

2007 EEO Public File Report

North Country Public Radio/Saint Lawrence University

Reporting Period: February 1, 2007 – January 31, 2008

WSLU, Canton, NY
WSLO, Malone, NY
WSSL, Saranac Lake, NY
WSLJ, Watertown, NY
WXLU, Peru, NY
WXLH, Blue Mountain Lake, NY
WXLG, North Creek, NY

Full-time vacancies this period: none

Recruitment sources used: not applicable

Initiatives required under 47 CFR 73.2080(c)(2) {two required for smaller market station}:

The station regularly engages in community outreach activities to publicize its services, to encourage participation by students, young people, and the general public. These activities include:

Regular participation at local and regional job fairs at local universities and educational and vocational service organizations. These events are typically attended by station senior staff, including station manager, news director, outreach and development coordinators, and operations director:

- *2007 St. Lawrence County Gateways to Careers Conference, attended by station community outreach officer and operations manager*

Regular participation by station senior staff members in events designed to inform and educate members of the public about broadcasting stations and employment opportunities in broadcasting

Training and mentoring of student interns. Interns are assigned to a specific staff member with expertise in the student's area of interest.

- *Student news intern Kate McCarthy, July-August, 2007*

Regular training of community members including women and minorities in the use of communications tools for broadcast and for application on the station's interactive website.

Regular training of staff members, including both in-house and national seminars and workshops. These training activities have enabled staff to successfully achieve career advancement, through both in-house promotion at WSLU, and hiring at other broadcast stations in the U.S.

- *Public Radio News Directors Conference, July 2007*
- *Public Radio Program Directors Conference, September, 2007*
- *Integrated Media Associates Conference, 2007*
- *Year-long participation in subscriber-based PRADO listserv training modules for development staff.*
- *The station is recognized by federal granting agencies as a woman-managed broadcast entity. The station has a 20-year track record of advancing women within the station and the public broadcasting system. Currently the station's senior management team includes women in leadership positions as station manager, program director, news director, outreach and major gifts officer, membership director, operations manager, and underwriting director.*
- *The station's manager, program director and news director (all women) have been cited for their professional achievements by peers in broadcasting and have elected to serve as board members of national broadcasting organizations including National Public Radio, the Public Radio Program Directors Association, and the Public Radio News Directors Organization.*