WRVO EEO Narrative Statement for the Year Ending 1/31/2022
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 cooperation 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 for broadcast and digital platforms, edit stories for posting online at 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 operations. Interns regularly contribute to projects which receive awards and recognition from professional organizations like the Associated Press, the New York State Broadcasters Association, and Syracuse Press Club. Persons filling these positions are typically SUNY Oswego students, but we accommodate requests from students from outside the SUNY Oswego community 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 has contacted WRVO requesting notification 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 platforms, including wrvo.org, and will broadcast job openings on air when appropriate.

WRVO staff participate in speaking and outreach opportunities with students and the general public regarding careers in 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. Circumstances created by the COVID pandemic limited these opportunities during the reporting period.

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 of 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 (the official employer of many of our staff) and SUNY Oswego Human Resources department instructs the search committee members on the proper procedure for recruiting, interviewing and selecting candidates for vacancies. 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.

At the start of the current reporting period, WRVO had two vacant full-time positions: Morning Edition Host/Producer; and Corporate Support Representative. A search was conducted for a Morning Edition Host/Producer position, but was ultimately closed and considered a failed search. A search for a Corporate Support Representative was started near the end of the current reporting period; that search has not concluded and continues at the end of the current reporting period. WRVO also experienced an additional vacancy during the reporting period, for a News Reporter/Producer. A search for that position has also started, which continues at the end of the period. Finally, WRVO has opened a search for a new position: Radio Operations Coordinator. This search is also continuing at the conclusion of the current reporting period. Recruitment details for the failed search, and the three continuing searches, are included in the Recruitment Summary.

William J. Drake
Station Manager
WRVO Public Media
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315-312-3690
WRVO EEO Recruitment Summary for the Year Ending 1/31/2022
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. COVID-19 protocols limited the number of interns we were able to host during the reporting period, and two SUNY Oswego students filled these positions. WRVO also makes work study and part-time paid student positions available, though no such positions were filled during the reporting period.

- 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.

- During the current reporting period, WRVO continued to compile national and regional job listing sources to expand future recruiting efforts. No potential source has contacted WRVO requesting notification of openings.

- In August 2021, WRVO Station Manager Bill 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, COVID-19 protection protocols prevented us from participating in many of the in-person activities we do during a typical year, including speaking to students in classrooms, hosting tours of our studios, and other forms of engagement. We continue to look forward to resuming these activities when we are able.

- During the reporting period, WRVO recruited for – but eventually ended the recruitment as a failed search – the position of Morning Edition Host/News Reporter. We currently have ongoing searches for the full-time positions of Corporate Support Representative, News Reporter/Producer and Radio Operations Coordinator. These positions remain unfilled as the searches continue at the end of the current reporting period. 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; Nancy Concordoro of the SUNY Oswego Office of Human Resources; Mary Toale, SUNY Oswego Affirmative Action Officer; and Rodman King, SUNY Oswego Chief Diversity and Inclusion Officer, on proper procedures for recruiting, interviewing and selecting candidates. Recruitment details for the failed search, and the three continuing searches, are attached.

Prepared by William Drake, WRVO Station Manager
For the Public Files of WRVO, WRVD, WRVN, WRVJ, WRVH, WMVQ and wrvo.org
A. Vacancy: WRVO Morning Edition Host / News Reporter (failed search)

Recruitment sources used:

WRVO Public Media Website: wrvo.org
SUNY Oswego: Oswego.edu
New York State Job Bank: newyork.usnix.com/
Corporation for Public Broadcasting: cpb.org/jobline
Public Radio Program Directors Association: prpd.org
Public Media Journalists Association: pmja.org
Radio Television Digital News Association: rtdna.org

Three candidates were interviewed for this position. All three eventually withdrew from consideration; two received and accepted offers from other organizations, and the third decided to pursue opportunities closer to family. The search was ultimately closed and considered failed, with no candidate being offered the position.

Position Description:
The Morning Edition Host/News Reporter serves as the local host for WRVO's most important daypart. He/she writes, prepares and delivers news and continuity during local portions of Morning Edition. As such, the person in this position is the primary “voice” of WRVO. The person in this position also contributes news reports and features as required. The Morning Edition Host/Reporter works closely with the Director of News and Public Affairs to assure timely, accurate delivery of local news content to WRVO listeners, adhering to the objectives and values set forth by WRVO Public Media and the State University of New York at Oswego.

Responsibilities also include:

1. Morning Edition Host
   - Serve as regular local host for WRVO's Morning Edition, 5am-10am weekdays
   - Produce and deliver local newscasts throughout the program
   - Write and/or rewrite news copy for delivery in the WRVO and public radio style
   - Prepare and record daily morning newscast(s) for digital platforms
   - Prepare and post social media messages during the morning news shift
   - Operate console for live broadcast

2. Reporter/Producer
   - Prepare news stories and features as needed
   - Work with Director of News and Public Affairs to plan and execute story ideas

3. Other On-Air
   - Produce daily voicetracking for WRVO automated delivery
   - Participate in WRVO on-air fundraising
   - Serve as on-air host for news specials, live or pre-recorded, as necessary
   - Produce on-air and online promotional materials as necessary
   - Be part of WRVO’s weekend “on-call” rotation, along with other producers
4. Development

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

Required Qualifications:

- Bachelor’s Degree or greater in journalism or a related field at the time of appointment
- At least two years’ experience in broadcasting, preferably in a journalism-related capacity
- Demonstrated ability to be an engaging on-air personality
- Willingness to work non-traditional hours, with strict reliability standards
- A strong commitment to public radio news values and journalistic ethics
- Strong writing and editing skills
- Ability to use various forms of news technology, including computers, phones, radio consoles, digital recorders and cameras

For application instructions, visit wrvo.org/employment. Applicants will be required to provide the names and contact information of three professional references. Applicants being considered will be asked to provide links to audio samples demonstrating their on-air work.

Although the position will be based on the campus of SUNY Oswego, the appointment will be made through the Research Foundation for SUNY, an Affirmative Action/Equal Opportunity Employer actively engaged in recruiting, supporting, and fostering a diverse community of outstanding faculty, staff and students. We encourage applications from qualified applicants regardless 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 SUNY status, or criminal conviction.

Requests for reasonable accommodations of a disability during the application and/or interview process should be made to William Drake, WRVO Station Manager, at 315-312-3690, or wdrake@wrvo.org.

For Campus Safety information, please see the Annual Security Report: https://www.oswego.edu/police/annual-report

Pursuant to Executive Order 161, no State entity, as defined by the Executive Order, is permitted to ask, or mandate, in any form, that an applicant for employment provide his or her current compensation, or any prior compensation history, until such time as the applicant is extended a conditional offer of employment with compensation. If such information has been requested from you before such time, please contact the Governor’s Office of Employee Relations at (518) 474-6988 or via email at info@goer.ny.gov.

Search Committee:
Jason Smith, WRVO Director of News and Public Affairs (chair)
William Drake, WRVO Station Manager
Catherine Loper, Visiting Assistant Professor of Communications Studies, SUNY Oswego
B. Vacancy: WRVO Corporate Support Representative (continuing)

Recruitment sources used:

WRVO Public Media: wrvo.org
SUNY Oswego: Oswego.edu
Corporation for Public Broadcasting: cpb.org/jobline
Greater Public: GreaterPublic.org
Radio Television Digital News Association: rtdna.org
Syracuse.com
NPR & Friends Slack channel

This search is ongoing, no candidates have been selected by 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

Apply online at https://www.interviewexchange.com/jobofferdetails.jsp?JOBID=138700

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

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

The Interview Exchange system requires all application documents listed under "To Apply Submit" be uploaded before you can submit your application for consideration. Only complete files (all documents in the application instructions submitted) will be considered. Official transcripts are required at time of appointment.

Search Committee:
William Drake, WRVO Station Manager (chair)
C. Vacancy: WRVO News Reporter / Producer (continuing)

Recruitment sources used:

WRVO Public Media: wrvo.org
SUNY Oswego: Oswego.edu
Corporation for Public Broadcasting: cpb.org/jobline
Greater Public: GreaterPublic.org
Public Radio Program Directors Association: prpd.org
Public Media Journalists Association: pmja.org
Radio Television Digital News Association: rtdna.org
Rochester Association of Black Journalists: rabjonline.org
NPR & Friends Slack channel

This search is ongoing, no candidates have been selected by 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 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 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 inclusion

Apply online at http://oswego.interviewexchange.com/candapply.jsp?JOBID=138706

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: Jason Smith, Search Chair at jason.smith@oswego.edu

The Interview Exchange system requires all application documents listed under “To Apply Submit” be uploaded before you can submit your application for consideration. Only complete files (all documents in the application instructions submitted) will be considered. Official transcripts are required at time of appointment.

Search Committee:
Jason Smith, WRVO Director of News and Public Affairs (chair)
Catherine Loper, Visiting Assistant Professor of Communications Studies, SUNY Oswego
Michael Riecke, Assistant Professor of Communications Studies, SUNY Oswego
D. Vacancy: WRVO Radio Operations Coordinator (continuing)

Recruitment Sources Used:

WRVO Public Media: wrvo.org
SUNY Oswego: Oswego.edu
Corporation for Public Broadcasting: cpb.org/jobline
Greater Public: GreaterPublic.org
Public Radio Program Directors Association: prpd.org
Radio Television Digital News Association: rtdna.org
NPR & Friends Slack channel

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

The Interview Exchange system requires all application documents listed under "To Apply Submit" be uploaded before you can submit your application for consideration. Only complete files (all documents in the application instructions submitted) will be considered. Official transcripts are required at time of appointment.

**Search Committee:**
William Drake, WRVO Station Manager (chair)
David Crider, Adjunct Professor of Communications Studies, SUNY Oswego
Jeff Windsor, WRVO Chief Engineer