

WAER 2018 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, 2017 through December 31, 2017, WAER had 1 job vacancy. There were 58 total applications of which 9 were interviewed. WAER replaced 1 white male with 1 Asian American female.

Full Time Vacancy Filled During Reporting Period:

Job Title	Date Filled	Hired	Interviewed
Reporter/Announcer	September 28, 2017	1	9
Total		1	9

WAER RECRUITMENT SOURCE by Job Title

Reporter/Announcer

Source	Interviewed	Hired
WAER.org		
WAER Internal		
Syracuse University Job Opps	4	0
CPB Job Line	3	1
Livingston Associates		
Current.Org		
Public Radio Program Directors Association		
Black Colleges contact list		
African American Public Radio Consortium		
Linked-In		
Indeed.com	2	0
Total	9	1

Reporter/Announcer 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	Jose' Longo	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
Indeed.com	Jose Longo	315-443-4823	www.indeed.com

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 News and Public Affairs 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 2017 and September 2017. 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.

Outreach Activity Description Form

Elective Outreach Initiative #6

- *Participation in job banks, Internet programs, and other programs designed to promote outreach generally.*
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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, Indeed.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, the employment site Indeed.com, Current.org and Facebook to disseminate information on the Reporter/Announcer position. The source for the hire during this period came from the Corporation for Public Broadcasting.

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. Additionally, the licensee has arranged for each employee to have free access to the training and development site Lynda.com.

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 San Francisco, CA in July 2017. 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 2017 in San Francisco, CA. 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. Corporate Development account representative Joseph Henneberry completed a course on managing the sales pipeline.
4. Content and Operations Manager Kevin Kloss attended the Public Radio Program Directors Content conference in Washington, DC in August 2017.

2018 Annual EEO Report

February 1, 2018

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 had no activity in this area during the period.