III. LONG-TERM RECRUITMENT INITIATIVES

Establish training or mentoring programs designed to enable employees to acquire skills to qualify for higher level positions

WAMC Mentoring Program
The WAMC Mentoring Program matches senior staff members who have five or more years’ experience in their field with an employee who wishes to learn more about their options and the building blocks of their chosen profession. The goal of the program is to build a more resilient workforce by fostering creativity, sharing knowledge and skills, and maintaining institutional knowledge. New employees are assigned a mentor during their probationary period to help assimilate the person to the inner workings of the station. After the probationary period, both the mentor and protégé may continue the relationship should they both agree to.

There were two mentorship pairings within the organization during the last period in the fundraising/membership department and news department. The pairs met at least weekly to discuss their progress on goals and other topics as needed. At the end of the period, both parties evaluated the effectiveness of the mentorship program, which was deemed to be successful for both.

Establishment of internship program to assist members of community acquire broadcast skills

WAMC Internship Program
WAMC works closely with colleges and universities throughout the station’s listening area, which includes NY, MA, VT, CT, NJ, and PA, to recruit post-graduate interns for learning opportunities in journalism and broadcasting. Internship positions are listed at college and university career centers, specific departments when applicable (i.e. communication/ broadcasting), and WAMC’s website, wamc.org.

WAMC can accommodate interns in our Administrative, News, Programming, Marketing, Performance Venue and Underwriting departments each semester. Internships are awarded, after interview and approval, on a first come, first served basis. Interns work (unpaid) 10 to 40 hours per week, depending on course requirements, and receive academic credit for their work.

In 2020, WAMC hosted 1 intern at The Linda, WAMC’s performing arts studio for a period of 8 weeks, from SUNY Schenectady School of Music. Due to the Coronavirus and New York State’s strict policies and restrictions, WAMC could not accepted any interns in any other departments.

Providing training to management level personnel on methods of ensuring equal employment opportunity and preventing discrimination

See section I for Vacancy List
See section II for Master Recruitment Source List (MRSLS) for recruitment sources data
See section III for Long-Term Recruitment Initiatives
All unit heads receive individual training from Senior Staff on methods to ensure equal employment opportunity and prevent discrimination both in hiring and on the job. WAMC’s personnel manual and station policies are regularly reviewed by an attorney and updated at least annually to include the most recent state and federal anti-discrimination statutes. During the week of November 12, 2020, all station employees completed an online, interactive training on sexual harassment and discrimination in the workplace through the State of New York. The updated policies were distributed to the full staff and Board of Trustees.

Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities

All full-time positions and most part-time positions are posted to Monster.com’s Diversity Network through the *Albany Times Union* daily newspaper, enabling WAMC to reach a large community of diversity career websites and media partnerships, including indeed.com. Positions are also listed with the New York State Job Bank which includes substantial participation of women and minorities.

Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting

Spring Semester:
News Director Ian Pickus taught *Media Ethics* at the University at Albany.

Fall Semester:
News Director Ian Pickus taught *Advanced News Writing* at the University at Albany.

Host/Sr Advisor Joseph Donahue taught *Intro to Mass Communications* at the College of Saint Rose.

Host/Sr Advisor Joseph Donahue taught *The Art of Interviewing* at the College of Saint Rose.

Anchor David Guistina taught *Broadcast Journalism* at the University at Albany.

Ian Pickus, News Director spoke at Professor Chang Sup Park’s Intro to Mass Communication course at the University at Albany - Feb. 27, 2020.

Jackie Orchard took part in the New York State Writers Institute’s career path workshop - Sept. 16, 2020.

Jackie Orchard gave a zoom presentation to the *Advanced News Writing* class at the University at Albany - November 16, 2020.

Members of *The Society of Professional Journalists* from the University at Albany toured the station on March 4, 2020. Along with the tour they were able to observe Midday Magazine, and spoke with News Director Ian Pickus and Southern Adirondack Bureau Chief Lucas Willard. They gained valuable insight into the operations of a radio station as a whole, and the newsroom in particular. The students learned about breaking news procedure, hosting and producing for radio and the life of a journalist.
Participation in job fairs by station personnel

September 9, 2020 – Career Fair hosted virtually by SUNY at Albany through Handshake 12pm-2pm (Elizabeth Hill, Outreach Coordinator and Melissa Kees, Underwriting Manager)

September 30, 2020 – Career Fair, Fair hosted virtually by SUNY at Albany through Handshake 12pm-2pm (Elizabeth Hill, Outreach Coordinator and Jordan Yoxall, CFO)

At both events, staff met virtually with students and discussed the different opportunities available in broadcasting and the specific openings in their departments at WAMC.