2016 EEO Public File Report

North Country Public Radio/Saint Lawrence University

Reporting Period: February 1, 2016 – January 31, 2017

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 14 full-time individuals.

Full-time vacancies filled this period: two – Digital Content Producer, and News Reporter/Producer

Recruitment sources used to fill these vacancies:

POSITION: “Development Assistant”
- Advertised within applicant’s organization: SLU Website via PeopleAdmin
• Advertised regionally: North Country This Week/North Country Now, Fort Drum Employee Readiness Program Facebook Page and Job Bank

  *POSITION:* “Giving Manager”

• Advertised within applicant’s organization: SLU Website via PeopleAdmin and HR Job Board


**Recruitment source that referred the eventual hiree:**

  *POSITION:* Development Assistant: referred by another St. Lawrence University (licensee) employee

  *POSITION:* Giving Manager: referred by another St. Lawrence University employee

**Number of persons interviewed, and referral source:**

  *POSITION:* Development Assistant: (4 total) referred by: 2- St. Lawrence University (licensee) employees, 1- St. Lawrence University HR website, 1- Blanket Email to all St. Lawrence University Staff

  *POSITION:* Giving Manager: (5 total) referred by: 1- St. Lawrence University HR Job Board, 1- North Country This Week, 1- St. Lawrence University Employee, 2- unknown

**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: Jonathan Ten Eyck, May-September 2016
• New Media Department: Joseph Duggan, May-September 2016
• New Media Department: Bobby Baird, January-May 2016
• New Media Department: Melissa Callaert, January-May 2016
• New Media Department: Dong Hae Jang, January 2017
• Station Development: Abbey Haley, January-May, 2016
• Project Assistant: Cleo Mueller, November-December 2016
(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)

- 2/4/2016 Station sponsored “listening session” with soldiers and veterans based at Ft. Drum base.
- 2/27-28/2016 Station sponsored regional “story slams” (in Canton, and Saranac Lake, NY) a community collaboration with the Adirondack Center for Writing
- 3/5/2016 News Reporter/Music Host emceed World Music Festival, Lake Placid, NY
- 3/7/2016 Station Manager participated as a professional woman in a young women’s mentoring evening at St. Lawrence University
- 3/15-17/2016 Station hosted visiting leadership of the Association of Independents in Radio (AIR) as part of our Homefront: Fort Drum project
- 3/20-26/2016 Station Manager led a group of college students on a spring break trip to volunteer at a neighborhood soup kitchen/thrift store in Philadelphia, PA.
- 4/7/2016 Station Manager met with community representatives about programming and governance issues related to the station
- 4/14/2016 Station Manager spent evening de-briefing students from spring break volunteer trip
- 5/6/7/2016 Two additional “story slams” in Plattsburgh and Watertown, NY
- 6/2016 Program Presenter emceed Tug Hill Bluegrass Festival, Lowville, NY
- 6/13/2016 Station Manager participated in conference for regional non-profit organizations in Blue Mountain Lake, NY
- 6/14/2016 Station hosted luncheon for new president of SUNY, Potsdam.
- 6/15/2016 Station Manager attended board meeting of regional economic development organization.
- 6/16/2016 Station sponsored community outreach event at Homefront Drive-In, Watertown, NY
- 7/2016 Program Presenter emceed Grey Fox Bluegrass Festival, Oak Hill, NY
- 7/1/2016 Station Manager represented station at 10th anniversary celebration of the Wild (nature) Center, Tupper Lake, NY
- 7/4/2016 Station Manager attended two community gatherings, Lake Placid, and Canton, NY
- 7/14/2016 Station Manager hosted a 2-hour literature call-in show, co-hosted by community members.
- 7/16/2016 Story Slam event in Lake Placid
- 7/20/2016 Station Manager gave presentation to the Rotary Club in Plattsburgh, NY
- 7/23/2016 Story Slam event in Old Forge, NY
- 7/29/2016 Story Slam event in Saratoga Springs, NY
- 7/30/2016 Station Manager represented station at Adirondack Museum annual dinner, Blue Mountain Lake, NY
- 8/13/2016 Story Slam event Clayton, NY
8/18/2016  Station met with local listeners in Keene Valley, NY
8/18/2016  Story Slam event Upper Jay, NY
8/22/2016  Station Manager met with listeners in the Wanakena, NY region
8/24/2016  Station Manager met with community members in first North County At Work (NCAW) community photo scanning and interview session, Hammond, NY.
8/28/2016  Station Manager attended NCAW session, Whallonsburg, NY
8/29/2016  Station Manager attended gathering to welcome new Paul Smith’s College president.
9/2/2016  Program Presenter moderated Bluegrass Songwriting Critique Seminar, International Bluegrass Music Association Convention, Raleigh, NC
9/24/2016  Assistant News Director/Program Host co-emceed Hobofest, Saranac Lake, NY
9/9/2016  Story Slam event at the Akwesasne Mohawk Community.
9/11/2016  Story Slam, North Creek, NY
9/15/2016  Station Manager attended a community recognition event at the Remington Museum, Ogdensburg, NY
9/16/2016  Story Slam, Kingston, Ontario
9/16/2016  live remote broadcast from Kingston, Ontario
9/17/2016  Station Manager emceed music festival at John Brown Farm in Lake Placid, NY
9/17/2016  Story Slam, Potsdam, NY
9/18/2016  Station Manager attended NCAW event in Heuvelton, NY
9/22/2016  NCAW event at Philadelphia (NY) Library
9/24/2016  final Story Slam (Grand Slam), Heuvelton, NY
9/30/2016  Assistant News Director moderated sustainability pane with presidents of local colleges, Potsdam, NY
10/4/2016  News Reporter participated in televised debate for local mayoral candidates, Plattsburgh, NY
10/9/2016  Assistant News Director represented station at Sugar House Creamery, part of Essex County (NY) Cheese Tour
10/13/2016  Station Manager attended a dinner with local listeners, Upper Saranac Lake, NY
10/20/2016  NCAW event at Watertown, NY, Historical Association
10/24/2016  News Reporter participated in televised debate for local Congressional candidates, Plattsburgh, NY
10/26/2016  Station Manager represented station at public policy meeting, Canton, NY
11/3-5/2016  Station Manager attended several NCAW sessions in the Saranac Lake, NY area
11/14/2016  Station Manager served as judge in a career services completion at St. Lawrence University, Canton, NY
11/17/2016  NCAW event in Dexter, NY
• 11/29/2016  Station Manager hosted luncheon for regional community organization leaders.
• 12/06/2016  Station Manager hosted 2-hour literature call-in with community co-hosts.
• 1/16/2017  Station Manager had luncheon meeting with area nonprofit leaders, Saranac Lake, NY

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

• 2/2016  Production Manager lectured about public radio and digital recording to a Music Business Class at SUNY Potsdam
• 2/22/2016  Station Manager and Operations manager conducted a tour and workshop for 25 High School students at 80 E. Main St. studios.
• 3/11/2016  Station personnel conducted presentation on “digital storytelling” THATCamp, SUNY Canton
• 3/30/2016  Station participated in “Gateways to Careers” professional work Education Day at State University of NY Canton campus.
• 6/2016  Production Manager conducted workshop for area Physicians from the NAHEC (Northern Area Health Education Center) at Canton, NY studios.
• 7/25/2016 Station participated in Job Fair for area adults at St. Lawrence/Lewis County BOCES office, Canton, NY.
• 10/12/2016 Assistant News Director was guest lecturer at St. Lawrence University (Environment and Society class)
• 10/18/2016 Assistant News Director was guest lecturer at St. Lawrence University (Media and Society class)
• 10/19/2016 News Reporter taught class in Broadcasting and Journalism at University of Vermont, Burlington, VT.
• 11/7/2016 News Reporter taught class in Broadcasting and Journalism at SUNY Plattsburgh, Plattsburgh, NY
• 11/15-17/2016  Station Manager and Chief Engineer were guest lecturers at St. Lawrence University’s First Year program
• 1/25/2017 Chief Engineer conducted workshop of producing PSA’s for students from the St. Lawrence Home School Association.

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

- 4/10/2016 Four station News Reporters attend 2016 Burlington Watchdog Workshop, presented by IRE (Investigative Reporters & Editors) Burlington, VT
- 8/10-12/2016 Underwriting Director attended 2016 PMDMC (Public Media Development and Marketing Conference) in Boston. Attended several workshops
- 11/8-10/2016 Membership Manager, Development Assistant, Web Manager and Chief Engineer receive training on “Allegiance” software