2013 EEO Public File Report

North Country Public Radio/Saint Lawrence University


Stations covered by this report:

WSLU, Canton, NY (facility ID: 66433)
WSLO, Malone, NY (66431)
WSLL, Saranac Lake, NY (66435)
WSLJ, Watertown, NY (66429)
WXLU, Peru, NY (66428)
WXLH, Blue Mountain Lake, NY (66427)
WXLG, North Creek, NY (66425)
WXLQ, Bristol, VT (176918)
WXLB, Boonville, NY (175085)
WXLS, Tupper Lake, NY (175082)
WSLZ, Cape Vincent, NY (176912)
WSLG, Gouverneur, NY (175081)
WXLL, Lake Placid, NY (176270)
WXLD, Lowville, NY (175083)
WREM, Canton, NY (175080)

This group of commonly owned stations is considered as one station employment unit because they share a common studio location (WSLU, WSLG and WREM), or operate with a waiver of 47 CFR Section 73.1125 which permits WSLO, WSLL, WSLJ, WXLU, WXLH, WXLG, WXLQ, WXLB, WXLS, WSLZ, WXLL, and WXLD to operate as satellites of WSLU.

The studios of WSLU, WSLG and WREM are located in Canton, NY, which is in the OMB Micropolitan area “Ogdensburg-Massena” and had a 2010 population of 111,944 and is therefore considered a “small market” for the purposes of EEO reporting.

The station employment unit employs 17 full-time individuals.

Full-time vacancies filled this period: one - Office Manager/Development Assistant

Recruitment sources used to fill this vacancy: Advertised regionally: The Department of Labor and North Country Now/North Country This Week newspapers and websites.

St. Lawrence University: HR Job Board and University website, HR Job Phone-line.

Recruitment source that referred the eventual hiree: St. Lawrence University website
Number of persons interviewed, and referral source: 4, referred by: 2-Department of Labor, 1-North Country Now newspaper, 1- St. Lawrence University Web Site

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

(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): Maureen Pellerin, January 2014
- Station Development: Abbey Haley, Spring-Fall, 2013
- News Department: Josh Cameron, Summer, 2013
- News Department: Claire Woodcock, Summer-Winter, 2013
- News Department: Hugh Neville III, Summer 2013
- New Media Department: Dan Devins, January 2014
- Operations, Seth Montpelier, Summer 2013
- Station Development: Alex Stevenson, Summer 2013

(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)

- 2/2/2013 Station Manager spoke during a station outreach event (bus trip to Ottawa, Ontario
- 2/4/2013 Station Manager was the presenter of a regional PBS program, “Influential Women of the North Country”
- 2/2013 Station Manager became a member of the New York State Council of the Arts Literary Panel
- 5/2/2013 Station Manager spoke at a locally screened showing of the Public Radio program “Wait Wait, Don’t Tell Me” in Potsdam, NY
- 6/5/2013 Assistant News Director moderated a panel on immigration at the Canton Unitarian Universalist Church
- 6/14/2013 Station Manager was a panelist at a panel and conversation on Communications and Economic Development in the Adirondack North Country, in Keene Valley, NY
- 6/24-26/2013 Station Personality Emceed the Madrid, NY Bluegrass Festival
• 7/15/2013 Station Manager organized and attended a regional news producers meeting designed to create a cooperative news and information aggregation website.
• 7/13/2013 Station Manager was a presenter at a regional environment gathering to honor local conservationists.
• 7/18/2013 Station personality emceed the Grey Fox Bluegrass Festival, Oak Hill, NY
• 7/22/2013 Station Manager arranged for public gathering to discuss issues and careers in Public Broadcasting in Saranac Lake, NY. Guest speaker was National Public Radio president Gary Knell.
• 7/23/2013 Station Manager and NPR President attend public gathering regarding issues and careers in Public Broadcasting in Lake Placid, NY.
• 7/24/2013 Station Manager and NPR President conduct an on-air call in show, inviting listeners to call in with their questions about Public Broadcasting.
• 7/24/2013 Open general meeting with the public and NPR president in Canton, NY to discuss Public Broadcasting.
• 7/25/2013 Station Manager and NPR President attend free luncheon (open to the public) in Clayton, NY to discuss issues regarding Public Broadcasting.
• 9/14/2013 Station Manager represents the Station in a Watertown, NY performance by a national personality. (Paula Poundstone)
• 9/20/2013 Station personality Emceed the Lowville (NY) Cream cheese Festival.
• 9/24-29/2013 Station personality represents the station to the International Bluegrass Music Association Convention and Awards Celebration in Raleigh, NC. Attended several seminars on effective interviewing, playlist management and reporting, and effective MC’ing.
• 10/5/2013 Assistant News Director gives lecture at Afropop World Wide event.
• 10/30/2013 Assistant News Director taught a class in Afro-Hispanic Culture and Literature at St. Lawrence University.
• 11/1-3/2013 Station Manager attends a Public Radio Station sponsored event in Washington, DC “Weekend in Washington” to discuss issues regarding Public Radio, several local individuals attended the event.
• 11/11/2013 Station Manager attended an annual gathering of Public Radio station managers in order to grapple with Public Radio issues nationwide.
• 11/20/2013 Station Manager met with a group of Vermont listeners to discuss Public Radio issues and concerns.
• 11/21/2013 Station Manager attends regional conference at the Wild Center in Tupper Lake, NY to discuss the recent successes and challenges facing not-for profit organizations in the region.
• 12/2/2013 Station Manager is a featured speaker at the Canton Rotary Club Dinner.
• 12/10/2013 Program Director spoke to students involved in the Potsdam High School Philanthropy Council, about public radio and non-profit giving.
• 1/23/2014 Station Production Manager delivered the pre-concert lecture for Grammy Award winning performer Gregory Porter at SUNY Potsdam, NY.
(through the entire period) To increase awareness of the station (and as a public service) the station served as media sponsor for dozens of community events in our coverage area, approximately twice monthly. These events included local festivals, exhibits and concerts.

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

- 2/2013 station Production manager gave a presentation about studio recording to the “Music Business” Class at the Crane School of Music, Potsdam, NY
- 3/27/2013 station participated in St. Lawrence County (NY) job fair “Gateways to Careers
- 7/16/2013 station personnel spoke to the Constructivist Conference regarding making a good radio show
- 8/7/2013, station News Reporter conducted a writing workshop for 6th-11th graders at the Young Writers Workshop at Colgate University
- 10/29/2013, station News Reporter taught a course called “Deconstructing Apocalyptic Narratives” regarding regional economic struggles and growth alternatives.
- 1/28/2014 station Production manager presented a short course on audio recording, editing and mixing to middle school students from the Potsdam, NY School system

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

- 01/14/2013-03/22/2013 13 station personnel complete a Knight Digital Training course designed to improve skills in all aspects of producing content for the digital media, including writing, photography, recording audio content, etc.
- 7/10-13/2013 Membership Director and Development Director attend “Public Media Development and Media Conference”, Atlanta, Georgia. Training workshops attended.
- 9/18-20/2013 Station Manager, Membership Director, and Web Manager attend three day NPR/Knight Digital Training workshop in Washington, DC
- 11/15/2013 Assistant News Director and a reporter/producer attend News Production workshop in Syracuse, NY