2012 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
WXLS, 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: none

Recruitment sources used: not applicable

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:

- New Media Department (social media): Esther Kim, Spring semester 2012
- News Department, Knight Apprenticeship Program: Natasha Haverty, Spring 2012
- Station Development: Katherine Howe, Spring semester 2012
- News Department: Jasmine Wallace, July-August, 2012
- News Department: Roger Miller, July-August, 2012
- New Media Department (programming): Eli Maine, July-August, 2012
(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)

- 2-9-2012 Station Manager spoke at the University Alumni Council dinner in Canton, NY
- 3-8-2012 Station Manager participated in regional economic development meeting, hosted by SPEC (Seaway Private Equity Corporation)
- 4-18-2012 Station Manager spoke at an educator’s gathering at North Country Community College in Saranac Lake, NY
- 4-25-2012 Station arranged for the appearance at the State University of New York at Potsdam of a nationally distributed program on language.
- 5-4-2012 Station Manager participated in a regional issues panel at Paul Smiths College
- 5-10-2012 Station Manager emceed an HD showing of a public radio program at the Lake Placid (NY) Center for the Arts.
- 6-10-2012 Station Manager was a panelist and presenter at the Adirondack Writers Center Awards ceremony in Blue Mountain Lake, NY.
- 6-14-2012 Station Manager emceed the Norwood Village Green concert series in Norwood, NY
- 6-20-2012 Station Manager participated in a regional development meeting hosted by SPEC
- 7-9-2012 Annual station meeting held at the Tawny Pond Community Center in North Creek, NY. Open to the public with question and answer session.
- 7-14-2012 Station constructed a float in the Potsdam (NY) Annual Summer Festival Parade. Staffed by station personnel, with tractor driven by Station Manager.
- 7-28-2012 Station Manager presented the Adirondack Museum’s annual awards at the Annual Dinner in Blue Mountain Lake, NY.
- 8-28-2012 Station Manager was a presenter at the Adirondack Regional Economic Development meeting in Lake Placid, NY hosted by the Adirondack Community Trust.
- 10-5-2012 Station Manager was a panelist at a regional economic development meeting with congressional representatives, Canton, NY.
• 10-25-2012 Station Manager was a presenter and discussion leader for a book discussion gathering at Massena Public Library, Massena, NY.
• 12-19-2012 Station Manager participated in a regional development meeting hosted by SPEC.

(vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting:

• 4-6-2012 station hosted luncheon for regional college journalism students.
• 4-25-2012 station participated in St. Lawrence County (NY) job fair “Gateways to Careers”
• 8-16-2012 Station Manager led all-day radio and writing workshop at summer program for public school students at St. Mary’s School in Canton, NY

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

• 6/7-9/2012 The news director, web manager and a news reporter attend the “Taking News Digitally” training workshop at WHYY in Philadelphia, PA
• July, 2012 News Director Martha Foley attends Public Radio News Directors Inc. (PRNDI) Conference in Houston, Texas
• 9/17-19/2012 Station Manager, Web Manager and a news reporter attend the NPR Knight Foundation Training workshop for digital news in Washington, DC.
• 10/2012 Assistant News Director attends the “Food and the Law” conference at Vermont Law School in South Royalton, VT.
• 1/17/2013 Membership Director attends “Motivating Employees – Performance Evaluation & Information and Network Security” session at St. Lawrence University, Canton, NY.

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

• Calendar year 2012, all staff required to complete an on-line workplace harassment training course.
• Calendar year 2012, all senior staff required to attend and complete workplace harassment training sessions.