

WAER 2017 EEO Public File Report

This EEO Public File Report is filed in WAER’s public inspection file pursuant to Section 73.2080 of the Federal Communications Commission’s (FCC) rules.

During the period January 1, 2016 through December 31, 2016, WAER had 1 job vacancy. There were 19 total applications of which 7 were interviewed.

Full Time Vacancy Filled During Reporting Period:

Job Title	Date Filled	Hired	Interviewed
Content & Operations Manager	December 1, 2016	1	7
Total		1	7

WAER RECRUITMENT SOURCE by Job Title

Content & Operations Manager

Source	Interviewed	Hired
WAER.org		
WAER Internal	1	
Syracuse University Job Opps	1	
CPB Job Line	2	0
Livingston Associates		
Current.Org	1	0
Public Radio Program Directors Association		
Black Colleges contact list		
African American Public Radio Consortium	1	
Linked-In		
Indeed.com	1	1
Total	7	1

Content and Operations Manager Source Detail:

Source	Contact Name	Address/Phone	Email/Website
WAER.org	Joe Lee	795 Ostrom Ave – 315-443-5239	Jblee01@syr.edu
WAER Internal	Joe Lee	795 Ostrom Ave, Syracuse, NY	Jblee01@syr.edu

		13244 315-443-4021	
Syracuse University Job Opps	Sharon Cole	314-443-4823	https://www.sujobopps.com/
Corporation For Public Broadcasting Job Line	Webmaster	901 E St, NW Washington, DC 20004 202-879-9600	http://www.cpb.org/jobline/
Livingston Associates	Adam Livingston	300 Chestnut Ave, Suite 208, Baltimore, MD 21211	www.livingstonassociates.net adam@livingstonassociates.net
African American Public Radio Consortium	Loretta Rucker	10 Plaza Street Suite 11F Brooklyn NY 11238	lrucker@aaprc.org
CNYRadio.com	Peter Naughton, Editor	Cnyradio.com	cnyradio@cnyradio.com
LinkedIn	Joe Lee	315-443-4021	www.linkedin.com

Radio Stations Licensed to Historic Black Colleges & Universities

WEAA FM
Morgan State University
1700 East Cold Spring Lane
Benjamin Banneker Building room #401
Baltimore, MD 21251

443-885-3564

WCLK FM
Clark Atlanta University
111 James P Brawley
Atlanta, GA 30314
404-880-8284

WJSU
Jackson State University
Blackburn Building 2nd floor
601-979-2878 (Fax)

WRTI FM
Temple University
1509 Cecil B. Moore Ave 3rd floor
Philadelphia, PA 19121-3410
215-204-8405

WNCU FM
North Carolina Central University
1801 Fayetteville
PO Box 19875
Durham, NC 27707
919-530-7445

KTSU
Texas Southern University
3100 Cleburne
Houston, TX 77004
713-313-7591

2017 Annual EEO Report

February 1, 2017

Outreach Activity Description Form

Elective Outreach Initiative #5

- *Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.*
-

A part of WAER's mission as a non-commercial FM station licensed to Syracuse University is to provide training opportunities for students and community members interested in acquiring broadcasting and production skills. WAER trains some 100 students and community members annually in the following areas: music announcing, sports announcing, broadcast journalism, analog and digital production. Many community participants choose to stay on as volunteers when opportunities are available. Others move on to apply their newly acquired skills elsewhere.

WAER's Director of Programming and Operations and WAER's Music Director have been charged with the responsibility of running the training program. Participation in the training program is based on available space. Interested individuals should contact WAER via telephone at 315-443-4021 or fill out the volunteer form on WAER's web site at www.waer.org.

WAER holds 2 student and community volunteer recruitment meetings each year. During the reporting period, WAER held meetings in February 2016 and September 2016. Both meetings were held at Syracuse University in the New House Communications School. Additionally, interested individuals can access the volunteer application on the WAER website at <http://waer.org/student-involvement> 24 hours per day. Posters with meeting details are posted around campus, surrounding neighborhoods and the WAER website. The station also utilized its social media accounts (Facebook and Twitter) to promote the recruitment meetings. WAER trained 41 new student volunteers during the reporting period in areas of marketing, news reporting, sports and music announcing.

2017 Annual EEO Report

February 1, 2017

Outreach Activity Description Form

Elective Outreach Initiative #6

- *Participation in job banks, Internet programs, and other programs designed to promote outreach generally.*
-

WAER has and will continue to utilize the Internet as a means of expanding its outreach efforts. WAER will post all open positions, as well as opportunities for internships on its widely viewed web page and will urge all interested persons to apply for these positions as they become available. The station is also required to post all open positions on the comprehensive employment web site of its licensee, Syracuse University (an EOE, Affirmative Action Employer). The University's job bank posts all open positions at Syracuse University including exempt and non-exempt job listings. The online job bank and application process provides the following advantages to job seekers:

- The ability to view and apply for job postings using the system's all inclusive, integrated online features;
- A password-protected user account for purpose of maintaining an online employment application, creating multiple formats if desired, and tracking the status of positions applied for; and
- Unlimited access to search and apply for open positions.

With this online job bank and application system, job seekers can view and apply for positions from virtually any location at any time.

Additionally, WAER will continue to utilize the national on-line job banks of the Corporation for Public Broadcasting, Eastern Region Public Media, the Public Radio Program Director's association, New York State Broadcasters Association, National Association of Broadcasters, Society of Broadcast Engineers, HigherEdJobs.com and industry related listservs. During this reporting period, WAER utilized the University's widely accessed on-line job bank as well as public media job banks including those of the Corporation for Public Broadcasting, Current (public media news site), and WAER's own web site WAER.org. Additionally, WAER has utilized social media sites like Linked-In, Indeed.com, Current.org and Facebook to disseminate information on open positions. The source for the hire during this period came from Indeed.com.

WAER maintains a list of minority controlled public and community radio stations for the purpose of conducting direct mail outreach activities. Letters of invitation to apply and/or position announcements are sent to each entity on the list to post at their respective stations. See attached list. One interviewed candidate came from this referral activity.

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Outreach Activity Description Form

Elective Outreach Initiative #8

- *Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

WAER's licensee, Syracuse University, encourages that all full-time employees spend 1% of their annual time (approximately 21 hours) training for job development. The program ensures that staff members engage in skill and career progression activities.

The University offers a variety of training options to help staff members achieve the 1% goal. A comprehensive catalogue of courses offers employees the options to develop multiple skills. This year's catalogue included: Administrative Leadership series, Career Development Series, Leadership series, Organizational Understanding series and General Interest courses. Each series offers various training courses.

Syracuse University offers each of its employees remitted tuition benefits. Employees can use their remitted tuition benefits to further their education and training efforts by taking courses at 'University College', SU's continuing education college. University College offers a Bachelor of Professional Studies and/or certification programs in the following areas:

- Applied Computer Technology
- Legal Studies
- Organizational Leadership
- Professional Communication
- Certified Manager Training

Finally, the human resources department at Syracuse University offers services to University employees that promote skill development and support career advancement. Those services include career counseling, resume' writing and career assessment tools.

During the reporting period, the following staff participated in nationally sponsored industry related conferences and local training programs:

1. General Manager Joe Lee attended the Public Media Development conference in Boston, MA in July 2016. Topics covered include New Media Environment, Leadership, News Collaboration and Community Engagement.
2. Development Director Jennifer Weekes-Osada attended the Development and Marketing Conference July 2016 in Boston, MA. Topics covered included Revenue Generation, Marketing, and Promotion.
3. All WAER/Syracuse University staff members have been granted free access to Lynda.com for a range of training videos from time management to marketing and sales.

Outreach Activity Description Form

Elective Outreach Initiative #16

- *Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

WAER Content and Operations Manager, Katherine Frahm, participated in Syracuse University's student involvement fair in September 2017 where she distributed information about WAER's student training program.