2018 EEO Public File Report

North Country Public Radio/Saint Lawrence University

Reporting Period: February 1, 2018 – January 31, 2019

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)
WXB, 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 13 full-time individuals.

Full-time vacancies filled this period: three (Production Manager/On Air Host, and 2 Reporter positions)

Recruitment sources used to fill these vacancies:

POSITION: “Reporter”

- Advertised within applicant’s organization: SLU Website via PeopleAdmin and HR Job Board
- Advertised regionally: Syracuse Post Standard, Associated Colleges,

**POSITION:** “Production Manager/On Air Host”
- Advertised within applicant’s organization: SLU Website via PeopleAdmin and HR Job Board
- Advertised regionally: Syracuse Post Standard, Associated Colleges, Burlington Free Press, Albany Times Union, North Country This Week, Watertown Daily Times

**Recruitment source that referred the eventual hire:**
POSITION: Reporter (1): referred by another St. Lawrence University employee
    Reporter (2): CPB Jobline
    Production Manager/On Air Host: Referred by another SLU employee

**Number of persons interviewed, and referral source:**
POSITION: Reporters, 4 interviews, referred to by another St. Lawrence University Employee, CPB Jobline, the other by un-named sources

POSITION: Production Manager/On Air Host: 3 candidates interviewed, Referred by another St. Lawrence University employee, North Country This Week, and CURRENT magazine.

**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:**
- Digital Department: Tyler Flannigan, Feb - December 2018
- Special Projects/Digital: Nora Bradford, May - August 2018
- Special Projects/Digital: Anna Williams-Bergen, May – August 2018
- Special Projects/Digital: Michael Greenwood, Nov – December 2018
- News Department: Michael Pulino, June – July 2018
- News Department: Veronica Zabala, June – July 2018
(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)

- 1/5/2018 Station Manager attended meeting about regional philanthropy, New York City
- 2/20/2018 live broadcast from Lake Placid (Blue Note)
- 2/23/2018 Station organized public story “slam”, Saranac Lake, NY
- 3/2/2018 Station organized public story “slam”, Old Forge, NY
- 3/7/2018 Community open house at studio location, Canton, NY
- 3/16/2018 Station Manager met with Adirondack North Country Association in Saranac Lake to plan regional outreach project
- 3/22/2018 Station organized public story “slam”, Canton, NY
- 4/5/2018 Station organized public story “slam”, Glens Falls, NY
- 5/4/2018 Station organized public story “slam”, Old Forge, NY
- 5/10/2018 Station organized public story “slam”, Lake Placid, NY
- 5/17/2018 Station invited public to meet National Public Radio business reporter at event in Lake Placid, NY
- 5/24/2018 Station organized public story “slam”, Plattsburgh, NY
- 6/2/2018 Station created float in Canton, NY Dairy Princess Parade
- 6/15/2018 Station organized public story “slam”, Upper Jay, NY
- 7/9/2018 Station Manager moderated discussion about Native Americans and the natural world, Tupper Lake, NY
- 7/14/2018 Station Manager spoke at Adirondack Council luncheon, Old Forge, NY
- 7/19/2018 Annual Public Meeting for station and advisory board, Canton, NY
- 7/20/2018 Station organized story telling event, Canton, NY
- 7/28/2018 Station Manager spoke at Adirondack Museum annual dinner, Blue Mountain Lake, NY
- 8/6/2018 Station Manager spoke at Keene Valley Public Library
- 8/8/2018 Station hosted public gathering for listeners in Upper St. Regis, NY
- 8/11/2018 Station hosted music festival for listeners in AuSable Forks, NY
- 8/15/2018 Station Manager attended listener event in Tupper Lake, NY
- 8/16/2018 Station Manager attended listener event in Keene Valley, NY
- 8/17/2018 Station hosted story telling event in Hammond, NY
- 8/23/2018 Station Manager attended listener gathering for station in Clayton, NY
- 8/25/2018 Station hosted story telling event in Long Lake, NY
- 8/30/2018 Station hosted story telling event Cranberry Lake, NY
- 9/14/2018 Station organized public story “slam” Potsdam, NY
- 9/15/2018 Station Manager emceed music festival in Lake Placid, NY
- 9/19/2018 Station hosted story telling event, Lake Pleasant, NY
- 9/21/2018 Station organized public story “slam”, North Creek, NY
- 9/27/2018 Station hosted story telling event, Carthage, NY
- 10/12/2018 Station organized public story “slam, Tupper Lake, NY
- 10/19/2018 Station hosted story telling event, Keene Valley, NY
- 10/28/2018 Station Manager was “presenter” at conference in Tupper Lake, NY to attract visitors to the region
• 11/2/2018 Station organized live broadcast from Tupper Lake, NY (Beat Authority)
• 11/8/2018 Station organized public story “slam”, Elizabethtown, NY
• 12/1/2018 Station organized public story “slam”, Saranac Lake, NY
• 12/8/2018 Station event (Dance Party) Upper Jay Arts Center, Upper Jay, NY
• 12/8/2018 Station hosted story telling event, Tupper Lake, NY
• 12/11/2018 Station conducted public “open house” at studios in Canton, NY
• May – October (2018) North Country at Work team conducted 16 data gathering events across the region

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

• 3/18/2018 News Director was guest lecturer at Climate Science Class at St. Lawrence University, Canton, NY
• 3/21/2018 Station participated in “Gateways to Careers” professional work education day at SUNY Canton, approximately 1000 students attended
• 4/25/2018 Station Manager taught class on the First Amendment and Journalism
• 9/13/2018 News Reporter lectured on “Writing for Radio and TV” at SUNY Plattsburgh (NY)
• 9/22/2018 Assistant News Director co-hosted and conducted three workshops, St. Lawrence Citizen Journalism Incubator, St. Lawrence University, Canton, NY
• 10/17/2018 Assistant News Director was guest lecturer at SLU history class
• 10/18/2018 News Reporter lectured on “Technological Communications” SUNY Canton, NY
• 10/20/2018 News Reporter guest lecture on editing and interviewing techniques for podcasts at North Country Children’s Museum, Potsdam, NY
• 10/23/2018 Assistant News Director was guest lecturer on “Identity and Belonging in the St. Lawrence Valley”, St. Lawrence University, Canton, NY
• 11/8/2018 Station Manager and Chief Engineer guest lecturers at “Sound” course, at St. Lawrence University, Canton, NY
• 11/15/2018 Chief Engineer conducted station technical tour for college students
• 12/6/2018 Station Manager taught class on the First Amendment and Journalism
• 3/29 – 6/28/2018 Station Manager conducted weekly writing class, Ray Brook Federal Prison
• 9/25/2018 Station personnel presented three seminars on broadcasting at IBMA Convention, Raleigh, NC

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

• March 26-30,2018 News Reporter attended week-long “Computer Assisted Boot Camp” with investigative reporters and editors in Columbia, MO
- June 21-24, 2018  News Director, Assistant News Director and Special Projects Coordinator, attended PRNDI (Public Radio News Directors Incorporated) conference in Philadelphia, PA
- October 25-26, 2018 Station Manager and Special Projects coordinator attend Public Radio Super Regional Conference in Atlanta, GA
- November 12-17, 2018 News Reporter attended “Werk It” conference/workshop for women in Podcasting
- November 15-16, 2018 Special Projects Coordinator attended People Powered Publishing workshop, Chicago, Ill.