

EEO Public File Report for WSKG Public Media (Stations WSKG-TV, WSKG-FM, WSQX-FM)
February 1, 2024 – January 31, 2025

Recruitment Contacts

Corporation for Public Broadcasting Jobline

401 9th Street, NW
Washington, DC 20004-2129
202-879-9600
<https://www.cpb.org/jobline>

Current

4400 Massachusetts NW,
Washington,
Dist. Columbia 20016
<https://current.org/jobs>

Handshake

1459 18th St #316,
San Francisco, CA
<https://joinhandshake.com/>

Indeed.com

6433 Champion Grandview Way Bldg 1
Austin, TX 78750
512-459-5300
<https://www.indeed.com/>

LinkedIn

1000 W Maude Avenue, Sunnyvale, CA 94085
<https://www.linkedin.com/jobs/>

Memchat@Groups.IO

[Memchat@Groups.IO](https://www.memchat.io)

SBE (Society of Broadcast Engineers)

9102 North Meridian Street, Suite 150
Indianapolis, IN 46260
317-846-9000
<https://sbe.org/resources/jobs/>

WSKG Social Media Platforms

601 Gates Road
Vestal, NY 13850
(607) 729-0100
<https://www.facebook.com/WSKGPUBLICBROADCASTING>
<https://www.instagram.com/wskgpubmedia/>
<https://www.linkedin.com/company/wskg/posts>

WSKG Website

601 Gates Road
Vestal, NY 13850
(607) 729-0100
<https://www.wskg.org/jobs>

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The following full-time vacancies were filled for the period February 1, 2024 through January 31, 2025.

Full Time Vacancy	Recruitment Source of Hire	Total Number of Interviewees from All Sources	Full list of Sources for each Position
1. Director of Finance and Administration	Referral	3	Internal Posting WSKG Website WSKG Social Media Platforms (Facebook, Instagram, LinkedIn) Indeed.com (1) *Employee Referral (2)
2. IT Systems Manager	Indeed.com	4	Internal Posting WSKG Website WSKG Social Media Platforms (Facebook, Instagram, LinkedIn) Indeed.com (4) SBE - Society of Broadcast Engineers
3. Leadership Society Manager	Indeed.com	3	Internal Posting WSKG Website WSKG Social Media Platforms (Facebook, Instagram, LinkedIn) *Indeed.com (2) Corporation for Public Broadcasting Jobline Memchat@Groups.IO (Membership & Development Forum) Employee Referral (1)
4. Director of Marketing and Community Engagement	Referral	6	Internal Posting WSKG Website WSKG Social Media Platforms (Facebook, Instagram, LinkedIn) Indeed.com (1) Corporation for Public Broadcasting Jobline Memchat@Groups.IO (Membership & Development Forum) (1) Employee Referral (4) Handshake

Total Number of Interviewees from each Source:

- Sources with Interviewees in **bold**
- Number of interviewees from each source listed in parenthesis ()
- Source of Hire Indicated with a *

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Full Time Vacancy	Recruitment Source of Hire	Total Number of Interviewees from All Sources	Total Number of Interviewees from each Source
5. Executive Assistant	Indeed.com	4	Internal Posting WSKG Website WSKG Social Media Platforms (Facebook, Instagram, LinkedIn) (1) *Indeed.com (3)
6. Youth Voices Manager	Referral	4	Internal Posting WSKG Website WSKG Social Media Platforms (Facebook, Instagram, LinkedIn) Indeed.com (2) Corporation for Public Broadcasting Jobline *Employee Referral (1) LinkedIn Paid Posting (1)
7. Chief Content Officer	LinkedIn Paid Posting	3	Internal Posting WSKG Website WSKG Social Media Platforms (Facebook, Instagram, LinkedIn) Indeed.com Corporation for Public Broadcasting Jobline Employee Referral Current *LinkedIn Paid Posting (3)

Total Number of Interviewees from each Source:

- Sources with Interviewees in **bold**
- Number of interviewees from each source listed in parenthesis ()
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Long-Term “Prong 3” Non-Vacancy-specific Recruitment Initiatives

Date	Initiative	Description	Scope of Involvement	Personnel Involved
Ongoing	Training & Professional Development Initiative	Facilitate participation in training opportunities, both industry specific as well as general, to assist employees in acquiring skills that could qualify them for higher-level positions.	<ul style="list-style-type: none"> • Podcast Marketing 101 & The Podcast Network, Seth Nichols, Feb 2024 • CES 2024: Radio in an AI-Driven World, Seth Nicols, Feb 2024 • PBS Digital Voltage 2024 @ WNED Buffalo Toronto, Adam Striley & Emillya Wilbert, June 2024 • Introduction to Financial Reporting (CPB), James Godleski, September 2024 • PBS Annual Meeting, Natasha Thompson, May 2024 • Greater Public Audience Development Summit, Natasha Thompson, Feb 2024 • Mediator X Training, Phil Westcott, May 2024 • AIM Training, Phil Westcott, Oct 2024 • SBE Chapter 22 Training Ennes Workshop, Sharon Gould, June 2024 • SBE Webinars, Sharon Gould, 2024 • PBS Kids and Learning Media Monthly Webinas, Marley Vavra & Brieanna Moreno • Leonardo Da Vinci Community Impact Workshop, Marley Vavra, May 2024 • Amplifying Outreach Through Ambassador Programs, Marley Vavra, June 2024 • Digital Voltage Workshop at Buffalo Toronto Public Media, Marley Vavra, June 2024 • PBS KIDS Values Workshop, Marley Vavra & Bob Proehl, Oct 2024 • Society of Environmental Journalists conference, Rebecca Redelmeier, April 2024 • PMJA Conference in Washington, D.C., Natalie Abruzzo, June 2024 • Creating Content for PBS Learning Media, Brieanna Moreno, Jan 2024 	All Employees
Ongoing	EEO and prevention discrimination Efforts	Provision of training to management level personnel as to methods of ensuring equal employment opportunity	<ul style="list-style-type: none"> • Preventing Harassment and Discrimination: Supervisors, Sept 2024 	All employees

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		and preventing discrimination		
Ongoing	Participation in programs related to career opportunities	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	<ul style="list-style-type: none"> • WSKG offered the Writer’s Challenge to students in grades K-12 where students could pick a genre to show their best creative writing. Awards were given to students in all categories and age groups. Experts on the writing craft helped in classrooms throughout our region to show the process of writing. • Worked with high school students to fine-tune and edit and originally produced podcast for publication on WSKG platforms with the podcast The Other Side May 2023 - Present • Provided ongoing in person virtual tours and coaching to local educators and students about media literacy as requested, Jan 2024 – Dec 2024 • WSKG collaborated with libraries and museums around the region to present Iconic America content and activities 	Brieanna Moreno (Director of Education)
Ongoing	Internship Initiative	Continuation of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	<ul style="list-style-type: none"> • Empire College Intern, May 2024 - August 2024. Intern is primarily working on local documentary production in the Television Production Department. Main tasks consist of conducting research for upcoming projects, logging archival video material and assisting on filming locations, as well as other TV production related functions. 	Brian Frey (Sr. Director of Television Operations & Special Projects and