2014 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)
WXLZ, 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 15 full-time individuals.

Full-time vacancies filled this period: none

Recruitment sources used to fill this vacancy: not applicable
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, February-May 2014
- Station Development: Abbey Haley, Spring-Fall, 2014
- News Department: Josh Cameron, February-May 2014
- News Department: Claire Woodcock, June-September 2014
- News Department: Hugh Neville III, February-May 2014
- New Media Department: Dan Devins, February-May 2014
- New Media Department: Monique Cornett, June-September 2014
- New Media Department: Natalie Dignam, June-September 2014
- News Department: Kelly Bartlett, June-September 2014

(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)

- 2/8/2014 Station Manager emceed community event for regional low-income food access organization
- 2/10-19/2014 Station Manager helped recruit students for Habitat for Humanity
- 2/20/2014 Station Manager hosted on-air community call-in re: literature and reading
- 3/7/2014 station hosted live radio program from Lake Placid Pub & Brewery, Lake Placid, NY
- 3/8/2014 Assistant News Director emcee’d the World Music Festival, a benefit for non-for profit “Reason 2 Smile” in Lake Placid, NY
- 3/8-15/2014 Station Manager led St. Lawrence University student trip for Habitat for Humanity in N.C.
- 3/26/2014 Station participated in “Gateway to Careers” career fair, SUNY Canton, Canton, NY
- 4/1/2014 Station Manager attended annual Association of Independents in Radio meeting in Boston
- 4/5/2014 Station Manager hosted live community presentation of Vinyl Café radio program
- 5/7/2014 Station Manager presented talk on public media at “Lunch and Learn” gathering at St. Lawrence University
- 5/20/2014 Station Manager presented talk on public media at Rotary Club in Saranac Lake, NY
- 6/4/2014 Station Manager participated as a panelist at annual State University of NY faculty gathering in Lake Placid, NY
- 6/9/2014  Station Manager was a presenter at Plattsburgh, NY Rotary Club meeting
- 6/11/2014  Assistant News Director was a panelist on a local GOP primary debate
- 7/13/2014  Station Manager was a presenter at the Old Forge Library
- 7/21/2014  Station Manager was a presenter at the Keene Valley, NY Library
- 7/23/2014  Station Manager co-hosted on-air community call in
- 7/26/2014  Station Manager attended Adirondack Museum annual dinner gathering
- 8/6/2014  Station hosted luncheon meeting of regional media leaders
- 8/13/2014  Station Manager attended regional luncheon at Blue Mountain Center, Blue Mountain Lake, NY.
- 9/3/2014  Station Manager served as panelist for New York State Council on the Arts Literature Program
- 9/17/2014  Station Manager acted as moderator for “Great Conversations” event featuring NPR Diversity Vice President Keith Woods
- 10/1/2014  Station manager hosted community outreach event in Plattsburgh, NY
- 10/2/2014  Station Manager attended regional community service meeting in Blue Mountain Lake, NY.
- 10/9/2014  Station Manager was a presenter at the Glens Falls, NY Rotary Club
- 10/9/2014  Station Manager attended station at public radio celebration of StoryCorps
- 10/21/2014 Assistant News Director was a panelist on a debate between local candidates for the 23st Congressional District
- 11/13/2014  Station Manager hosted regional environmental group leaders at station.
- 1/26/2015  Station Manager participated in regional nonprofit planning session in Lake Placid, NY

(vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting:
- 2/5/2014  Station Manager led seminar on media for college students
- 2/13/2014 Assistant News Director taught class in Audio Production at SUNY Potsdam, NY
- 2/19/2014  Production Engineer taught Music Business Class at SUNY Potsdam about public radio/recording
- 4/10/2014  Assistant News Director taught class on “Environmental Communications” at St. Lawrence University
- 7/10/2014  Web Developer Bill Haenel presented a training session entitled “Curating Content for Public Media” at PMDMC conference, Denver, Colorado
Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions: