

## Annual EEO Public File Report Form

Mountain Lake Public Telecommunications Council

[Call Sign - WCFE]

### Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): [WCFE and Communities of License] and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning February 1, 2021 to and including January 31, 2022 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Filename: Annual EEO Public File Report

MOUNTAIN LAKE PUBLIC TELECOMMUNICATIONS COUNCIL  
(Mountain Lake PBS) Call Letters (WCFE-TV in Plattsburgh, NY)  
EEO PUBLIC FILE REPORT & POST ON THE WEBSITE  
Covering Period - February 1, 2021 – January 31, 2022  
Full-Time Positions Filled

<u>Full-Time Position</u>	<u>Position Title</u>	<u>Date Open</u>	<u>Date Filled</u>	<u>Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*</u>	<u>Number Interviewed</u>	<u>Number Hired</u>
1	Corporate Support Representative	10/20/21	11/19/21	Indeed	1	1
TOTAL					1	1

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	<b>Mountain Lake PBS (website)</b> One Sesame Street Plattsburgh, NY 12901	518-563-9770 www.mountainlake.org		yes
2	<b>NYS Dept. of Labor - One Worksource</b> 194 US Oval Plattsburgh, NY 12901	518-561-0430 Ext. 3028 Melissa Baretsky Melissa.baretsky@labor.ny.gov		yes
3	<b>In-House Posting/Staff Referral</b>			yes
4	<b>NYS Broadcasters Association</b> 1805 Western Avenue Albany, NY 12203	518-456-8888 Carolyn M. Jung cjung@nysbroadcasters.org		yes
5	<b>Vermont Department of Labor – Vermont Job Link</b> 63 Pearl Street Burlington, VT 05401-4331	802-652-0368 Ann Carnell 802-863-7676 General Line		yes
6	<b>Corporation for Public Broadcasting – CPBJobline</b> 401 9 <sup>th</sup> street NW	202-879-9600 www.cpb.org/jobline		yes

	Washington, DC 20004			
7	<b>Indeed</b>	Indeed.com	1	
8	<b>United States Dept. of Labor - National Labor Exchange U.S Jobs</b>  9002 Purdue Road, Suite 100, Indianapolis, IN 46268  200 Constitution Avenue NW, Washington, DC 20210	<a href="https://usnlx.com/">https://usnlx.com/</a> <a href="http://www.veterans.gov">www.veterans.gov</a>		
9	<b>The School of Business and Economics - SUNY Plattsburgh</b>  101 Broad Street, 321 Ausable, Plattsburgh, NY 12901	518-564-4303 <a href="https://www.plattsburgh.edu/">https://www.plattsburgh.edu/</a>		
	<b>TOTAL:</b>		1	

Appendix 1  
Annual EEO Public File Report Form  
Covering the Period from February 1, 2021 to January 31, 2022  
Station(s) Comprising Station Employment Unit: [WCFE-TV in Plattsburgh, NY]

Section 1: Vacancy Information

	Full-time Positions Filled by Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
1	Corporate Support Representative	Indeed	1
2			
3			
4			
5			

Total Number of Persons Interviewed During Applicable Period: 1

	Full-time Positions Filled by Job Title	Sources used to publicize the opening (# of interviewees)
1	Corporate Support Representative	MLPBS Website NYS Dept. of Labor - One Worksource In-house posting NYS Broadcasters Association Vermont Department of Labor - Vermont Joblink Corporation for Public Broadcasting - CPBJobline <b>Indeed.com - 1</b> United States Dept. of Labor - National Labor Exchange U.S Jobs The School of Business and Economics - SUNY Plattsburgh

Appendix 2  
Annual EEO Public File Report Form  
Covering the Period from February 1, 2021 to January 31, 2022  
Station(s) Comprising Station Employment Unit: [WCFE-TV in Plattsburgh, NY]

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized & For What Job Opening
A	<b>Mountain Lake PBS (website)</b>  One Sesame Street Plattsburgh, NY 12901 518-563-9770 <a href="http://www.mountainlake.org">www.mountainlake.org</a>		
B	<b>NYS Dept. of Labor - One Worksource</b>  194 US Oval Plattsburgh, NY 12901 518-561-0430 Ext. 3028 Melissa Baretsky		
C	<b>In-House Posting/Staff Referral</b>		
D	<b>NYS Broadcasters Association</b>  1805 Western Avenue Albany, NY 12203 518-456-8888 Carolyn M. Jung		
E	<b>Vermont Department of Labor – Vermont Job Link</b>  63 Pearl Street Burlington, VT 05401-4331 Ann Carnell: 802-652-0368 General Line: 802-863-7676		
F	<b>Corporation for Public Broadcasting – CPBJobline</b>  401 9 <sup>th</sup> street NW Washington, DC 20004 202-879-9600 <a href="http://www.cpb.org/jobline">www.cpb.org/jobline</a>		
G	<b>Indeed</b> Indeed.com	1	Corporate Support Representative
H	<b>United States Dept. of Labor - National Labor Exchange U.S Jobs</b>  9002 Purdue Road, Suite 100, Indianapolis, IN 46268		

	<a href="http://www.veterans.gov">www.veterans.gov</a>  200 Constitution Avenue NW, Washington, DC 20210 <a href="https://usnlx.com/">https://usnlx.com/</a>		
I	<b>The School of Business and Economics - SUNY  Plattsburgh</b>  101 Broad Street, 321 Ausable, Plattsburgh, NY 12901 518-564-4303 <a href="https://www.plattsburgh.edu/">https://www.plattsburgh.edu/</a>		
TOTAL:		1	1

Appendix 3  
Annual EEO Public File Report Form  
Covering the Period from February 1, 2021 to January 31, 2022  
Station(s) Comprising Station Employment Unit: WCFE- TV in Plattsburgh, NY

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WCFE

Station(s) Claiming Credit: Mountain Lake Public Telecommunications Council

Activity # 1 – Participation of Three Job Fairs

1) Activity: SUNY Plattsburgh Virtual Career Fair 2021

Date: March 24, 2021

Participating Employees: Logan Brody

Host/Sponsor of Activity: SUNY Plattsburgh Career Development Center

Brief Description of Activity and Station Participation: Logan Brody had all unpaid department internship job descriptions available. The station distributed volunteer opportunities and applications for employment. She collected resumes and distributed information corresponding to the department internships participants were interested in.

2) Activity: Job Discovery Virtual Job Fair

Date: April 22, 2021

Participating Employees: Logan Brody

Host/Sponsor of Activity: SUNY Adirondack Community College

Brief Description of Activity and Station Participation: Logan Brody had all unpaid department internship job descriptions available. The station distributed volunteer opportunities and applications for employment. She collected resumes and distributed information corresponding to the department internships participants were interested in.

3) Activity: SUNY Plattsburgh Internship & Career Fair 2021

Date: October 20, 2021

Participating Employees: Jimmy McCartney and Will Houle

Host/Sponsor of Activity: SUNY Plattsburgh School of Business & Economics

Brief Description of Activity and Station Participation: Jimmy McCartney and Will Houle had all unpaid department internship and paid full-time Corporate Support Representative position job descriptions available. The station distributed volunteer opportunities and applications for employment. They collected resumes and distributed information corresponding to the open full-time position and department internships participants were interested in.

Activity # 2 – Training for Station Personnel

President & CEO attended the following:

APTS Webinar: Congressional Meeting Preparation – 2/2/21 (Online)

APTS Virtual Summit – 2/22/21-2/23/21 (Online)

Knight Media Forum – 3/2/21-3/4/21 (Online)

APTS Webinar: Educational Datacasting – 4/20/21 (Online)

PBS General Managers Planning Meeting – 5/10/21 (Online)  
2021 PBS Annual Meeting – 5/10/21-5/20/21 (Online)  
North Country Chamber Webinar: NYS Hero Act for Employers – 6/30/21 (Online)  
Current Webinar: On the Money: Pay Equity in Pubmedia – 9/8/21 (Online)  
Corporation for Public Broadcasting Training: Financial Reporting – 10/6/21 (Online)  
APTS Webinar: Planning Your Advocacy Strategy – 1/12/22 (Online)  
2022 NETA Conference and CPB Public Media Thought Leaders Forum – 1/24/22-1/26/22 (Online)

Director of Programming and On-Air Fundraising:

On-Air Fundraising Roundtable – 4/7/21 (Online)  
CSPI Lunch & Learn: Developing & Assessing Broadcast Sponsor Messaging – 4/13/21 (Online)  
Passport Refresh Webinar – 4/28/21 (Online)  
2021 PBS Annual Meeting – 5/10/21-5/20/21 (Online)  
Hot Switching Packaging Experiment Webinar – 8/31/21 (Online)  
PBS TechCon – 10/18/21-10/28/21 (Online)  
Hot Switching Results Webinar – 12/8/21 (Online)

Director of Engineering and Technical Services:

PBS TechCon – 10/18/21-10/28/21 (Online)

Director of Development attended the following:

Integrating Membership Final Webinar – 2/3/21 (Online)  
Navigating the Data: Tips on Using the MRI Notebook – 3/23/21 (Online)  
Developing & Assessing Broadcast Sponsor Messages – 4/13/21 (Online)  
Dealing with Difficult People Webinar – 4/20/21 (Online)  
2021 PBS Annual Meeting – 5/10/21-5/20/21 (Online)  
CDP Webinar: Online ROAR Reports – 6/9/21 (Online)  
Uncovering the Opportunities with Workforce Development Initiatives: Serving the Community & Bringing in Sponsorship Dollars – 6/15/21 (Online)  
Donor Retention: Now That You Have Them, Why Not Keep Them? – 7/27/21 (Online)  
Cross-Discipline Fundraising: Promote & Sell Planned Giving Campaigns – 8/24/21 (Online)  
Station Webinar: APT in Passport Launches September 1 - What Now? – 8/31/21 (Online)  
The Fundraising Road Ahead (and Behind) – 9/30/21 (Online)  
Integrated Membership Series: CYE Planning – 10/12/21 (Online)  
2022 NETA Conference and CPB Public Media Thought Leaders Forum – 1/24/22-1/26/22 (Online)

Director of Engagement and Marketing attended the following:

Knight Media Forum – 3/2/21-3/4/21 (Online)  
2021 PBS Annual Meeting – 5/10/21-5/20/21 (Online)  
PBS TechCon – 10/18/21-10/28/21 (Online)  
2022 NETA Conference and CPB Public Media Thought Leaders Forum – 1/24/22-1/26/22 (Online)

Education and Office Coordinator attended the following:

COVID's Impact on Adirondack Schools – The Rise of Disconnected Youth – 2/23/21 (Online)  
New Features for Back to School on PBS LearningMedia – 9/9/21 (Online)

Production and Engagement Specialist attended the following:

2022 NETA Conference and CPB Public Media Thought Leaders Forum – 1/24/22-1/26/22 (Online)

Special Projects Producer attended the following:

2022 NETA Conference and CPB Public Media Thought Leaders Forum – 1/24/22-1/26/22 (Online)



Editor attended the following:

PBS TechCon – 10/18/21-10/28/21 (Online)

2022 NETA Conference and CPB Public Media Thought Leaders Forum – 1/24/22-1/26/22 (Online)

All Personnel

EVERFI Online Harassment & Bias Prevention Training (Online)

### Activity # 3 –Training on Equal Employment Opportunity and Anti-Discrimination

Employee Assistance Services (EAS) – All employees are eligible to use the services that EAS has to offer. A quarterly newsletter goes out to each employee. If there is any type of supervisory training that is offered by EAS, it is encouraged that managers attend. If there are other training opportunities at EAS, staff is encouraged to attend.

Diversity & Inclusivity – Management and appropriate staff participate in ongoing diversity training to meet objectives in this area.

### Activity # 4 –Internship Program

SUNY Plattsburgh Internship Program – Production, Development, and Marketing departments took advantage of this internship program during 2021-2022 school year.

NYSBA 2021 Internship Program – Mountain Lake PBS took advantage of this internship program. NYSBA Internship Program is an on-the-job-training program that employers can be reimbursed for wages.

Crane School of Music at SUNY Potsdam Internship Program – The Engagement and Marketing department took advantage of this internship program during the 2021-2022 school year.

### Activity # 5 – Other activities with community organizations and schools

#### Education Outreach Initiatives

1. Literacy and Science Outreach - The education department has a large literacy and science outreach component. It provides literacy and early science strategies to area childcare providers, educators, parents and children. This program connects public television's quality research-based programming with strategies to build on the programming through activities and story reading. All participants receive a free book to practice the strategies.
2. Mountain Lake PBS provides the PBS Learning Media service to the area. In conjunction with this service, we offered workshops on integrating the free digital learning content into curriculum and instruction.
3. Mountain Lake PBS also hosted events, in-person and virtually, and partnered with community organizations on their events. Through these events we provide information about our programs and services, but we also impacted the community by promoting other not for profit organizations and activities.
4. In response to the COVID-19 pandemic, Mountain Lake PBS continued the Learning at Home (LAH) broadcast schedule. This two-hour block of educational programs supports educators,

children, and families learning or teaching in school, at home, or through hybrid models. The LAH block features programs and films appropriate for school-age children and is paired with media-rich resources on PBS LearningMedia. A weekly newsletter for families and educators features these and other resources, including educational and cultural opportunities across the region.