



**WRVO EEO Narrative Statement for the Year Ending 1/31/2024**  
**Public File – 73.2080**

WRVO Public Media, including its associated radio stations, regional translators and online platforms, is a department of the State University of New York at Oswego. It abides by – and is subject to – the non-discrimination policies of the State University of New York. WRVO complies with all applicable equal opportunity / non-discrimination laws and does not discriminate on the basis of race, color, national origin, religion, creed, age, disability, sex, gender identity or expression, familial status, pregnancy, predisposing genetic characteristics, military status, domestic violence victim status, criminal conviction, or any other characteristic protected by applicable local, state or federal law.

WRVO works with the SUNY Oswego Internship department to maintain an active internship program within the organization. Opportunities are available throughout the year for students to gain training and experience in a variety of broadcast-related fields, including journalism, production and engineering. News interns regularly contribute to WRVO's broadcast and digital platforms, edit stories for posting online at [wrvo.org](http://wrvo.org), and assist the WRVO News Department in preparing news-related content. Production interns help prepare programs for broadcast, produce promotional announcements, and complete other responsibilities necessary for day-to-day operations. Engineering interns learn more about maintaining broadcast equipment, audio networking, and finding solutions to day-to-day complications. Whenever practically possible, internship programs are tailored to fit the needs of both the student and the organization. Through the Internship department, information about our available positions are made available to the entire student population, and additional information is available at the [wrvo.org](http://wrvo.org) website. Persons filling these positions are usually SUNY Oswego students, but we accommodate requests from students from other educational institutions when time and resources allow.

WRVO continues to compile a list of regional and national job posting sources to expand recruiting efforts. No potential source of applicants contacted WRVO requesting notifications of openings during the current reporting period. When recruiting to fill open positions, we make employment information available through many industry-related national organizations, as well as local and regional organizations. The SUNY Oswego Office of Human Resources assists WRVO in posting job listings with state and national higher-education and minority-focused associations. We post recruitment notices on our digital services, including [wrvo.org](http://wrvo.org) and social media platforms, and broadcast announcements regarding job openings when appropriate.

WRVO staff participate in speaking and outreach opportunities with students and the general public regarding careers in public median journalism. We are occasionally invited to speak to classes on topics related to broadcasting and journalism, and about potential careers in public media. We continue to explore opportunities to engage with students and the general public.

WRVO Public Media is committed to developing a culture of diversity and inclusion in our work environment. As a public media organization, we believe a professional staff which more accurately reflects the demographic diversity of our community will more effectively serve the public, and will help advance our mission to educate, inform and entertain the citizens of Central New York. When filling vacancies on our staff, WRVO places a priority on developing a workforce which is representative of our service area. As a journalism organization, we believe a staff which more accurately represents our community strengthens and legitimizes our efforts with listeners of all backgrounds. WRVO is committed to attracting candidates who will help us reach that goal. Prior to each search to fill a staff vacancy, the WRVO search committee is instructed by the EEO officers at the SUNY Oswego Research Foundation, the SUNY Oswego Office of Human Resources, and the SUNY Oswego Office of Diversity and Inclusion, on the proper procedures for recruiting, interviewing and selecting candidates. A formal protocol is applied to assure all policies in this regard are met. Documentation to that effect is maintained in files at WRVO, the offices of the SUNY Research Foundation, and the Office of Human Resources at SUNY Oswego.

During the current reporting period, WRVO experienced three vacancies for full-time positions:

- WRVO News Reporter / Producer: One position was successfully filled during the current reporting period.
- WRVO Underwriting Account manager: One position was successfully filled during the current reporting period.
- WRVO Radio Technical Specialist: A search to fill this vacancy was launched during the current reporting period; it remains unfilled and the search continues at the conclusion of the reporting period.

Recruitment details for the filled and continuing searches are included in the Recruitment Summary.



William J. Drake  
Station Manager  
WRVO Public Media



**WRVO EEO Recruitment Summary for the Year Ending 1/31/2024**  
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- WRVO Public Media offers internship opportunities at our primary studios in Oswego, NY. Interns are usually unpaid, and are volunteers and/or receive class credit. WRVO also makes work study and part-time paid student positions available when necessary. During the current reporting period, WRVO employed one work study student in the Engineering Department.
- WRVO continues to produce the weekly local public affairs program “The Campbell Conversations,” hosted by Grant Reeher, Director of the Campbell Public Affairs Institute at Syracuse University, who regularly utilizes Syracuse University students to help edit and produce the program. WRVO Production Department interns help prepare this program for broadcast and digital platforms.
- WRVO continues to provide editing and technical production assistance for the weekly health and wellness radio show “HealthLink On Air.” When available, WRVO Production Department interns provide assistance in these roles.
- In August 2023, WRVO Station Manager William Drake participated in the SUNY Oswego New Faculty and Professional Staff Orientation Fair, informing new faculty and staff about potential student internship opportunities at WRVO.
- During the current reporting period, WRVO successfully recruited for – and filled – full-time professional staff positions for News Reporter/Producer and Underwriting Account Manager. Recruitment efforts to fill a full time vacancy for Radio Technical Specialist continue at the conclusion of the current reporting period. Prior to the recruiting effort for these vacancies, WRVO search committee members were advised and instructed by: Maria Nakamura, Associate Director of the SUNY Oswego Office of Research and Sponsored Programs; Kendra Cadogan, SUNY Oswego Chief Diversity and Inclusion Officer; and Sonja Hathaway, SUNY Oswego Talent Acquisition Manager, on proper procedures for recruiting, interviewing and selecting candidates. Recruitment details for the searches conducted during the reporting period are attached.

For the Public Files of WRVO, WRVD, WRVN, WRVJ, WRVH, WMVQ, and wrvo.org.

A handwritten signature in cursive script that reads "William J. Drake". The signature is written in a dark ink and is positioned above the printed name.

William J. Drake  
Station Manager  
WRVO Public Media

## **A. Vacancy: WRVO News Reporter / Producer (filled)**

### **Recruitment Sources Used:**

WRVO Public Media: [wrvo.org](http://wrvo.org)  
SUNY Oswego: [Oswego.edu](http://Oswego.edu)  
New York State Job Bank: [newyork.usnlx.com](http://newyork.usnlx.com)  
Corporation for Public Broadcasting: [cpb.org/jobline](http://cpb.org/jobline)  
Greater Public: [GreaterPublic.org](http://GreaterPublic.org)  
Public Radio Program Directors Association: [prpd.org](http://prpd.org)  
Public Media Journalists Association: [pmja.org](http://pmja.org)  
Radio-Television Digital News Association: [rtnda.org](http://rtnda.org)  
Rochester Association of Black Journalists: [rabjonline.org](http://rabjonline.org)  
NPR & Friends Slack Channel

This search began in the previous reporting period, and ultimately resulted in the hiring of two WRVO News Reporters: one in the previous reporting period, and one in the period concluding 1/31/2024. Over the course of the search, five finalist candidates were interviewed, with **Abigail Connolly** hired to fill the second of the two vacancies in September 2023 (and the only one hired in the current reporting period).

### **Position Description:**

The WRVO News Reporter/Producer is responsible for producing daily news content for broadcast and digital platforms, working closely with the Director of News and Public Affairs to assure timely delivery of content covering issues of regional significance. Considered a “General Assignment” reporter, the News Reporter/Producer may be assigned to cover stories in a specific region and/or on a specific topic (“beat”). It is expected that the WRVO News Reporter/Producer will be flexible, working non-traditional hours when required, and meet deadlines as necessitated.

Responsibilities also include:

#### **News Gathering and Production**

- Gather and produce news content for broadcast on local portions of Morning Edition, All Things Considered and other programs, as necessary; includes readers, cut & copies, spots, and feature-length segments
- Produce and edit news content for digital platforms, including [wrvo.org](http://wrvo.org) and social media
- Produce daily newscasts in the event of the Director of News and Public Affairs’ absence, or as required
- Assist the Director of News and Public Affairs by monitoring regional affairs and suggesting potential story ideas for WRVO News coverage
- Share audio and digital content with other public media organizations as appropriate

#### On-Air

- Participate in WRVO fundraising
- Produce on-air and online promotional materials as necessary
- Produce daily voice tracking for automated delivery as necessary
- Serve as emergency on-air host and/or board operator as necessary

#### 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

#### Required Qualifications:

- Bachelor's Degree in a related field at the time of appointment
- At least one year of professional news reporting experience
- Experience with writing for broadcast and digital platforms
- Demonstrated experience using audio editing software
- Demonstrated ability to gather audio in the field
- A strong commitment to public radio news values and journalistic ethics
- Willingness to work non-traditional hours, including evenings and weekends, as necessary
- A commitment to diversity and inclusion in professional work, professional development and service

#### Preferred Qualifications:

- Bachelor's Degree or greater in journalism or related field
- Public media experience
- A demonstrated commitment to diversity, equity and inclusion

#### To Apply Submit:

1. Cover letter describing interest and qualifications for position
2. CV/Resume
3. A separate Diversity, Equity and Inclusion (DEI) statement in which you describe, citing specific examples, how you have demonstrated your commitment to the values of diversity, equity and inclusion as a professional in the workplace and/or as a citizen in the greater community
4. Copy of unofficial (or copy of official) transcript for required degree showing degree awarded and date conferred
5. Contact information for three professional references

electronically to: <http://oswego.edu.interviewexchange.com/candapply.jsp?JOBID=138706>

Applicants being considered for interviews could be requested to submit samples of their work, demonstrating on-air delivery skills. Links to online sites where these samples can be found is also acceptable.

If you have any questions about this position, please contact:

Jason Smith, Search Chair, at [jason.smith@oswego.edu](mailto:jason.smith@oswego.edu)

**Search Committee:**

Jason Smith, WRVO Director of News and Public Affairs (chair)

Catherine Loper, Visiting Assistant Professor of Broadcasting and Mass Communications, SUNY Oswego

Michael Riecke, Assistant Professor of Broadcasting and Mass Communications, SUNY Oswego

## **B. Vacancy: WRVO Underwriting Account Manager (filled)**

### Recruitment Sources Used:

WRVO Public Media: [wrvo.org](http://wrvo.org)

SUNY Oswego: [Oswego.edu](http://Oswego.edu)

New York State Job Bank: [newyork.usnlx.com](http://newyork.usnlx.com)

Corporation for Public Broadcasting: [cpb.org/jobline](http://cpb.org/jobline)

Greater Public: [GreaterPublic.org](http://GreaterPublic.org)

[Syracuse.com](http://Syracuse.com)

NPR & Friends Slack Channel

This search began in the previous reporting period, and ultimately resulted in the hiring of two WRVO Underwriting Account Managers: one in the previous reporting period, and one in the period concluding 1/31/2024. Over the course of the search, four finalist candidates were interviewed, with **Cletus Tepas** hired to fill the second of the two vacancies in August 2023 (and the only one hired in the current reporting period).

### **Position Description:**

The Underwriting Account Manager is WRVO Public Media's liaison to corporate and institutional clients who support WRVO through program sponsorship ("underwriting"), and is responsible for identifying and approaching potential clients with a goal of building underwriting revenue for the organization. The Underwriting Account Manager writes contract agreements, assists in the development of on-air and online messages, and helps facilitate insertion orders in the WRVO traffic system. The Underwriting Account Manager is afforded extended flexibility to complete their responsibilities from remote locations and/or through non-traditional working hours, at the discretion of management.

Responsibilities also include:

### Corporate Support

- Research, identify and approach corporate and institutional underwriting prospects; present plans and ideas on how they can reach WRVO's audience with their marketing message
- Maintain relationships with existing clients to assure their ongoing support wherever possible, including presenting new plans and ideas when necessary
- Work with clients to write effective on-air underwriting copy which conforms to FCC guidelines and WRVO policy
- Monitor existing progress of contracts and flights to assure clients' expectations are being met
- Assist in developing new promotional packages (e.g. Summer Destinations) for client consideration
- Serve as liaison between clients and WRVO air/creative staff for details regarding on-air scripts, graphics, etc. as necessary



- Identify and pursue potential “underwriting-for-service” trade opportunities which may provide benefit for WRVO and/or its listeners; all trade agreements are at the discretion of WRVO management
- Work with management to update spot rates (“Rate Card”) as necessary
- Engage with the broader business community through networking events, conferences, etc. as opportunities and station finances allow
- Generate appropriate reports from WRVO’s traffic and billing software to determine on-air underwriting inventory, track sales performance, and monitor clients’ underwriting activities
- Assist in preparing monthly underwriting billing

#### **Development**

- Attend and participate in WRVO station events as assigned
- Represent WRVO at meetings, conferences and other activities as assigned
- Assist with WRVO on-air fundraisers in a variety of capacities, as necessary; includes, but may not be limited to: securing food donations, providing telephone support, and on-air control board operation
- Provide office assistance – which may include answering phones, sorting and processing mail, etc. – when necessary

#### **Required Qualifications:**

- Bachelor’s Degree in a related field at the time of appointment
- Knowledge of the Central New York business community
- Willingness to seek corporate support from diverse, non-traditional sources
- Strong writing, communication and interpersonal skills
- Ability to work independently and meet goals and deadlines
- A commitment to diversity and inclusion in professional work, professional development, and service

#### **Preferred Qualifications:**

- A familiarity with public media and/or non-profit organizations
- Previous sales experience, preferably in media or a related field
- A demonstrated commitment to diversity, equity and inclusion

#### **To Apply Submit:**

1. Cover letter describing interest and qualifications for position
2. CV/Resume
3. A separate Diversity, Equity and Inclusion (DEI) statement in which you describe, citing specific examples, how you have demonstrated your commitment to the values of diversity, equity and inclusion as a professional in the workplace and/or as a citizen of the greater community
4. Copy of unofficial (or copy of official) transcript for required college degree showing degree awarded and date conferred

5. Contact information for three professional references

electronically to: <https://www.interviewexchange.com/jobofferdetails.jsp?JOBID=138700>

If you have questions about the position, please contact: William Drake, Search Chair, at [william.drake@oswego.edu](mailto:william.drake@oswego.edu)

**Search Committee:**

William Drake, WRVO Station Manager (chair)

Reginald Braggs, Director, SUNY Oswego Syracuse Campus

William Gowan, WRVO Corporate Support Representative

### **C. Vacancy: WRVO Radio Technical Specialist (search ongoing)**

Recruitment Sources Used:

WRVO Public Media: [wrvo.org](http://wrvo.org)

SUNY Oswego: [Oswego.edu](http://Oswego.edu)

New York State Job Bank: [newyork.unslx.com](http://newyork.unslx.com)

Society of Broadcast Engineers: [sbe.com](http://sbe.com)

Higher Education Recruitment Consortium: [hercjobs.org](http://hercjobs.org)

HigherEd Jobs: [higheredjobs.org](http://higheredjobs.org)

Syracuse.com

Indeed: [indeed.com](http://indeed.com)

This search began in October 2023, and the position remains unfilled at the conclusion of the current reporting period.

#### **Position Description:**

The Radio Technical Specialist works closely with WRVO's Chief Engineer in support of station broadcast equipment, computer networks, and computer workstations. They play a critical role in assuring WRVO's broadcast and production equipment remain in working order, and serve as WRVO's chief operator in the absence of WRVO's Chief Engineer.

Responsibilities also include:

#### Technical Services

- Maintain WRVO main transmitter, repeaters and translator facilities
- Install, troubleshoot and repair broadcast equipment as necessary or as directed
- Assist with administration of WRVO office and broadcast computer networks
- Assist with maintenance, troubleshooting, repair and upgrades of computers and associated equipment
- Install, troubleshoot and update computer software as needed or directed
- Provide technical support for printers, desktop PCs, laptops and other office equipment
- Participate on-call rotation to provide technical support for computer and broadcast facilities
- Provide technical support for WRVO fundraising activities
- Along with Chief Engineer, serve as technical liaison between WRVO and facility owners or managers of transmitter locations, and other entities with which WRVO has a technical relationship
- Perform scheduled site maintenance at all of WRVO's broadcast transmitters

#### Administrative

- Serve as alternate FCC Chief Operator in the absence of the WRVO Chief Engineer

- Verify EAS Logs are signed in the absence of the WRVO Chief Engineer
- Scan and electronically file WRVO Engineering Vehicle Mileage Log on a monthly basis
- Review transmitter Site Check Logs for patterns and indications of potential problems and submit to Chief Engineer when completed
- Maintain accurate records of equipment repairs and maintenance

#### Supervisory

- Assist with supervision of engineering interns and work study students as needed
- Provide oversight of proper studio and transmission facility operations as needed
- Teach staff proper techniques for using equipment as needed

#### 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

#### **Required Qualifications:**

- Bachelor's Degree or higher in technology, telecommunications or a related field
- Familiarity with broadcast equipment and facilities
- Demonstrated ability to troubleshoot and resolve technical problems
- A willingness to work non-traditional hours, including evenings and weekends, as necessary
- Possess a valid driver's license
- A commitment to diversity and inclusion in professional work, professional development, and service

#### **Preferred Qualifications:**

- SBE Certification or willingness to obtain SBE Certification within one year of hiring
- Experience with installation, configuration, operation, maintenance, troubleshooting and repair of studio, FM, HD, microwave and satellite equipment
- Experience operating and performing basic maintenance on standby power generators
- Ability to install, troubleshoot and repair Microsoft Windows computer workstations and servers
- Familiarity with computer networking, routing IP addressing and VPNs
- Ability to effectively prioritize tasks, work independently, and multitask
- Possess strong interpersonal skills and the ability to communicate effectively with management and staff
- Comfortable working in confined spaces, climbing ladders, and working on elevated surfaces such as roofs and scaffolding
- Knowledge of RF safety standards

**Apply Online at:** <https://www.interviewexchange.com/jobofferdetails.jsp?JOBID=168691>

Please follow all instructions. You will be asked to submit:

1. Cover letter describing interest and qualifications for position
2. CV/Resume
3. A separate Diversity, Equity and Inclusion (DEI) statement in which you describe, citing specific examples, how you have demonstrated your commitment to the values of diversity, equity and inclusion as a professional in the workplace and/or as a citizen of the greater community
4. Copy of unofficial (or copy of official) transcript for required college degree showing degree awarded and date conferred
5. Contact information for three professional references

If you have questions about the position, please contact: Jeff Windsor, Search Chair, at [windsor@wrvo.org](mailto:windsor@wrvo.org)

**Search Committee:**

Jeff Windsor, WRVO Chief Engineer (chair)

Pam Cantine, WRVO Business Manager and Director of Membership Services

Nolan Hogenboom, WRVO Radio Operations Coordinator

Patrick Mochler, Chief Broadcast Engineer, SUNY Oswego School of Communication, Media & the Arts