

## **II. WRVO EEO Narrative Statement for the Year Ending 1/31/2018** **Public File – 73.2080**

WRVO Public Media and its associated radio stations, regional translators and online platforms continue to contribute to the academic curriculum of the State University of New York at Oswego.

Throughout the year, student interns work with professionals to gain hands-on knowledge of the broadcast industry. Interns regularly contribute to news stories and features for both broadcast and digital platforms, work on program production, and create promotional announcements. Interns have contributed to projects that have won awards from the New York State Broadcasters Association, Associated Press and the Syracuse Press Club. While most interns come to us from SUNY Oswego, we occasionally are able to accommodate students from other educational institutions.

WRVO continues to compile regional and national job listing sources in order to expand future recruiting efforts. No potential source of applicants has contacted WRVO requesting notification of openings during the current reporting period. When recruiting to fill vacant positions, WRVO posts announcements with many educational, minority-focused and industry-related organizations.

Members of the WRVO staff regularly engage with students and the general public in discussions regarding careers in media and journalism. Our staff has been asked to address students in broadcast-related classes at the request of those classes' regular instructors, on topics related to broadcasting and career opportunities in public broadcasting in particular. These include classes in Communications, Public Relations, Journalism, Management and general Broadcasting.

The WRVO studios are open to groups and individuals for tours. We continue to engage with members through email, newsletters, social media, public events and other means which adds to our ability to disseminate information about employment availability.

Prior to each search, the EEO Officer of the SUNY Research Foundation and/or the EEO Office of Human Resources at SUNY Oswego instructs search committee members on the proper procedure for recruiting, interviewing and selecting candidates for vacancies (which officer instructs the committee depends on whether the personnel line associated with the position is administered/funded by SUNY Oswego or the SUNY Research Foundation). A formal protocol is applied that assures all policies in this regard are met. Documentation to that effect is maintained in files at WRVO and the offices of the SUNY Research Foundation and the Office of Human Resources at SUNY Oswego. Within the current reporting period, WRVO recruited for and filled one full-time vacancy: Director of News and Public Affairs. Recruitment details are included in Recruitment Summary.



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**EEO Recruitment Summary for the Year Ending 1/31/2018**  
**Public File – 73.2080**

**Activities related to 73.2080 c2**

1. WRVO Public Media offers internships throughout the year at our primary studios in Oswego. Interns are unpaid, and are volunteers and/or receive class credit. Interns receive hands-on training and instruction in the WRVO News and Production departments. During the year ending 1/31/2018, three students filled these positions; all came from SUNY Oswego.
2. During this reporting period WRVO continued to compile additional regional and national job listing sources in order to expand future recruiting efforts. No potential source has contacted WRVO requesting notification of openings.
3. In February 2015, WRVO News Director Catherine Loper participated as a panelist for a SUNY Oswego panel on “fake news.”
4. In March 2017 and in October 2017, WRVO Producer Leah Landry and News Director Catherine Loper facilitated studio tours and discussions with SUNY-Oswego broadcasting students regarding radio station operations and career options.
5. In July 2017, WRVO News Director Catherine Loper spoke to a Syracuse University class about radio news, audio storytelling, and public radio.
6. In July 2017, WRVO Producer Leah Landry attended the Public Media Development and Marketing Conference. This professional development conference is devoted to issues surrounding revenue generation, marketing and management.
7. In September 2017, WRVO Station Manager Bill Drake attended the Public Radio Super Regional Meeting. This professional development conference is a national gathering of public media CEOs, thought leaders and top executives. It focuses on the vital, pressing and complex issues facing public media.
8. In October 2017, WRVO Producer Leah Landry facilitated a studio tour and discussion with a SUNY Oswego Broadcast Newswriting class focusing on writing, production and delivery of broadcast news.
9. In December, 2017, WRVO Producer Leah Landry, WRVO Chief Engineer Jeff Windsor, and WRVO Station Manager Bill Drake facilitated a studio tour and discussion with students from WRCU at Colgate University regarding radio station operations, particularly as it relates to public broadcasting.
10. During the reporting period, WRVO successfully recruited one full-time vacancy: the position of **Director of News and Public Affairs** was filled by Jason Smith December 2017. Prior to the recruiting effort for this vacancy, Michele Frazier, EEO Officer for the Research Foundation of SUNY-Oswego, reviewed the proper procedures for recruiting, interviewing and selection with the Search Committee for each position (the Research Foundation of SUNY is the employer for WRVO grant-funded staff). Recruitment details for this position are attached.

## **A. Vacancy: WRVO Director of News and Public Affairs**

### **Recruitment sources used:**

WRVO Public Media website: [wrvo.org](http://wrvo.org)  
HigherEdJobs: [HigherEdJobs.com](http://HigherEdJobs.com)  
Insight to Diversity: [InsightToDiversity.com](http://InsightToDiversity.com)  
Higher Education Recruitment Consortium: [HercJobs.org](http://HercJobs.org)  
The Journal of Blacks in Higher Education: [jbhe.com](http://jbhe.com)  
SUNY Oswego: [oswego.edu](http://oswego.edu)  
Corporation for Public Broadcasting: [cpb.org/jobline](http://cpb.org/jobline)  
Public Radio Program Directors Association: [prpd.org](http://prpd.org)  
Public Radio News Directors Incorporated: [prndi.org](http://prndi.org)

Three applicants were chosen for interviews, one dropped out prior to the interview. Two individuals were interviewed in person for this position.

### **Successful applicant recruitment source: [wrvo.org](http://wrvo.org)**

### **Position Description:**

The WRVO Director of News and Public Affairs will lead our award-winning News Department, serve as the editorial “voice” of our organization, and manage the day-to-day news operations. The Director will work with the Program Director/Station Manager to set the editorial agenda for local and regional news coverage and supervise a team of full-time and freelance employees. Additionally, will be responsible for the editorial planning, scheduling and editing of local news content for both broadcast and digital platforms; perform on-air functions as required, including fundraising, and participate in station activities and events.

**Compensation:** Commensurate with experience.

### **Duties and Responsibilities:**

#### 1. Editorial Planning, Scheduling and Editing

- Determine issues and topics to be covered by our local news operations; work with reporters to develop story ideas and plan their execution
- Serve as Assignment Editor for local news staff; determine coverage, scheduling and timetables for local news production
- Serve as chief editor for news content produced by local reporters for broadcast and social media distribution; work with reporters to assure accuracy and completeness of local news content
- Determine when local news content will be aired and/or posted online, assuring those deadlines are met
- Contribute to daily local news production output as necessary
- Design and oversee a performance program for student interns
- Serve as Executive Producer for long-form locally-produced news programs, including regular series and documentary specials
- Make WRVO news content available for other public media organizations as appropriate
- Serve as WRVO’s news liaison with other local, regional and national news organizations

- Maintain and update the Issues & Programs List portion of the WRVO Public File
- Other duties as assigned

## 2. On-Air

- Participate in WRVO on-air fundraising
- Produce on-air and online promotional materials as necessary
- Serve as on-air host for news specials, live or pre-recorded, as necessary
- Serve as back-up host for Morning Edition as necessary
- Serve as emergency on-air host and/or board operator as necessary

## 3. Development

- Attend and participate in WRVO station events as assigned
- Serve as a representative of WRVO at station events, meetings, conferences and other activities as assigned

### **Qualifications and Education Required:**

- Bachelor's Degree or greater in Journalism or a related field, and/or at least four years of equivalent professional journalism experience, preferably in public media.
- A strong commitment to public radio news standards, values and journalistic ethics;
- Strong writing and editing skills;
- Strong communication and management skills;
- Demonstrated ability to develop content for both broadcast and digital platforms;
- Demonstrated experience in public radio-style production;
- Willingness to work non-traditional hours as necessary to cover shifting news cycles.

**To Apply:** The link for submitting application materials, which include cover letter, resume and contact information with names, affiliations, addresses and phone numbers of three professional references, is at [wrvo.org/employment](http://wrvo.org/employment).

Review of applications will begin immediately and will continue until the position is filled.

All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, age, disability, veteran status, marital status, gender, or sexual orientation. Research Foundation for SUNY is an AA/EEO employer.

### **Search Committee:**

William Drake, WRVO Station Manager (chair)

Catherine Loper, Communications Studies Department Professor, SUNY Oswego

Michael Riecke, Communications Studies Department Professor, SUNY Oswego

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