2015 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)
WXLE, Indian Lake, NY (183338)

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, WXLD, and WXLE 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: two – Digital Content Producer, and News Reporter/Producer

Recruitment sources used to fill this vacancy:

POSITION: “Digital Content Producer”
- Advertised within applicant’s organization: SLU Website via PeopleAdmin
• Advertised regionally: Watertown Daily Times, North Country This Week/North Country Now, Fort Drum Employee Readiness Program Facebook Page and Job Bank, Syracuse Post Standard (Syracuse.com/jobs), Albany Times Union (timesunion.com/jobs)
• Advertised nationally: CURRENT.org (online and print), Corporation for Public Broadcasting Jobline (cpb.org), Public Radio News Directors, Inc. job listings (prndi.org), Linkedin, National Association of Black Journalists (najb.org), Indian Time (indiantime.net)

POSITION: “News Reporter/Producer”
• Advertised within applicant’s organization: SLU Website via PeopleAdmin
• Advertised regionally: Watertown Daily Times (watertowndailytimes.com), Syracuse Post Standard (syracuse.com/jobs), Albany Times Union, northcountrynow.com, Fort Drum Employee Readiness Program Facebook Page and Job Bank, Brulington Free Press, Burlington Seven Days
• Advertised nationally: CURRENT Magazine (current.org), Public Radio News Directors, Inc. (prndi.org), CPB (cpb.org), National Association of Black Journalists (nabjcareers.org), Indian Time (indiantime.net)

Recruitment source that referred the eventual hiree:
POSITION: Digital Content Producer: referred by St. Lawrence University (licensee) employee

POSITION: New Reporter/Producer: #pubjobs (on Twitter)

Number of persons interviewed, and referral source:
POSITION: Digital Content Producer: 3, referred by: 2-St. Lawrence University (licensee) employee, 1-“a colleague”

POSITION: News Reporter/Producer: 3, referred by: 1-#pubjobs (on Twitter), 1- “word of mouth”, 1- station website (ncpr.org)

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: Ally Freedman, February-May 2015
• Station Development: Abbey Haley, September-December, 2015
• News Department: Abigael Giles, February-May 2015
• New Media Department: Bobby Baird, February-December 2015
• Engineering: Austin Milone, September-December 2015
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)

- 2/2/2015 Station Manager participated in “Adirondack Foundation” program, Lake Placid
- 2/17/2015 Station Manager helped recruit and assess students for Habitat for Humanity
- 2/24/2015 Station manager served as judge for poetry contest at Clinton Community College, Plattsburgh, NY
- 2/28/2015 Station Manager Helped with bake sale for a community low-income fundraiser
- 3/6/2015 Music host produced live broadcast as part of the World Music Festival in Lake Placid, NY
- 3/7/2015 Station Music host emcee’d World Music Festival in Lake Placid, NY
- 3/11/2015 Station Manager attended a community lunch in Plattsburgh, NY
- 3/14/2015 Station Manager led group of St. Lawrence University students on a Habitat for the Humanities project in North Carolina
- 3/26/2015 Station Manager Hosted dinner for Habitat for Humanity volunteers
- 3/28/2015 Station Manager moderated fundraising event for GardenShare
- 4/27/2015 Station Manager hosted a literary conversation with high school students
- 4/28/2015 Station Manager hosted dinner for writing students
- 5/18/2015 Station Manager led group of NGO board members on a trip to Cameroon, Africa.
- 6/26/2015 Station Manager attended gathering to honor regional media leaders in Adams Center, NY
- 7/18/2015 Station Manager hosted station “Annual Meeting and Community Conversation”, Canton, NY
- 7/18/2015 Station Manager attended Adirondack Council 40th Anniversary dinner
- 7/20/2015 Two station news reporters gave talk on “News in The North Country”, Keene Valley Library, Keene Valley, NY.
- 8/2/2015 Station Manager represented station at southern Adirondacks community event, Johnsburg, NY
- 8/12/2015 Station Manager toured local nature preserve as station representative, Lake Placid, NY
- 9/9/2015 Station Manager attended a regional meeting of nonprofit organizations, Lake Placid, NY
- 9/10/2015 Station Manager hosted and interviewed participants for a produced program about the Holocaust
- 9/21/2015 Station Manager attended planning sessions around national Localore multi-media project
- 9/28/2015 Assistant News Director moderated a panel discussion about food waste. A collaboration between Cinema 10 and Gardenshare.
- 9/30/2015 Station Manager served as panelist for a New York State Council on the Arts Regional Economic Development Grants Council
- 10/3/2015 Station hosted a live presentation by Ira Glass, Plattsburgh, NY
- 10/22/2015 Assistant News Director was a panelist at North Country Food Day Youth Summit, spoke about food and agricultural journalism
- 12/1/2015 Station Manager hosted live community literature call-in program

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

- 2/23/2015 Production Manager lectured about public radio and digital recording to a Music Business Class at SUNY Potsdam
- 3/10/2015 Assistant News Director was guest lecturer at St. Lawrence University
- 4/21/2015 Station Manager presented a class for a college class on public media at St. Lawrence University
- 5/13/2015 Production Manager conducted mock job interviews with senior Music Business majors at SUNY Potsdam
- 10/7/2015 Assistant News Director guest lecturer at sociology class at St. Lawrence University
- 11/25/2015 Station Manager and Chief Engineer gave a lecture on Radio Broadcasting for St. Lawrence University students
- 11/30/2015 Assistant News Director taught course about African influences in Latin American contemporary music.
- 12/14/2015 Production Manager conducted mock job interviews with senior Music Business majors at SUNY Potsdam
- 1/19/2016 Production Manager recorded/edited a radio program with 13 Parishville-Hopkinton Central School students for a class on music history.

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

- 12/14-18/2015 Membership Director, Development Assistant, Web Manager and Chief Engineer receive training on “Allegiance” software