



**WRVO EEO Narrative Statement for the Year Ending 1/31/2023**  
**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, and is subject to its non-discrimination policies. 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, sexual orientation, 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.

In partnership with the SUNY Oswego Internship department, WRVO maintains an active internship program to create and provide training opportunities for students pursuing careers in journalism, broadcasting and media-related fields. Through the Internship department, information about our positions are available to the entire student population. News interns regularly contribute content to 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, complete voice-tracking assignments and other responsibilities necessary for day-to-day operation. Engineering interns learn about maintaining broadcast equipment, audio networking, and finding solutions to daily complications as they arise. 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 organizations. We post recruitment notices on our digital services, including [wrvo.org](http://wrvo.org) and social media platforms, and will broadcast announcements of job openings when appropriate.

WRVO staff participate in speaking and outreach opportunities with students and the general public regarding careers in public media and journalism. We are occasionally invited to speak to classes on topics related to broadcasting and journalism, and about potential careers in electronic media. While changing technology and the lingering effects of COVID limited our ability to participate in these face-to-

face discussions during the current reporting period, we continue to explore opportunities to engage with student 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 EEO officers of the SUNY Oswego Research Foundation and SUNY Oswego Human Resources department instruct the search committee members 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 six full-time vacancies:

- WRVO News Reporter / Producer (two positions): One position was successfully filled during the current reporting period, and the search to fill the second vacancy continues at the conclusion of the reporting period.
- WRVO Underwriting Account Manager (two positions): One position was successfully filled during the current reporting period. During the search, another Underwriting Account Manager position was vacated, and the search to fill that vacancy continues at the conclusion of the reporting period.
- WRVO Radio Operations Coordinator: This new position was successfully filled during the current reporting period.
- WRVO Radio Technical Specialist: This position was vacated during the current reporting period, and a search to fill this vacancy has not yet started.

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 1/31/2023**  
**Public File – 73.2080**

**Activities Related to 73.2080 c2**

- WRVO Public Media offers internship opportunities at our primary studios in Oswego, NY. Interns are unpaid, and are volunteers and/or receive class credit. For the current reporting period, three SUNY Oswego Students filled these positions. WRVO also makes work study and part-time student positions available. While no work study positions were filled during the reporting period, we employed one part-time paid student position in the News Department.
- WRVO produces 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 interns also help prepare this program for broadcast and digital platforms.
- During the current reporting period, WRVO continued to compile national and regional job listing sources to expand future recruiting efforts. No potential source contacted WRVO during the current reporting period requesting notification of openings.
- In August 2022, 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 reporting period, WRVO successfully recruited for – and filled – full-time professional staff positions for Radio Operations Coordinator; News Reporter/Producer; and Underwriting Account Manager. Recruitment efforts to fill full time vacancies for an additional News Reporter/Producer, and an additional Underwriting Account Manager, continue at the end of the reporting period. Recruitment to fill a full-time WRVO Radio Technical Specialist vacancy has not yet started. Prior to the recruiting effort for these vacancies, WRVO search committee members were advised by Maria Nakamura, Associate Director of the SUNY Oswego Office of Research and Sponsored Programs, along with the SUNY Oswego Affirmative Action Officer, Chief Diversity and Inclusion Officer, and Recruitment Coordinator, on proper procedures for recruiting, interviewing and selecting candidates. Recruitment details for the searches conducting during the reporting period are attached.

Prepared by William Drake, WRVO Station Manager

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 and title.

William J. Drake

Station Manager

WRVO Public Media

## **A. Vacancies (2): WRVO News Reporter / Producer (one filled, one continuing)**

### **Recruitment Sources Used:**

WRVO Public Media: [wrvo.org](http://wrvo.org)  
SUNY Oswego: [Oswego.edu](http://Oswego.edu)  
New York State Job Bank: [newyork.nslx.com](http://newyork.nslx.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 News Directors Association: [rtnda.org](http://rtnda.org)  
Rochester Association of Black Journalists: [ragionline.org](http://ragionline.org)  
NPR & Friends Slack channel

Six candidates were interviewed, with **Ava Pukatch** hired to fill one of the two vacancies in September 2022. The search to fill the second vacancy is ongoing at the end of 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 on-air 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 commitment

**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.interviewexchange.com/candapply.jsp?JOBID=138706>

Applicants being considered for interviews could be required 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 questions about the 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. Vacancies (2): WRVO Underwriting Account Manager (one filled, one continuing)**

### **Recruitment Sources Used:**

WRVO Public Media: [wrvo.org](http://wrvo.org)  
SUNY Oswego: [Oswego.edu](http://Oswego.edu)  
New York State Job Bank: [newyork.nslx.com](http://newyork.nslx.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

Three candidates were interviewed, with **Thomas Herbert** hired to fill one of the two vacancies in November 2022. The search to fill the second vacancy is ongoing at the end of the current reporting period.

### **Position Description:**

The Corporate Support Representative 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 Corporate Support Representative writes contract agreements, assists in the development of on-air and online messages, and helps facilitate insertion orders in the WRVO traffic system. The Corporate Representative 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 (i.e. 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 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: <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 Underwriting Account Manager

### **C. Vacancy: WRVO Radio Operations Coordinator (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.nslx.com](http://newyork.nslx.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)  
Radio Television News Directors Association: [rtnda.org](http://rtnda.org)  
NPR & Friends Slack channel

One candidate was interviewed, with **Nolan Hogenboom** hired to fill the vacancy in August 2022.

#### **Position Description:**

The Radio Operations Coordinator responsibilities include: coordinating program flow, continuity and traffic; ensuring locally-produced and nationally-distributed content meet WRVO quality standards; and properly preparing programs for broadcast and online delivery. As the primary user and programmer of the WRVO AudioVault automation system, the Radio Operations Coordinator is considered part of the WRVO on-air team and has daily on-air responsibilities, including live hosting and/or voice-tracking assignments, and participation in on-air fundraising. Producing short and long-form content for broadcast is required, assisting other production staff in preparation of local content is expected. While executing the vision of the Program Director and/or Station Manager, the WRVO Radio Operations Coordinator must be flexible and willing to work non-traditional hours when required.

Responsibilities also include:

#### **Operations**

- Perform quality control functions to assure produced content is ready for daily broadcast, in accordance with station policies and FCC regulations
- Oversee the flow of nationally-distributed content to make sure correct audio is scheduled for air
- Manage the AudioVault automation system to make sure scheduled content is aired as expected
- Ensure broadcast specials, breaking news and other unexpected programming is ready for air, upon direction of the Program Director/Station Manager
- Assist the engineering department in troubleshooting technical issues and problems
- Additional operations duties as assigned

#### **On-Air**

- Host a daily on-air shift, live or voice-tracked, including live hosting when automation is unavailable; and cover a daily “Operator on Duty” shift to monitor the air signal and be on alert for breaking news or other potentially format-breaking events
- Host live coverage of special programming when necessary
- Serve as a substitute or emergency on-air host and/or board operator as necessary; eventually learning to be a backup host for “Morning Edition”
- Participate in on-air fundraising, including on-air announcing and control board operation
- Participate in weekend “on-call” rotation with other on-air staff

#### Production

- Edit distributed content to meet WRVO broadcast standards as necessary
- Regularly produce and/or prepare short-form content (promos, underwriting announcements, etc.) for broadcast
- Work with Senior Producer to produce long-form content
- Work with student interns as necessary

#### Other responsibilities

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

#### Required Qualifications:

- Bachelor’s Degree at the time of appointment
- Demonstrated ability to be an engaging on-air personality
- Willingness to work non-traditional hours
- Strong writing and communications skills
- A strong commitment to public radio values and ethics
- Ability to use various forms of media technology, including computers, broadcast and production consoles, digital recorders, etc.
- A commitment to diversity and inclusion in professional work, professional development, and service

#### Preferred Qualifications:

- Bachelor’s Degree or greater in media, communications or related field
- At least one year experience in a broadcasting, digital media or similar environment
- A demonstrated commitment to diversity, equity and inclusion

Apply online at <https://oswego.interviewexchange.com/jobofferdetails.jsp?JOBID=138703>

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 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

Applicants being considered for interviews could be required 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 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)

David Crider, Professor of Communications Studies, SUNY Oswego

Jeff Windsor, WRVO Chief Engineer