

EEO Public File Report for WXXI Public Broadcasting Council
(WXXI-TV, WXXI-FM, WXXI-AM, WXXY, WITH-FM, WEOS-FM, WRUR-FM)
January 23, 2024 – January 31, 2025

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.

The following full-time vacancies were filled for the period January 23, 2024, through January 31, 2025:

Vacancy Number	Full Time Vacancy
1.	President & CEO
2.	CITY Arts Culture Writer
3.	Reporter – Albany News Bureau
4.	The Route Music Director
5.	CITY Arts & Culture Writer

WXXI provides notification of each vacancy to any organization that distributes information about employment opportunities to job seekers or refers job seekers to employers if the organization requests notification. No organizations have specifically requested notice of such vacancies.

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.
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Attachment B contains a detailed Overview of the Executive Search for the new President & CEO.

Attachment C contains a list and brief description of Supplemental Outreach Initiatives completed for the period January 23, 2024, through January 31, 2025.

RECRUITING SOURCES

	Recruiting Source	Online Address	Vacancy Posted
Professional Recruit			
	Indeed	www.indeed.com	All
	Corporation Public Broadcasting	www.cpb.org	All
	NYS Labor Department	nysjobbank@labor.ny.gov	2,3,4,5
	S.I. Newhouse School of Public Communications	Newhouse Career Development Centernhcdc@syr.edu	1,2,3,5
	National Association of Hispanic Journalists	https://www.nahjcareers.org/	1,2,3,5
	Linked In	www.linkedin.com	All
	National Association of Black Journalists (NABJ)	http://nabjcareers.org/	1,2,3,5
	JournalismJobs.com	http://www.journalismjobs.com/post	2,3,4
	Current	http://jobs.current.org.r.jobs/post/post.cfm	All
	Handshake (Distributes Posting)	Nazareth College: lcranda4@naz.edu St. John Fisher College: jskuse@sjfc.edu The College at Brockport: linkedin.com/in/grace-begemann-999762177	2,3,4,5
	NYS Broadcasters	https://nysbroadcasters.org/careers/job-listings/	2,3,4,5
	Asian American Journalists Association	https://www.aaaja.org	1,2,3,5
	JournalismJobs.com	http://www.journalismjobs.com/post-new-job	2,3,5
	Indigenous Journalist Association	https://indigenousjournalists.org/	1,2,3,5
	Public Media Women in Leadership	https://publicmediawomeninleadership.org/	1
Local Organizations			
	Rochester Works	www.rochesterworks.org	All
	Veteran's Outreach Center	vena.siverd@vocroc.org	2,3,5
	Causewave Community Partners	http://www.causewave.org/job-board	2,3,5
	WNY Job Bank	http://www.wnyjobs.com/	All
	Rochester Association of Black Journalists (RABJ)	https://rabjournalists.org/	2,3,5
	WXXI News (internal recruiting)	Internal job posting	All

	WXXI Website	https://www.wxxi.org	All
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Attachment A

	Full Time Position	Total No of Interviewees	Recruiting Source of Hire
1.	President & CEO	11	WXXI Website
2.	CITY Arts & Culture Writer	6	WXXI Website
3.	Reporter- Albany News Bureau	6	WXXI Website
4.	The Route Music Director	4	WXXI Website
5.	CITY Arts & Culture Writer	3	WXXI Website

Attachment B

WXXI EXECUTIVE SEARCH OVERVIEW

The search committee was comprised of eight individuals, six voting and two non-voting members. As of August 5, 2024, the committee members have met more than 16 different times, dedicating more than 60 hours of their personal time to the search process. They have provided input into the position description and search strategy, reviewed prospects, and interviewed candidates via Zoom, in-person meetings, and an informal social dinner.

Beginning in early March 2024, Sally M. Sterling Executive Search conducted stakeholder outreach via Zoom, phone conversations and in-person meetings, as well as email correspondence and e-surveys, to board members, partners, funders, and staff. The purpose was to provide feedback on the qualities and competencies desired in the new CEO. This information was used to create the position description and develop a search strategy.

Upon final approval of the position description by the search committee, the position description was listed on job boards of the below:

- Asian American Journalists Association
- Corporation for Public Broadcasting
- *Current* (A nonprofit news organization covering public media in the US for professionals in the industry)
- Indigenous Journalist Association
- National Association of Black Journalists
- National Association of Hispanic Journalists

Further, Sally Sterling reached out to leaders of the AAJA, IJA, NABJ, NAHJ, and Public Media Women in Leadership as sources. She also contacted professional leadership at Syracuse University's Newhouse School to source key alumni. BIPOC and female prospects were an intentional focus of the search.

During a candidate calibration exercise conducted in the process, the search committee determined that they fully supported and prioritized candidates that had a media background and knowledge over those with little to no media experience.

The search firm was in the market for approximately 9 weeks conducting outreach to more than 100 individuals about the opportunity. An additional 23 applications were received.

The search committee selected 11 candidates to interview for the first round of interviews.

Attachment C – SUPPLEMENTAL OUTREACH (47 CFR 73.2080 (c) (2))

Outreach	Employee	Activity
47 CFR 73.2080 (c)(2) (i) Participation in Job Fairs	HR Coordinator	<ul style="list-style-type: none"> • Monroe High School Career Fair 3/7/24 • St. John Fisher Career Day- Job Fair 3/21/24 • Nazareth College Job Fair Golisano Training Center 3/27/24 • The Women's Foundation of Genesee Valley- Girls' Professional Development Day -4/23/24 • United Way day of Caring 5/23/24 • Roc The Block Job fair 8/14/24 • Roc The Block Job Fair Parcel 5- 9/25/24 •
Job Fairs	CHRO	<ul style="list-style-type: none"> • RCSD: James Monroe Upper HS Career Exploratory Fair
47 CFR 73.2080 (c)(2) (iv) Participation in events sponsored by organization interested in broadcast employment	News	<ul style="list-style-type: none"> • We also hosted two professional multimedia journalists from Armenia who were placed here as part of the four-week U.S.-Armenia Professional Partnership in Journalism Program. • Several journalists took part in broadcast training offered throughout the year by WNYC staff.
	Director, Classical Programming	<ul style="list-style-type: none"> • 1/18/24-5/3/24 – Hosted Eastman School of Music ALP • 2/5-2/6 – Hosted 6 Rochester City School District seniors for a WXXI Public Media Shadow experience • 5/24/24-8/21/24 – Hosted NYSBA Intern – Music Library Digitization project • 8/30/24-12/9/24 – Hosted Eastman School of Music ALP Intern • 11/11/24 – Zoom with Crystal Sellers Battle (ESM) re: planning 2025 Diversity Context Conference
	Director of Classical Music	<ul style="list-style-type: none"> • 2/29/24 – RPO <i>Rhapsody in Blue @ 100</i> Media Sponsorship & tabling • 3/3/24 – 50th Anniversary Concert with soprano Kearstin Piper Brown and student musicians from the BSUE (Black Student Union @ Eastman) at Asbury First Church • 3/13/24 – Tabled and recorded the Spelman College Glee Club concert at Asbury First Church • 3/21/24 – RPO <i>Seaman Returns</i> media sponsorship & tabling • 8/19/24 – Presented for MTI – how Classical participates in MTI outreach (for new MTI stations) • 8/26/24 – Eastman/WXXI meeting regarding collaboration in the arts events • 9/3/24 – Meeting with Nazareth University Dir of Music re: possible collaborations • 9/18/24 – George Walker Recital w/ Crystal Battle Sellers – Media Sponsorship

Outreach	Employee	Activity
		<ul style="list-style-type: none"> • 9/29/24 – 50th Anniversary Concert presented by <i>Sunday Baroque</i> host Suzanne Bona at Asbury First Church • 10/18/24 – Gateways Music Festival Finale concert and donor reception/tabling • 12/7/24 – Screening at The Little “Maria” with tabling – Classical 91.5 Presents
47 CFR 73.2080 (c)(2)(v) Internships	CITY Magazine	<ul style="list-style-type: none"> • Spring intern (Jan-May 24) St. John Fisher College (1) student
	TV Production Mgr.	<ul style="list-style-type: none"> • Cayuga Community College TV Dept. intern from 3/4/24-4/19/24 (1) student
	News	<ul style="list-style-type: none"> • In 2024, the News Division continued its 12-week internship program that teaches students the basics of writing, recording and producing radio and multimedia journalism. 9/5/24 -11/21/24 (1) student- University of Rochester
	Director of Classical Music	<ul style="list-style-type: none"> • Job shadowing opportunity for students to learn about the process of managing a music library
	IT Intern	<ul style="list-style-type: none"> • 5/24 - 8/24 Bryant and Stratton College (1) student
	Creative Services	<ul style="list-style-type: none"> • NYS Broadcaster Association: One Intern during Summer 2024 semester from local college 5/29/24-8/12/24 Fashion Institute of Technology
	Broadcast Maintenance Intern	<ul style="list-style-type: none"> • 8/24 - 12/24 Brockport State University (1) student
	CHRO	<ul style="list-style-type: none"> • Job shadowing opportunity for students to learn the industry of Public Media
47 CFR 73.2080 (c)(2)(viii) Training programs designed to enable station personnel to acquire skills to qualify for higher level positions	HR Coordinator	<ul style="list-style-type: none"> • ThriveWell & Headspace Overview Webinar for Employees 1/24/24 • ColoRise Women's Conference 3/14/2024 Five Star Bank • ThriveWell & Headspace Overview Webinar for Employees 3/26/24 • Pro -Roc Monthly Meeting 3/28/24 • NHRA Blind Spots, Uncovering Unconscious and Implicit Bias In the Workplace- Workshop 4/9/24 • ThriveWell & Headspace Overview Webinar for Employees 4/30/24 • Teen Empowerment Luncheon- Convention Center- Rochester, NY 5/9/24 • PBMA Conference St Louis Missouri 5/28-5/31 2024 • AALDP United Way Leadership Development Program Interview 6/20/24 • AALDP -United Way Leadership Development Program Orientation 8/28/24 • WXXI PBC Flock WebEX 9/6/24 • AALDP -United Way Leadership development Program Meeting 9/24/24

Outreach	Employee	Activity
		<ul style="list-style-type: none"> • AALDP -United Way Leadership development Program – Cultural Perspectives Training 10/1/24 • ALDP Day 2 Leadership Self-Awareness 10/3/24 • AALDP Day 3 Diversity, Equity, and Inclusion (DEI) 10/8/24 • LLDP with AALDP Board Leadership at St. John Fisher 10/9/24 • AALDP Day 5 Leadership Wellness 10/15/24 • AALDP Day 6 Class Project Presentations to Alumni and Volunteer Engagement 10/17/24 • Carl the Collector Panel Discussion, Presented by PBS KIDS 11/12/24 • IMS Barter Event 11/13/24 • Salute to Excellence Ceremony & Dinner 11/14/24 • WXXI OE Presentation 11/14/24 • WXXI Virtual OE Presentation 11/18/24 • Health Equity Teams Meeting 12/23/24
<p>47 CFR 73.2080 (c)(2)(viii)</p> <p>Training programs designed to enable station personnel to acquire skills to qualify for higher level positions</p>	CFO/Staff	PMBA Conference St Louis Missouri 5/28-5/31 2024
	Project Manager	<p>Conferences Attended in 2024:</p> <ul style="list-style-type: none"> • Annual Disability Statistics Conference - March 2024 • Vision Sensitivity Training and Simulation - March 2024 • Accessible Recreation on the Canalway Forum - April 2024 • PBS Annual Meeting - May 2024 • Greater Rochester Deaf and Hard-of-Hearing Emergency Preparedness and Response Services Summit - May 2024 • SANYS Statewide Conference (sponsor) - June 2024 • ReelAbilities NYC panel discussion on disability representation in the media - July 2024 • NETA Annual Conference (sponsor) - September 2024 • M-Enabling Summit (on assistive technology and digital accessibility) - October 2024 • David's Refuge Caregiver Wellness Summit (sponsor) - October 2024 • APT Fall Marketplace - November 2024 • Making Public Media Accessible – A Disability Pride Month Conversation (a webinar in collaboration with Greater Public and Donna Danielewski from GBH) - July 2024 • Introduction to Disability Inclusion and Accessibility (part of our welcome workshop for partner stations) - August 2024 <ul style="list-style-type: none"> ○ Available on-demand: Inclusive Language and Disability Etiquette with Emyle Watkins; Disability Representation in the Media panel discussion • Amplifying without Overpowering (interactive webinar on empathetic storytelling) - December 2024
	VP Radio	<ul style="list-style-type: none"> • 06/06/24, WRPN Ratings Webinar • 07/24/24, Public Radio Music Day Webinar • 09/19/24, Greater Public Membership Webinar • 10/08/24, Public Radio Techsurvey 2024 Results Webinar

Outreach	Employee	Activity
		<ul style="list-style-type: none"> 11/15/24, Greater Public Webinar on Year-End Membership Messaging
	CHRO	<ul style="list-style-type: none"> 2024 Signature Conference: Beyond Trauma... A Journey to Wellness 1/24 Empowering and Elevating Women in leadership 1/24
	Chief Broadcast Engineer	<ul style="list-style-type: none"> April 2024 Audio Engineer Society (AES) Ben Koffman represented WXXI as a guest panelist.
	VP, Technology & Operations	<p><u>Society of Broadcast Engineers meetings</u> (provides education and peer-to-peer support for the Rochester Broadcast community):</p> <ul style="list-style-type: none"> 2/21/2024 Broadcast Infrastructure 101 4/24/2024 Tour of the Rochester Audacy Studios 5/15/2024 Taste of NAB (review of the April NAB show – industry trends and newest equipment) 6/18/2024 Evertz roadshow - latest developments for live media production 8/13/2024 Tour of The AWA Communication Technologies Museum (Bloomfield NY) 9/24/2024 AI and Cloud Technology 10/22/2024 ATSC-3 benefits and Enhancements 11/19/2024 Importance of Fiber (presented by Corning Fiber) 4/11/2024 Future Business Leaders of America -- State Leadership Conference (assisted as a judge) 4/18/2024 Monroe Community College Advisory Board
	TV Programming Director	<p><u>PBS Annual Meeting</u> <u>Las Vegas, Nevada - May 13-May 16, 2024</u> In addition to Program Preview Sessions the conference provided breakout sessions tailored to Programming Professionals including: Accessible Media for Everyone: Lessons from PBS Community-Focused Content <u>APT Fall Marketplace/PTPA Fall Meeting</u> <u>Cleveland Ohio - November 10-14, 2024</u> In addition to Program Preview Sessions the conference provided breakout sessions tailored to Programming Professionals including: How Local Can You Go? Success with Smarter Station Breaks Session IV: Cross-Platform Power: Promoting the PBS App via Broadcast Session VII: PBS Curate: Elevating Local and National Content in the PBS App</p> <ul style="list-style-type: none"> Monthly Programmer Calls held by TRAC Media Numerous webinars regarding Audience Development and Viewership Measurement throughout the year.

Outreach	Employee	Activity
	Corporate Sponsorship Director	<ul style="list-style-type: none"> • 1/24/24 - "Digital Strategies to Engage Local Audiences: Models for National-Local Collaboration with NOVA" Station Webinar • 2/1/24 - Scarborough One-Sheets: New Year's Resolutions (December) • 2/6-2/7/24 - Day 1: Audience Development Summit 2024 • 2/8/24 - Local on National: Ticketing Portal Webinar • 2/28/24 - PBS Climate Engagement Webinar: Audience Research Insights • 3/7/24 - MMG March 2024 pop-up meeting around AI • 3/13/24 - PBS Climate Engagement Webinar: Playbook for Activation • 4/23/24 - Engaging Board Mem in Corp Sponsorship • 5/23/24 - NPR: Understanding Audience Programming Opportunities • 5/28/24 - TRAC TUT Tour with WXXI • 5/29/24 - Make a Media Kit that Sells in 2024 • 9/17/24 - NETA: Getting Better Audience Insights • 9/24/24 - NYSBA Rochester Combined Training & Luncheon [In-person] • 10/15/24 & 10/22/24 - Conflict Competence in People-Pleasing Work Cultures, a two-part webinar series • 10/29/24, 11/14/24, 12/5/24, 12/16/24, 1/15/25 - Data-driven Storytelling Session A: Identifying Your Audiences • 11/12/24 - Embracing The 50+ Market: Public Media's Revenue Growth Opportunity
	Corporate Sponsorship Team	<ul style="list-style-type: none"> • 2/08/24 PBS Local on National • 2/28/24 PBS Climate Engagement Webinar: Audience Research Insights • 4/24/24 Broadcast & Digital Marketing Trends • 8/22/24 ERPM/Market Engineuity: What the heck is going on with underwriting? • 9/24/24 NYSBA Rochester Sales Training and Luncheon • 11/12/24 Embracing the 50+ Market: Championing the Value of an Existing Audience to Sponsors • 2/5/25 Audience Insights: NPR Brand Trends & Understanding the Podcast Journey • 1/12/24 Scarborough One Sheet Workshop 1 • 1/19/24 Scarborough One Sheet Workshop 2 • 2/08/24 PBS Local on National • 2/28/24 PBS Climate Engagement Webinar: Audience Research Insights • 8/22/24 ERPM/Market Engineuity: What the heck is going on with underwriting? • 9/24/24 NYSBA Rochester Sales Training and Luncheon • 11/12/24 Embracing the 50+ Market: Championing the Value of an Existing Audience to Sponsors • 2/5/25 Audience Insights: NPR Brand Trends & Understanding the Podcast Journey • 2/8/24 PBS Local On National • 2/27/24 PBS Climate Engagement Webinar • 3/13/24 PBS Climate Engagement Webinar - Part II Activation

Outreach	Employee	Activity
		<ul style="list-style-type: none"> • 3/21/24 Innovation at SXSW: What Public Media Stations Should Know • 3/27/24 2024 Fundraising Forecast with the Collaborative Philanthropy Advisory Council (Greater Public/NPR) • 4/23/24 5 ways to Engage Your Board Members into a Sponsorship Strategy • 8/22/24 WEBINAR: What the heck is going on with underwriting? <ul style="list-style-type: none"> ▪ Jim Taszarek, Market Engineuity • 10/15/24 WEBINAR: Conflict Competence in People-Pleasing Work Culture, Part 1
	VP of Education & Interactive Svcs	<p>1/23/24 Lyla in the Loop Camp Training</p> <p>1/24/24 Ready to Learn Family Engagement Training</p> <p>1/30/24 RIT Expressions of Dr. King Presentation: Dr. Ibram X Kendi</p> <p>1/31/24 Cutting Through the Fog: The Insights You Need from PBMA</p> <p>2/1/24 Using Design Squad Engineering</p> <p>2/2/24 The Greenlighting Process for Publishing on PBS LearningMedia</p> <p>2/6 & 2/7/24 Audience Development Summit from Greater Public</p> <p>2/7/24 Learning About Genesee County EDC from GLOW Workforce Investment Board</p> <p>2/9/24 Finger Lakes STEM Hub Training</p> <p>2/13/24 Ready To Learn Year 3 Evaluation update</p> <p>2/15/24 APTS Grant Center Resource Training</p> <p>2/16/24 RochesterWorks: Valuable Technical Assistance and Workforce System Tools</p> <p>2/19/24 Annual State of Our Children Address and Report Card Data Presentation</p> <p>2/21/24 PBS Station Services Town Hall Meeting</p> <p>2/28/24 Bright By Text Partner Training</p> <p>2/28/24 Using PBS LearningMedia to Support the Science of Reading</p> <p>3/5/24 PBS & PBS KIDS Update Webinar</p> <p>3/7/24 AI training by KQED and Public Media partners</p> <p>3/13/24 PBS Climate Engagement Webinar</p> <p>3/13/24 GLOW WIB Presentation on Nursing and Rehabilitation</p> <p>3/14/24 APTS Grant Training Part 2</p> <p>3/26/24 RochesterWorks One-Stop Partner System Training</p> <p>4/2/24 PBS LearningMedia & PBS KIDS Update Webinar</p> <p>4/5/24 Finger Lakes WIB One Stop Partner Update Meeting</p> <p>4/10/24 GLOW WIB: Community Action of Orleans & Genesee Child Care Resource</p> <p>4/12/24 Finger Lakes STEM Hub Resource Training</p> <p>4/15/24 Ready To Learn Content and Resource Update for State Projects</p> <p>4/19/24 RochesterWorks Partner Forum: Older Adult Employment & Support Services</p> <p>4/24/24 NETA Youth Media Webinar</p> <p>5/1/24 Branding Webinar from PBS</p>

Outreach	Employee	Activity
		5/2/24 Rising Against Asian Hate Film & Discussion
		5/2/24 PBS Digital Fundraising 101
		5/7/24 PBS LearningMedia & PBS KIDS update webinar
		5/10/24 Finger Lakes STEM Hub Webinar
		5/29/24 NPR Brand Research Findings Webinar
		6/4/24 PBS LearningMedia & PBS KIDS update webinar
		6/4/24 RochesterWorks Workforce Innovation & Performance
		Committee Updates
		6/11/24 Regional (RochesterWorks, GLOW & Finger Lakes Works)
		Partners Updates
		6/12/24 PBS Quarterly Station Town Hall Update
		6/13/24 PBS Ready to Learn Learning Neighborhoods Stories of
		Success Training
		6/14/24 Finger Lakes STEM Hub Webinar
		6/18/24 NETA Education: Amplifying Outreach through
		Ambassador Programs
		6/20/24 NETA AI & DEI into Public Media Webinar
		6/25/24 PBS DOMO 2.0 Webinar
		6/25/24 PBS Election Coverage Strategy
		6/28/24 PBS Youtube Consolidation Effort
		7/2/24 Rochester Teen Film Festival Internal Review
		7/9/24 Digital Fundraising and Why You Should Care
		7/9/24 PBS LearningMedia & PBS KIDS update webinar
		7/11/24 STEM Webinar with Lyla in the Loop
		7/16/24 Rochester Teen Film Festival 2024 Jury
		7/24/24 NETA Webinar: Planning for Back to School
		8/3/24 PBS LearningMedia & PBS KIDS update webinar
		8/21/24 Carl the Collector Webinar
		8/22/24 The New Civics Collection PBS LearningMedia Webinar
		8/27/24 KQED: Informational Webinar: Empowering Student Voices
		8/29/24 PBS LearningMedia Presents: Making GA4 Analytics Work
		for You
		9/10/24 Workforce Innovation & Performance Committee Update
		9/10/24 PBS LearningMedia & PBS KIDS update webinar
		9/13/24 Finger Lakes STEM Hub Training Webinar
		9/16-9/19/24 NETA Conference Virtual Summit
		9/23/24 Accessible Events Training with VIA and American Masters
		9/24/24 RochesterWorks One-Stop Partner Update Webinar
		9/25/24 Finger Lakes Works One Stop Partner Update Webinar
		10/1/24 PBS LearningMedia & PBS KIDS update webinar
		10/9/24 NYS Libraries: The Rising Generation: Gradual Abolition,
		Black Legal Culture, and the Making of National
		Freedom
		10/11/24 Finger Lakes Works One Stop Partner Update Webinar
		10/17/24 Radio Listener Survey Update
		10/23/24 NYS 250th Commemoration Commission Meeting at
		Ganondagan
		10/29/24 Data Driven Storytelling with Ready To Learn Session A
		10/29/24 Indie Lens Pop-up 101 training

Outreach	Employee	Activity
		<p>10/30/24 American Revolution 250 Ken Burns Plans Webinar</p> <p>11/8/24 Finger Lakes STEM Hub Training Webinar</p> <p>11/12/24 ADA to ASL: Making Events Accessible from Indie Lens Pop-up</p> <p>11/12/24 Carl the Collector Panel Discussion Webinar</p> <p>11/14/24 Data-driven Storytelling for Ready To Learn Session B</p> <p>11/19/24 Small Team BIG Results! How Montana PBS Produces Content for Teachers</p> <p>11/21/24 Ready To Learn Partner Meeting Update and Evaluation</p> <p>11/21/24 Keeping it 9:16 Indie Lens Pop-Up Workshop on Social Videos</p> <p>12/3/24 Rochester Works Workforce Innovation & Performance Committee Update</p> <p>12/3/24 PBS LearningMedia & PBS KIDS update webinar</p> <p>12/4/24 Designing Social Studies Content for PBS Learning Media Webinar</p> <p>12/5/24 Data-Driven Storytelling Coaching Session</p> <p>12/10/24 <i>Voces American Historia</i> Virtual Discussion with John Leguizamo & Ben DeJesus</p> <p>12/10/24 Rochester Works One Stop Partners Update Webinar</p> <p>12/12/24 PBS Townhall Quarterly Webinars</p> <p>12/13/24 Finger Lakes STEM Hub Update Training Webinar</p> <p>12/16/24 Data Driven Storytelling Session C</p> <p>12/17/24 Finger Lakes Workforce Partners Webinar</p> <p>12/18/24 PRX Dovetail Podcast Monetization Tools Demo</p> <p>1/6/25 Jobs Explained 2.0 Webinar</p> <p>1/7/25 PBS KIDS & PBS LearningMedia Update Webinar</p> <p>1/10/25 Finger Lakes STEM Hub Update Webinar</p> <p>1/12/25 Data Driven Storytelling Session D</p> <p>1/15/25 NETA Data Storytelling from the Numbers Webinar</p> <p>1/15/25 GLOW Workforce Partner Webinar</p> <p>1/16/25 PBS LearningMedia American Revolution Plans Webinar</p> <p>1/17/25 ROC the Future: State of the Children Address and Report Card Event</p>
	Education & Outreach Coordinator	<p>1/19/24 – State of the Children Event</p> <p>2/19/24 – Annual State of Our Children Address & Report Card</p> <p>3/13/24 – 21 Day Equity Challenge Listening Session</p> <p>4/1/24 – Tuba Thieves discussion with Move to Include</p> <p>7/2/24 – Rochester Teen Film Festival entries review</p> <p>7/16/24 – Rochester Teen Film Festival judging Jury</p> <p>8/16/24– Rochester Teen Film Festival debrief</p> <p>9/23/24 – accessible events training for WXXI grant</p> <p>10/29/24 -- Indie Lens Pop up 101</p> <p>11/12/24 – ADA to ASL, Making Events Accessible – Indie Lens</p> <p>1/8/25 – CEO & Education Department Update</p> <p>1/15/25 – Home Court – Indie Lens Pop-up Training</p> <p>1/16 /25 –American Revolution Grant Training</p> <p>1/17/25 – Bike Vessel training with WXXI staff</p> <p>1/23/25 – Indie Lens Data & Storytelling Workshop</p>

Outreach	Employee	Activity
	Program Director, Classical Radio	<ul style="list-style-type: none"> • 1/25/24 – PMCC Classical Cohort meet-up – Virtual • 2/6-2/7 – GR/PMCC Audience Development Summit • 2/9/24 – Did GROVE web platform training with Steve Johnson and (intern) Hannah Reich • 3/6/24 – TIAA The Starting Line webinar • 3/11/24 – KnowBe4 2023 Common Threats web training • 3/14/24 – TIAA Attention to Detail webinar • 3/20/24 – TIAA Paycheck for Life webinar • 3/26/24 – TIAA Live with Confidence in Retirement webinar • 3/28/24 – PMCC Classical Cohort meet-up – Virtual • 4/25/24 – PMCC Classical Cohort meet-up - Virtual • 8/20-21/24 – MTI Station workshop presentation and Improving Disability Coverage workshop • 9/19/24 – Greater Public Virtual Membership training with Jay Clayton • 10/8/24 – State of Public Radio Tech Survey – Virtual webinar •
	Dir. Leadership Giving	<ul style="list-style-type: none"> • Tuesday October 22, 2024 AFP Workshop on Legacy Giving at Lollypop Farm • Thursday May 16, 2024 Strategic Planning Workshop at St John Fisher, Center for Nonprofit Leadership • Thursday August 29, 2024 Veritus Live Workshop: How to Ask Your Donors for Larger Gifts <p>Friday Jan 17, 2025 Veritus Webinar on topic of Problems Costing Nonprofits Money</p>
	Audience Svcs. & Volunteer Coor. (Tours)	<ul style="list-style-type: none"> • Roc Students (12) J. Pitt • Cab Members (8) J. Pitt • Roch Global (25) J. Pitt, Bob • Lifetime Assistance (14) D. Baxter • Roc Vocamedics (22) D. Baxter • Roc Vocamedics (26) D. Baxter • Rochester City HS Students (40) D. Baxter
	Digital & On Air Fundraising Mgr	<ul style="list-style-type: none"> • 1/23/24 Chronical of Philanthropy – Fundraising with AI • 1/31/24 PBS – Finding Your Footing With Fundraising • Feb 2024 NextAfter - New Donor Welcome Series Certification Course • Feb 2024 NextAfter - Email Fundraising Optimization 7-session course • 2/8/24 NPR – NPR+ Impact on Station Giving • 2/19/24 NextAfter – Benchmarking • 2/24/24 CDP – Data Modeling • 2/27/24 Allegiance – Boosting Employer Matching Gifts

Outreach	Employee	Activity
		<ul style="list-style-type: none"> • 3/15/24 Lenfest Institute - Direct Mail Fundraising for Newsrooms • 3/28/24 Nonprofit Tech for Good - Website & Email Marketing Best Practices • 3/29/25 Greater Public - Successful Google Search Campaigns for Membership • April 2024 NextAfter - Copywriting for Online Fundraising certification course • 4/16/24 PMJA – Communicating Fundraising Needs for Elections • 4/24/24 NPR - Broadcast and Audience Trends • 5/3/24 PBS - Digital Fundraising for Beginners • 5/10/24 Greater Public - Unlocking the Giving Pipeline • 5/30/24 M+R - Benchmarks for Public Media • 6/10/24 PBS – Maximize Fundraising Now • 6/25/24 Greater Public - Trends in Non-Profit Individual Giving • 8/29/24 PBS - Meta Ads Fundamentals • 9/12/24 Blackbaud – Year End Text Messaging • 9/19/24 Greater Public – Optimal On-Air Fundraising for WXXI (most radio talent attended) • 9/20/24 Greater Public - Best Practices in On-Air Fundraising pt.2 • 9/27/24 Greater Public - Best Practices in On-Air Fundraising pt.3 • 10/21/24 NETA – Holiday and Calendar Year End Campaigns • 11/19/24 Greater Public - Adapt on-air strategies to digital fundraising • Jan 2025 PBS – Digital Fundraising for Public Media course • 1/16/25 Current – The Future of Public Media • 1/17/25 NETA - Storytelling: Translating Stories Into Numbers • 1/29/25 LKA – Look Ahead, Be Prepared
	Executive Office Administrator	<ul style="list-style-type: none"> • 01/25/24 – Supplier Diversity Conference • 03/14/24 – ColorRISE Lunch & Learn • 03/28/24 – Colors of Success Webinar (Improving Workplace Accessibility for Individuals with Disabilities) • 05/09/24 – City of Rochester MWBE Conference • 06/13/24 – United Way Volunteer and Board Fair • 06/14/24 – Willow Working with and Supporting LGBTQ+ Survivors • 07/29/24 – Making Public Media Accessible Webinar • 08/27/24 – Elevating Inclusion Webinar • 09/05/24 – DEI Council Resource Guide Webinar • 10/11/24 – MCC Diversity Conference • 10/13 /24– Boundless Together Diversity Conference 11/20/24 – Lifting the Employee Voice (ERGs)
	Director, Classical Music	<ul style="list-style-type: none"> • Management training held at WXXI. January 2023 • ENCO Training for radio announcers Feb 2023 • Audience Development Summit Webinars Feb 2023 <p>Music Rights Agreements Webinar March 2023</p>

Outreach	Employee	Activity
	CHRO	<ul style="list-style-type: none"> Job shadowing program for student to learn the industry of Public Media
	Director, Classical Music	<ul style="list-style-type: none"> Job shadowing opportunity for students to learn about the process of managing a music library
	CHRO	RCSD: James Monroe Upper HS Career Exploratory Fair
47 CFR 73.2080(c)(2)(xi) Sponsorship of events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting	Audience Svcs. & Volunteer Coord. (Tours)	<ul style="list-style-type: none"> Roc Students (12) J. Pitt Cab Members (8) J. Pitt Roch Global (25) J. Pitt, Bob Lifetime Assistance (14) D. Baxter Roc Vocamedics (22) D. Baxter Roc Vocamedics (26) D. Baxter Rochester City HS Students (40) D. Baxter
47 CFR 73.2080 (c)(2)(xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	All Staff	<ul style="list-style-type: none"> Sexual Harassment/Unconscious Bias Training