

## **EEO Public File Report for WXXI Public Broadcasting Council (WXXI-TV, WXXI-FM, WXXI-AM, WXXY, WITH-FM, WEOS-FM, WRUR-FM)**

This EEO Public File Report is filed in WXXI's public inspection file pursuant to Section 73.2080 of the Federal Communications Commission's (FCC) rules.

During the period January 23, 2016 through January 22, 2017, WXXI filled the following full-time vacancies:

- **RAEN Office Coordinator**
- **Great Lakes Reporter**
- **Reporter/Producer**
- **The Little Café Manager/Chef**
- **BA/HR Administrative Assistant**
- **Chief Financial Officer**

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and/or office, and telephone number.
- The recruitment source that referred the person hired for each full-time vacancy.
- The total number of persons interviewed for each full-time vacancy.
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of Supplemental Outreach Initiatives completed for the period January 23, 2016 through January 22, 2017.

# Attachment A

**EEO Public File Report  
Recruitment Sources Used To Fill Each Full-time Vacancy  
For the period January 23, 2016 – January 22, 2017**

**RAEN (Regional Adult Education Network) Office Coordinator  
Opened – November 24, 2015  
Filled – Mar 1, 2016  
Total Interviewed = 7  
Source – WXXI Website**

- WXXI Internal Source
- WXXI Website
- Careerbuilder.com/Democrat and Chronicle
- New York State Labor Dept. (Rochester Job Bank)
- RAEN Network
- Baden Street Settlement
- SUNY Brockport Career Center
- Veterans Outreach Center
- NYSBA
- Monroe Community College Job Connection
- Nazareth College
- Rochester Institute of Technology
- Roberts Wesleyan University
- SUNY Geneseo
- NPR

Recruitment Source	Contact Name/Office	Total Interviewed	Requested Notification
WXXI Internal Source	Sharon Congelli (585)258-0220 sconcelli@wxxi.org	1	N
WXXI Website	Mike Scipioni (585) 325-7500 x327 mscipioni@wxxi.org www.wxxi.org	2	N
Careerbuilder.com/Democrat & Chronicle	Mary Beth Coleman (585) 258-9717 <a href="mailto:mcameron@gannett.com">mcameron@gannett.com</a> www.careerbuilder.com	4	N
NYS Labor Department	<a href="mailto:rochesterjobbank@labor.state.ny.us">rochesterjobbank@labor.state.ny.us</a> 1-888-469-7365		N
RAEN Network	Carol Gaelens, Director, RAEN WXXI Public Broadcasting (585) 325-7500 x361		
Baden Street Settlement	Elizabeth Barnes (585) 325-4910 <a href="mailto:EBarnes@badenstreet.org">EBarnes@badenstreet.org</a>		N
SUNY Brockport Career Center	Employer Relations (585) 395-2159 career@brockport.edu		N
Veteran's Outreach Center	Nena Siverd, Employment Director 585-546-1081 <a href="mailto:nenasiverd@veteransoutreachcenter.org">nenasiverd@veteransoutreachcenter.org</a>		N
NYSBA	Carolyn Jung, Administrative Asst. 518-456-8888 <a href="mailto:cjung@nysbroadcasters.org">cjung@nysbroadcasters.org</a>		N

Monroe Community College	Joe Snowden 585-292-3162 <a href="mailto:jsnowden4@monroecc.edu">jsnowden4@monroecc.edu</a>		N
Nazareth College	Career Services 585-389-2878 <a href="mailto:slewis1@mail.naz.edu">slewis1@mail.naz.edu</a>		N
RIT	Judy Rolwing 585-475-2428 <a href="mailto:jerpsn@rit.edu">jerpsn@rit.edu</a>		N
Roberts Wesleyan College	Mary Flaherty <a href="mailto:flahertym@roberts.edu">flahertym@roberts.edu</a>		N
SUNY Geneseo	Elaine Anderson (585) 245-5574 <a href="mailto:andersone@geneseo.edu">andersone@geneseo.edu</a>		N
NPR	Angela DeLeon <a href="mailto:adeleon@npr.org">adeleon@npr.org</a>		N

**Great Lakes Reporter**

**Opened – February 10, 2016**

**Filled – April 18, 2016**

**Total Interviewed = 3**

**Source – WXXI Internal Source**

- WXXI Internal Source
- WXXI Website
- Careerbuilder.com/Democrat and Chronicle
- New York State Labor Dept. (Rochester Job Bank)
- Current Magazine
- RAEN Network
- Causewave Community Partners
- Baden Street Settlement
- SUNY Brockport Career Center
- Veterans Outreach Center
- NYSBA
- Monroe Community College Job Connection
- Nazareth College
- Rochester Institute of Technology
- Roberts Wesleyan University
- SUNY Geneseo
- NPR
- Columbia University
- Minority Reporter
- St. John Fisher College
- University of Rochester
- S.I. Newhouse School of Public Communications

Recruitment Source	Contact Name/Office	Total Interviewed	Requested Notification
WXXI Internal Source	Sharon Congelli (585)258-0220 <a href="mailto:scongelli@wxxi.org">scongelli@wxxi.org</a>	1	N
WXXI Website	Mike Scipioni (585) 325-7500 x327 <a href="mailto:m SCIPIONI@WXXI.ORG">m SCIPIONI@WXXI.ORG</a> <a href="http://www.wxxi.org">www.wxxi.org</a>		N
Careerbuilder.com/Democrat & Chronicle	Mary Beth Coleman (585) 258-9717	2	N

	<a href="mailto:mcameron@gannett.com">mcameron@gannett.com</a> <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>		
NYS Labor Department	<a href="mailto:rochesterjobbank@labor.state.ny.us">rochesterjobbank@labor.state.ny.us</a> 1-888-469-7365		N
Current Magazine	Alyne Ellis, Account Manager 202-320-3275 <a href="mailto:radioalyne@gmail.com">radioalyne@gmail.com</a>		
RAEN Network	Carol Gaiens, Director, RAEN WXXI Public Broadcasting (585) 325-7500 x361		
Baden Street Settlement	Elizabeth Barnes (585) 325-4910 <a href="mailto:EBarnes@badenstreet.org">EBarnes@badenstreet.org</a>		N
Causewave Community Partners	Stella Wu, Office Mgr. 585-442-0200 x200 <a href="mailto:swu@causewave.org">swu@causewave.org</a>		
SUNY Brockport Career Center	Employer Relations (585) 395-2159 <a href="mailto:career@brockport.edu">career@brockport.edu</a>		N
Veteran's Outreach Center	Nena Siverd, Employment Director 585-546-1081 <a href="mailto:nenasiverd@veteransoutreachcenter.org">nenasiverd@veteransoutreachcenter.org</a>		N
NYSBA	Carolyn Jung, Administrative Asst. 518-456-8888 <a href="mailto:cjung@nysbroadcasters.org">cjung@nysbroadcasters.org</a>		N
Monroe Community College	Joe Snowden 585-292-3162 <a href="mailto:jsnowden4@monroecc.edu">jsnowden4@monroecc.edu</a>		N
Nazareth College	Career Services 585-389-2878 <a href="mailto:slewis1@mail.naz.edu">slewis1@mail.naz.edu</a>		N
RIT	Judy Rolwing 585-475-2428 <a href="mailto:jerpsn@rit.edu">jerpsn@rit.edu</a>		N
Roberts Wesleyan College	Mary Flaherty <a href="mailto:flahertym@roberts.edu">flahertym@roberts.edu</a>		N
SUNY Geneseo	Elaine Anderson (585) 245-5574 <a href="mailto:andersone@geneseo.edu">andersone@geneseo.edu</a>		N
NPR	Angela DeLeon <a href="mailto:adeleon@npr.org">adeleon@npr.org</a>		N
Columbia University Graduate School of Journalism	Office of Career Services <a href="mailto:postjobs@jrn.columbia.edu">postjobs@jrn.columbia.edu</a>		
Minority Reporter	Dave McCleary <a href="mailto:davemc@minorityreporter.net">davemc@minorityreporter.net</a>		
St. John Fisher College	Career Center (585) 385-8050 <a href="mailto:jskuse@sjfc.edu">jskuse@sjfc.edu</a>		
S.I. Newhouse School of Public Communications	Bridget Lichtinger (315) 443-1913 <a href="mailto:belichti@syr.edu">belichti@syr.edu</a>		
RTDNA.org	Derrick Hinds 202-495-8730 <a href="mailto:derrickh@rtdna.org">derrickh@rtdna.org</a>		
JournalismJobs.com	510-508-7386 <a href="mailto:info@journalismjobs.com">info@journalismjobs.com</a>		

**Reporter/Producer****Opened – April 12, 2016****Filled – July 5, 2016****Total Interviewed = 1 (Referred by former WXXI Reporter/Producer)****Source – WXXI Internal Source**

- WXXI Internal Source
- WXXI Website
- New York State Labor Dept. (Rochester Job Bank)
- Causewave Community Partners
- Baden Street Settlement
- SUNY Brockport Career Center
- Veterans Outreach Center
- NYSBA
- Monroe Community College Job Connection
- Nazareth College
- Rochester Institute of Technology
- Roberts Wesleyan University
- SUNY Geneseo

<b>Recruitment Source</b>	<b>Contact Name/Office</b>	<b>Total Interviewed</b>	<b>Requested Notification</b>
WXXI Internal Source	Sharon Congelli (585)258-0220 scongelli@wxxi.org	1	N
WXXI Website	Mike Scipioni (585) 325-7500 x327 mscipioni@wxxi.org www.wxxi.org		N
NYS Labor Department	<a href="mailto:rochesterjobbank@labor.state.ny.us">rochesterjobbank@labor.state.ny.us</a> 1-888-469-7365		N
Baden Street Settlement	Elizabeth Barnes (585) 325-4910 <a href="mailto:EBarnes@badenstreet.org">EBarnes@badenstreet.org</a>		N
Causewave Community Partners	Stella Wu, Office Mgr. 585-442-0200 x200 <a href="mailto:swu@causewave.org">swu@causewave.org</a>		
SUNY Brockport Career Center	Employer Relations (585) 395-2159 career@brockport.edu		N
Veteran's Outreach Center	Nena Siverd, Employment Director 585-546-1081 <a href="mailto:nenasiverd@veteransoutreachcenter.org">nenasiverd@veteransoutreachcenter.org</a>		N
NYSBA	Carolyn Jung, Administrative Asst. 518-456-8888 <a href="mailto:cjung@nysbroadcasters.org">cjung@nysbroadcasters.org</a>		N
Monroe Community College	Joe Snowden 585-292-3162 <a href="mailto:jsnowden4@monroecc.edu">jsnowden4@monroecc.edu</a>		N
Nazareth College	Career Services 585-389-2878 <a href="mailto:slewis1@mail.naz.edu">slewis1@mail.naz.edu</a>		N
RIT	Judy Rolwing 585-475-2428 <a href="mailto:jerpsn@rit.edu">jerpsn@rit.edu</a>		N
Roberts Wesleyan College	Mary Flaherty <a href="mailto:flahertym@roberts.edu">flahertym@roberts.edu</a>		N
SUNY Geneseo	Elaine Anderson (585) 245-5574 <a href="mailto:andersone@geneseo.edu">andersone@geneseo.edu</a>		N

**The Little Theatre Chef/Café Manager**

**Opened – September 13, 2016**

**Filled – October 24, 2016**

**Total Interviewed = 3**

**Source – WXXI Internal Source**

- WXXI Internal Source
- WXXI Website
- New York State Labor Dept. (Rochester Job Bank)
- Causewave Community Partners
- Baden Street Settlement
- SUNY Brockport Career Center
- Veterans Outreach Center
- NYSBA
- Monroe Community College Job Connection
- Nazareth College
- Rochester Institute of Technology
- Roberts Wesleyan University
- SUNY Geneseo

<b>Recruitment Source</b>	<b>Contact Name/Office</b>	<b>Total Interviewed</b>	<b>Requested Notification</b>
WXXI/Little Theatre Internal Source	Sharon Congelli (585)258-0220 scongelli@wxxi.org	1	N
WXXI Website	Mike Scipioni (585) 325-7500 x327 mscipioni@wxxi.org www.wxxi.org	2	N
NYS Labor Department	<a href="mailto:rochesterjobbank@labor.state.ny.us">rochesterjobbank@labor.state.ny.us</a> 1-888-469-7365		N
Baden Street Settlement	Elizabeth Barnes (585) 325-4910 <a href="mailto:EBarnes@badenstreet.org">EBarnes@badenstreet.org</a>		N
Causewave Community Partners	Stella Wu, Office Mgr. 585-442-0200 x200 <a href="mailto:swu@causewave.org">swu@causewave.org</a>		
SUNY Brockport Career Center	Employer Relations (585) 395-2159 career@brockport.edu		N
Veteran's Outreach Center	Nena Siverd, Employment Director 585-546-1081 <a href="mailto:nenasiverd@veteransoutreachcenter.org">nena.siverd@veteransoutreachcenter.org</a>		N
NYSBA	Carolyn Jung, Administrative Asst. 518-456-8888 <a href="mailto:cjung@nysbroadcasters.org">cjung@nysbroadcasters.org</a>		N
Monroe Community College	Joe Snowden 585-292-3162 <a href="mailto:jsnowden4@monroecc.edu">jsnowden4@monroecc.edu</a>		N
Nazareth College	Career Services 585-389-2878 <a href="mailto:slewis1@mail.naz.edu">slewis1@mail.naz.edu</a>		N
RIT	Judy Rolwing 585-475-2428 <a href="mailto:jerpsn@rit.edu">jerpsn@rit.edu</a>		N
Roberts Wesleyan College	Mary Flaherty <a href="mailto:flahertym@roberts.edu">flahertym@roberts.edu</a>		N
SUNY Geneseo	Elaine Anderson (585) 245-5574 <a href="mailto:andersone@geneseo.edu">andersone@geneseo.edu</a>		N

**Business Affairs/HR Administrative Assistant**

Opened – September 26, 2016

Filled – November 7, 2016

Total Interviewed = 6

**Source – Careerbuilder.com**

- WXXI Internal Source
- WXXI Website
- Careerbuilder.com/Democrat and Chronicle
- New York State Labor Dept. (Rochester Job Bank)
- Baden Street Settlement
- SUNY Brockport Career Center
- Veterans Outreach Center
- NYSBA
- Monroe Community College Job Connection
- Nazareth College
- Rochester Institute of Technology
- Roberts Wesleyan University
- SUNY Geneseo

Recruitment Source	Contact Name/Office	Total Interviewed	Requested Notification
WXXI Internal Source	Sharon Congelli (585)258-0220 scongelli@wxxi.org	1	N
WXXI Website	Mike Scipioni (585) 325-7500 x327 mscipioni@wxxi.org www.wxxi.org	1	N
Careerbuilder.com/Democrat & Chronicle	Mary Beth Coleman (585) 258-9717 <a href="mailto:mcameron@gannett.com">mcameron@gannett.com</a> www.careerbuilder.com	4	N
NYS Labor Department	<a href="mailto:rochesterjobbank@labor.state.ny.us">rochesterjobbank@labor.state.ny.us</a> 1-888-469-7365		N
Baden Street Settlement	Elizabeth Barnes (585) 325-4910 <a href="mailto:EBarnes@badenstreet.org">EBarnes@badenstreet.org</a>		N
SUNY Brockport Career Center	Employer Relations (585) 395-2159 career@brockport.edu		N
Veteran's Outreach Center	Nena Siverd, Employment Director 585-546-1081 <a href="mailto:nenasiverd@veteransoutreachcenter.org">nenasiverd@veteransoutreachcenter.org</a>		N
NYSBA	Carolyn Jung, Administrative Asst. 518-456-8888 <a href="mailto:cjung@nysbroadcasters.org">cjung@nysbroadcasters.org</a>		N
Monroe Community College	Joe Snowden 585-292-3162 <a href="mailto:jsnowden4@monroecc.edu">jsnowden4@monroecc.edu</a>		N
Nazareth College	Career Services 585-389-2878 <a href="mailto:slewis1@mail.naz.edu">slewis1@mail.naz.edu</a>		N
RIT	Judy Rolwing 585-475-2428 <a href="mailto:jerpsn@rit.edu">jerpsn@rit.edu</a>		N
Roberts Wesleyan College	Mary Flaherty <a href="mailto:flahertym@roberts.edu">flahertym@roberts.edu</a>		N
SUNY Geneseo	Elaine Anderson (585) 245-5574 <a href="mailto:andersone@geneseo.edu">andersone@geneseo.edu</a>		N

**Chief Financial Officer**

**Opened – October 25, 2016**

**Filled – January 17, 2017**

**Total Interviewed = 3**

**Source – Careerbuilder.com**

- WXXI Internal Source
- WXXI Website
- Careerbuilder.com/Democrat and Chronicle
- New York State Labor Dept. (Rochester Job Bank)
- *Current* Magazine
- Causewave Community Partners
- Baden Street Settlement
- SUNY Brockport Career Center
- Veterans Outreach Center
- NYSBA
- Monroe Community College Job Connection
- Nazareth College
- Rochester Institute of Technology
- Roberts Wesleyan University
- SUNY Geneseo
- St. John Fisher College
- RTDNA

<b>Recruitment Source</b>	<b>Contact Name/Office</b>	<b>Total Interviewed</b>	<b>Requested Notification</b>
WXXI Internal Source	Sharon Congelli (585)258-0220 sconcelli@wxxi.org		N
WXXI Website	Mike Scipioni (585) 325-7500 x327 mscipioni@wxxi.org www.wxxi.org	1	N
Careerbuilder.com/Democrat & Chronicle	Mary Beth Coleman (585) 258-9717 <a href="mailto:mcameron@gannett.com">mcameron@gannett.com</a> www.careerbuilder.com	2	N
NYS Labor Department	<a href="mailto:rochesterjobbank@labor.state.ny.us">rochesterjobbank@labor.state.ny.us</a> 1-888-469-7365		N
<i>Current</i> Magazine	Alyne Ellis, Account Manager 202-320-3275 <a href="mailto:radioalyne@gmail.com">radioalyne@gmail.com</a>		
Baden Street Settlement	Elizabeth Barnes (585) 325-4910 <a href="mailto:EBarnes@badenstreet.org">EBarnes@badenstreet.org</a>		N
Causewave Community Partners	Stella Wu, Office Mgr. 585-442-0200 x200 <a href="mailto:swu@causewave.org">swu@causewave.org</a>		
SUNY Brockport Career Center	Employer Relations (585) 395-2159 career@brockport.edu		N
Veteran's Outreach Center	Nena Siverd, Employment Director 585-546-1081 <a href="mailto:nenasiverd@veteransoutreachcenter.org">nenasiverd@veteransoutreachcenter.org</a>		N
NYSBA	Carolyn Jung, Administrative Asst. 518-456-8888 <a href="mailto:cjung@nysbroadcasters.org">cjung@nysbroadcasters.org</a>		N
Monroe Community College	Joe Snowden 585-292-3162		N



	<a href="mailto:jsnowden4@monroecc.edu">jsnowden4@monroecc.edu</a>		
Nazareth College	Career Services 585-389-2878 <a href="mailto:slewis1@mail.naz.edu">slewis1@mail.naz.edu</a>		N
RIT	Judy Rolwing 585-475-2428 <a href="mailto:jerpsn@rit.edu">jerpsn@rit.edu</a>		N
Roberts Wesleyan College	Mary Flaherty <a href="mailto:flahertym@roberts.edu">flahertym@roberts.edu</a>		N
SUNY Geneseo	Elaine Anderson (585) 245-5574 <a href="mailto:andersone@geneseo.edu">andersone@geneseo.edu</a>		N
St. John Fisher College	Career Center (585) 385-8050 <a href="mailto:jskuse@sjfc.edu">jskuse@sjfc.edu</a>		
S.I. Newhouse School of Public Communications	Bridget Lichtinger (315) 443-1913 <a href="mailto:belichti@syr.edu">belichti@syr.edu</a>		
RTDNA.org	Derrick Hinds 202-495-8730 <a href="mailto:derrickh@rtdna.org">derrickh@rtdna.org</a>		

### **Total Number of Interviewees & Recruitment Sources**

The following are the recruitment sources that referred interviewees during the period covered by this report and the number of interviewees referred by each of those sources.

**Total # of Interviewees                      23**

#### **Sources**

**WXXI Internal Source                      5**

**WXXI Website                                      6**

**CareerBuilder                                      12**

**January, 2017**

## Attachment B

FCC Public File Report January 23, 2016 – January 22, 2017

### Description of Supplemental Outreach Initiatives

Activity Classification	Type of Activity	Brief Description
1	Job Fairs	<p>WXXI's HR Director &amp; HR Administrative Assistant attended Robert Wesleyan's Job Recruitment Day on March 15, 2016.</p> <p>WXXI's HR Director &amp; HR Administrative Assistant attended NHRA Annual Career Fair, November 7, 2016.</p>
5	Internship Program	<p>As part of its community commitment to serve the public, WXXI has worked with colleges and high schools in and out of the Monroe County area in numerous internship opportunities. These internships prepare the participants for possible careers in broadcasting and related professions. Available Fall, Winter, Spring and Summer semesters. On-going.</p> <p>WXXI Radio staff hosted two Job Shadow students from Hope Hall School to observe Radio operations, February 2016.</p>
7	<p>NYS Broadcaster's Association Intern Program</p> <p>Eastman School of Music ALP Intern Fair</p>	<p>Two students completed paid internship opportunities at WXXI sponsored by NYSBA June-August 2016.</p> <p>Classical Program Director attended, March 2016</p>

<p>8</p>	<p>Staff Development/Training</p>	<p>All staff received <i>Diversity &amp; Anti-Bullying</i> training session, September 2016</p> <p>Director of TV Programming attended the following conferences which included professional development sessions:</p> <ul style="list-style-type: none"> <li>- PTPA/PBS Annual Meeting, Chicago, May 2016;</li> <li>- PTPA/BBC Showcase, Denver, September 2016;</li> <li>- APT Fall Marketplace, Washington D.C., November 2016.</li> </ul> <p>WXXI Classical Music Director participated in a <i>Basic Supervision</i> seminar, August 2016</p> <p>WXXI Classical Programming &amp; Reachout Director participated in the following professional development activities:</p> <ul style="list-style-type: none"> <li>- Podcast Training for posting to Core Publisher; Drexel University, 21<sup>st</sup> Century Technology and the Arts Webinar; Participate in <i>From the Top's</i> Arts Leadership program; Speak at the M.I.N.D. meeting at ABVI (Association for the Blind and Visually Impaired); NYS Humanities Grant Webinar, January 2016</li> <li>- NPR Webinar: Future Audiences: Research on Millennials, March 2016</li> <li>- In house ENCO refresher training for all Radio staff, April 2016</li> <li>- NPR Webinars: Digital Community Calendar training &amp; Digital Strategies, May 2016; Core Publisher Training,</li> </ul>
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		<p>July &amp; August 2016</p> <ul style="list-style-type: none"> <li>- Mimecast training for 91.5 Radio staff; NPR Training: Core Publisher Onboarding, June 2016</li> <li>- WXXI Volunteer Recruitment/Training &amp; Orientation, August 2016</li> <li>- Institute for Music Leadership Conference at Eastman School of Music, October 2016</li> </ul> <p>Executive Editor participated in the following professional development activities:</p> <ul style="list-style-type: none"> <li>- NPR editorial/news training at WFYI in Indianapolis, Indiana, February 2016;</li> <li>- PRNDI conference, St. Louis, Missouri. including workshops on a variety of issues facing public media journalists, June 2016;</li> <li>- Editorial/News training from NCPR journalist Brian Mann December 2016</li> </ul> <p>CFO participated in the following professional development activities:</p> <ul style="list-style-type: none"> <li>- IMA Tax update, January 2016</li> <li>- ASC 606 Using Change Mgt., February 2016</li> <li>- IMA Continuous Accounting, March 2016</li> <li>- IMA Sustainability Accounting, April 2016</li> <li>- IMA Expense Reporting Strategies, Trends, April 2016</li> <li>- PMBA Business Management and Org., June 2016</li> <li>- PMBA Specialized Knowledge and Application, June 2016</li> </ul>
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		<ul style="list-style-type: none"> <li>- IMA Essential Team Skills, June 2016</li> <li>- Cash Management Strategies for AP, August 2016</li> <li>- Hire Right the First Time, September 2016</li> <li>- Innovate Your Audit Process...And Other Accounting and AFR Tips - PMBA, October 2016</li> <li>- No More Vendor Hype - Understand the Latest Technology Trends(IMA), October 2016</li> <li>- Trusting your data-IMA, October 2016</li> <li>- Close the Books, November 2016</li> <li>- Building the Foundations- Lease Accounting, November 2016</li> <li>- Blinded by Pressure, Ethics, November 2016</li> <li>- New Face of Fair Labor, November 2016</li> <li>- NYS Economic Development updated D&amp;M, November 2016</li> <li>- Corp tax update, D&amp;M, November 2016</li> <li>- NYS Tax Update D&amp;M, November 2016</li> <li>- Account Reporting and Corporate Governance Update, November 2016</li> <li>- Interpersonal Communications, November 2016</li> <li>- The Definitive Guide to Sales Tax Compliance November 2016</li> <li>- There's Gold in Your Complex Payables, December 2016</li> <li>- Fast Track Retirement Planning, December 2016</li> </ul> <p>Production Manager participated <i>Basic Supervision</i> seminar, August 2016</p> <p>TV Producer attended the PBS TechCon Conference, April 2016.</p>
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		<p>Asst. VP for Major &amp; Planned Giving attended the PBS Planned Giving planning session at Iowa Public TV, October 2016; attended the Association of Fund Raising Professionals Conference, Rochester, NY, April 2016; attended the PMDMC in Boston, July 2016</p> <p>VP for Radio presented at: Hope Hall Student Shadows, February 2016; Take Our Daughters &amp; Sons to Work Day April 2016; Adobe Digital Production Training, January 2017</p> <p>VP for Radio professional development:</p> <ul style="list-style-type: none"><li>- Core Publisher Web training August 2016</li><li>- PRRO Regionals Conference, November 2016</li></ul> <p>VP for Development professional development:</p> <ul style="list-style-type: none"><li>- Station Management Center 101- for Development Professionals , February 2016</li><li>- Presented at the Association of Fund Raising Professionals Conference, Rochester, NY, April 2016</li></ul> <p>Assoc. Director, Major Giving, Station Events Manager, Membership Manager &amp; Development Admin. Asst. participated in PBS Passport Training, monthly February- July 2016</p>
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		<p>VP for Development , Little Theatre Membership Mgr &amp; Development Admin. Asst. received Customer Service Training, March 2016</p> <p>VP for Development &amp; Membership Mgr participated in webinar from Penelope Burke on Donors, June 2016</p> <p>VP for Development &amp; Station Events Mgr participated in PBS Nerd webinar, September 2016</p> <p>Web Coordinator/Digital Producer received the following professional development:</p> <ul style="list-style-type: none"><li>- Google Grants with Charity Howto, February 2016</li><li>- NPR Digital Services Station Analytics Insights, February 2016</li><li>- NPR Digital Services Station Analytics Insights, March 2016</li><li>- NPRDS: Getting started with NPR One, April 2016</li><li>- NPR Digital Services Station Analytics Insights, June, August, September, October 2016; January 2017</li><li>- PBS Digital: Introducing Core Data Model Part 1, August 2016</li><li>- PBS Digital: Passport Progress Review, September 2016</li><li>- PBS Digital: Introducing Core Data Model Part 2, October 2016</li><li>- Salesforce Marketing Cloud: Content Builder Training, November 2016</li><li>- PubMetrics Fall 2016: Digital Trends That Matter, December 2016</li><li>- PBS Digital: Media Manager Kick-Off, January 2017</li></ul>
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		<p>Vice President, Education &amp; Interactive Services participated in the following professional development:</p> <p><u>February 2016</u>  KET ABE multimedia resources;  Lessons From the DEC: Why Digital Engagement Is About Revenue;  Trauma-Informed School Conference;  Development Toolkit</p> <p><u>March 2016</u>  PBS KIDS Marketing &amp; Communications Monthly Update;  Sesame Military Families Resources;  PBS KIDS 24/7 Service Intro;</p> <p><u>April 2016</u>  Social Media Best Practices; Toolkits You Can Use Based on Ready To Learn Research; Sustaining Local Veterans Initiatives;</p> <p><u>May 2016</u>  2016 Building a Grad Nation Report Release;  Veterans Coming Home Webinar; Education Leadership Forum at Nazareth;  PubMetrics Spring 2016: Digital Trends That Matter;</p> <p><u>June 2016</u>  PBS LearningMedia Content; Contributor Working Group; UtahFutures AmGrad WebApp; Getting to Know the PBS KIDS Audience;  NETA Health Initiatives Webinar; Get Ready for the 2016 PBS Online Film Festival;</p> <p><u>July 2016</u>  Spotlight on Education American Grad;</p> <p><u>August 2016</u>  Introducing Core Data Model; PBS KIDS M&amp;C Monthly Update; PBS LearningMedia Content Contributor Working Group; PBS Source 2.0;  Ready Rosie App Intro; All the Difference from POV;</p>
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		<p><u>September 2016</u>          PBS Kids Marketing &amp; Communications Monthly Update;          PBS Back to School Education Update;          PBS LearningMedia Content Contributor Working Group;          National Cable &amp; Telecommunications Association (NCTA) digital carriage agreement;</p> <p><u>October 2016</u>          Splash &amp; Bubbles Pre-Launch Planning Webinar;          PBS LearningMedia Content Contributor Working Group;          PBS Nerd Intro Webinar;          State of Our Children Forum;          30-Minute Underwriting Webinars: Native Advertising Examples;</p> <p><u>November 2016</u>          PBS Nerd Training 1;</p> <p><u>December 2016</u>          American Grad Development Webinar;          2017 PBS Digital Innovators Program Update;          PBS LearningMedia Content Contributor Working Group;          Vietnam War Grant Webinar;</p> <p><u>January 2017</u>          PBS Kids M&amp;C Monthly Update;          PBS LearningMedia Content Contributor Working Group;          Vietnam War Grant Webinar;          Creating Interactives on PBS LM;          Greater Rochester After School Leadership Summit</p> <p>Executive Assistant to the President participated in United Way's African American Leadership Development Program, September 2016.</p> <p>Innovation Trail Reporter participated in the following professional development activities:</p> <ul style="list-style-type: none"> <li>- Investigative Reporters and Editors Conference, New Orleans, June 2016</li> </ul>
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		<ul style="list-style-type: none"><li>- National Association of Black Journalists Convention, Washington D.C., August 2016</li></ul> <p>Account Executive I:</p> <ul style="list-style-type: none"><li>- Greater Public: Native Advertising Examples</li><li>- Scarborough: Prime Lingo 102 Using Report Builder</li><li>- Scarborough: Prime Lingo 201 Custom Definitions, March 2016</li><li>- Scarborough: Insights on Working Moms, March 2016</li><li>- Scarborough: Prime Lingo 103 Reach Analysis and NSI Profiler, April 2016</li><li>- Media Audit Training, April 2016</li><li>- NYS PBS all-teams underwriting session, April 2016</li></ul> <p>Account Executive II:</p> <ul style="list-style-type: none"><li>- Scarborough: Prime Lingo 102 Using Report Builder, April 2016</li><li>- NYS PBS all-teams underwriting session, April 2016</li></ul> <p>Director of Sales &amp; Marketing:</p> <ul style="list-style-type: none"><li>- ACBP Review &amp; Training, Jan 2016</li><li>- American Grad National Site Visit / Training, Jan 2016</li><li>- Scarborough: Prime Lingo 102 Using Report Builder, March 2016</li><li>- Scarborough: Prime Lingo 201 Custom Definitions, March 2016</li><li>- Arthur &amp; Sesame Street - Resources for Military</li></ul>
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		<p>Families, March 2016</p> <ul style="list-style-type: none"> <li>- Media Audit Training, April 2016</li> <li>- Sustaining Local Veterans Efforts, April 2016</li> <li>- NYS PBS all-teams underwriting session, April 2016</li> <li>- PBS Local Corporate Support, April 2016</li> <li>- Sales Compensation Plans: Best Practices, October 2016</li> </ul> <p>Account Executive III:</p> <ul style="list-style-type: none"> <li>- Allegiance Traffic Webinar Spot Availabilities Reports, April 2016</li> <li>- NYS PBS all-teams underwriting session, April 2016</li> <li>- New Horizons Computer Learning Centers Microsoft Excel - part 1, August 2016</li> </ul> <p>Little Theatre Membership Manager:</p> <ul style="list-style-type: none"> <li>- Arthouse Convergence Conference, January 2016 &amp; 2017</li> <li>- Basic Supervision, August 2016</li> </ul>
<p>10</p>	<p>Programs related to career opportunities in Broadcasting sponsored by educational institutions</p>	<p>Executive Vice President/GM &amp; VP for Radio taught Broadcasting in the Digital Age at the University of Rochester, Spring semester 2016.</p> <p>WXXI Director of Classical Programming &amp; Reachout Radio was a judge for the Monroe Community College Otis Young Competition.</p>

		<p>Production Manager is a member of Monroe Community College’s External Review Team which aided in the program assessment of the A.A.S Visual Communication Technology: Photography and Television program.</p>
11	<p>Community events designed to inform the public as to employment opportunities in broadcasting</p>	<p>Reporter/Producer presented a mentoring workshop on Communications for Soy Unica, Soy Latina Rally, April 2016.</p> <p>Morning Show Host/Producer represented WXXI at the following community events: –</p> <ul style="list-style-type: none"> <li>- Served on panel and sang with Madrigalia at <i>WXXI Classical 91.5 Presents Event</i>, April 2016</li> <li>- Sang on <i>Backstage Pass</i> with chamber choir Madrigalia, April 2016</li> <li>- Emceed Rochester’s annual Classical Idol Competition, April 2016</li> <li>- Lectured in “Books Sandwiched In” at the Rochester Central Library, April 2016</li> <li>- Represented WXXI in Rochester Pride Parade, July 2016</li> <li>- Represented WXXI Classical Radio at the Glimmerglass Festival. Offered listeners exclusive interview with singer Jamie Barton, winner of the 2015 Richard Tucker Award, July 2016</li> <li>- Represented WXXI</li> </ul>

		<p>Classical Radio at the Park Avenue Festival, August 2016</p> <ul style="list-style-type: none"> <li>- Emceed the Meliora Challenge Campaign Celebration Dinner at the University of Rochester, October 2016</li> <li>- Lectured on radio and careers in broadcasting to a Music Business class at Nazareth College, October 2016</li> <li>- Emceed fundraiser to raise money for homeless women and children during event organized by the Catholic Family Center, November 2016</li> <li>- Hosted gala concert at the annual Rochester Early Music Festival, November 2016</li> </ul> <p>WXXI Classical Music Director participated in the following outreach activities:</p> <ul style="list-style-type: none"> <li>- RPO Pre-show Chat, January 2016</li> <li>- Introduction &amp; discussion leader, <i>Classical 91.5 Presents</i>, January 2016</li> <li>- Reading to kids, Rochester Childfirst Network, April 2016</li> <li>- Presenter, Rochester Music Hall of Fame, April 2016</li> <li>- Host, RPYO Gala Fundraiser, April 2016</li> <li>- Host, ROCmusic fundraiser, May 2016</li> <li>- Emcee, ABC Annual Meeting, May 2016</li> <li>- Emcee, <i>Summer Prelude</i>—a fundraiser for String for Success, June 2016</li> <li>- Introductions for the Xerox Rochester</li> </ul>
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		<p>International Jazz Festival, June 2016</p> <ul style="list-style-type: none"> <li>- Represented WXXI in Rochester Gay Pride Parade, July 2016</li> <li>- Introductions, Finger Lakes Opera fundraiser at Writers and Books, July 2016</li> <li>- <i>Clothesline Festival</i> remote production, September 2016</li> <li>- WXXI Open House, September 2016</li> <li>- Emcee, Mad Hatter Tea Party for Rochester Childfirst Network, November 2016</li> <li>- Readings for Rochester Sings! With Rochester Oratorio Society, December 2016</li> <li>- RPO Pre-show Chat, December 2016</li> </ul> <p>WXXI Director of Classical Programming &amp; Reachout Radio participated in:</p> <ul style="list-style-type: none"> <li>- Classical Music Rising national project – specifically, the CMR “Future of Classical Workforce” Working Group, September – December 2016;</li> <li>- Presented at Rochester Outpatient Clinic/VA Support Group re: Reachout Radio, May 2016</li> <li>- From Diversity to Equity in the Arts: 21<sup>st</sup> Century Arts Call to Action, July 2016</li> <li>- Attended Classical Music Rising format meeting in Phoenix, August 2016</li> <li>- Introduced <i>Florence</i> film at The Little Theatre/ Classical 91.5 outreach event, August 2016</li> </ul> <p>Technology &amp; Operations personnel facilitated over 100</p>
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		<p>uplinks for community &amp; national clients during this reporting period.</p> <p>Executive VP &amp; GM, VP, Radio &amp; Director of TV Programming served as panelists for the Susan B. Anthony House Roundtable Discussion (“The Evolving Role of Women in Media”) held at WXXI, January 2017</p> <p>Multimedia Producer: Board member of DePaul; St. John Fisher Communication/Media Department Advisory Board; Vice President of the Rochester Media Association</p>
12	Listing each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities	<p>Two upper-level positions were listed in job banks or with media trade groups with a broad-based membership, including participation of women and minorities:</p> <ul style="list-style-type: none"> <li>- Great Lakes Reporter (Careerbuilder)</li> <li>- Chief Financial Officer (Current Magazine)</li> </ul>
16	Participation in activities that the licensee itself has designed to further the goal of disseminating information about employment opportunities in broadcasting	<p>WXXI meeting space was provided to The Girls’ Grant Making Committee who reviews grant proposals and determines funding for programs in our community that have proven successful in empowering and inspiring girls to overcome challenges to become economically self-sufficient, August &amp; September 2016.</p> <p>Reporter/Producer participated in the following community outreach activities:</p> <ul style="list-style-type: none"> <li>- Panelist, Women in Public Broadcasting: Challenges,</li> </ul>

		<p>Achievements, and Advancements over the Last Two Decades, Little Theatre, January 2016</p> <ul style="list-style-type: none"><li>- Moderator, Indie Lens Pop-Up film screening and panel discussion of "Peace Officer" The Little Theatre, April 2016</li><li>- Moderator, ROC City Rising Event, Rochester Museum and Science Center, April 2016</li><li>- Moderator, Indie Lens Pop Up film screening and panel discussion of "T-Rex: Her Fight for Gold," The Little Theatre, June 2016</li><li>- Moderator, Indie Lens Pop Up film screening and panel discussion of "The Bad Kids," The Little Theatre, January 2017</li></ul>
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