Aires, Argentina.
- October 2011, Production Manager Joel Hurd attends video editing workshop at Witz Education Center in Toronto, Ontario.
- 11/21-22/2011 A two day workshop on digital platforms from the Knight Foundation, where circuit rider Lisa Williams trained news, digital staff and senior management on best practices in social media and digital platforms.

(xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination:

- In September, 2011, program director Jackie Sauter helped produce this session which was presented at the Public Radio Program Conference to a national audience of public media personnel. She also shared the conversation with station management and senior staff:

“Beyond Age, Color, Creed: A New Public Media Conversation”
What does it mean to be public media? Some believe we should just continue what we’re doing, and others believe we need to push further to serve broader and more diverse public. Is there a third way that would allow us to do both? How to accomplish it? At a time when resources are tight, staff is at capacity doing day to day operations, how do we take on the (exciting and perplexing) challenge to turn the public media ship in a new direction