

Annual EEO Public File Report

January 24, 2017 to January 23, 2018

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

Station WMHT (TV), Schenectady-Albany, New York

Station WMHT-FM, Schenectady, New York

Station WRHV (FM), Poughkeepsie, New York

Station WEXT (FM), Amsterdam, New York

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hire	Total Number of Interviewees from All Sources for This Position
1	VP and Chief Development Officer	Word of Mouth	7
2	VP Content and Community Engagement	Corporation for Public Broadcasting. www.cpb.org	8
3	Senior Sales Rep	Word of Mouth	3
4	Assistant Chief Engineer	Society of Broadcast Engineers www.sbe.org	1

Section 2: Recruitment Source Information

Organization	Department	Address 1	Address 2	City	State	Zip	Contact Name or Web address	Phone Number	Position	Provided Interview Candidate

Albany Co Affirmative Action	Job Opportunities	112 State St	6 Fl	Albany	NY	12202	Emailed to Mia Timmons	518.447.7010	Senior Sales Rep, Assistant Chief Engineer	
Albany-Colonie Chamber Of Commerce	Job Opportunities	Five Computer Drive South		Albany	NY	12205	Jennifer Sims	518.458.9851	Senior Sales Rep, Assistant Chief Engineer	
AppleOne	Job Opportunities	1 Marcus Blvd.	Suite 106	Albany	NY	12205	Dreyes@appleone.com Delilah Reyes	518.591.0181	Senior Sales Rep, Assistant Chief Engineer	
Asian American Journalists Assoc. (AAJA)	online posting	5 Third Street	Suite 1108	San Francisco	CA	94103	http://www.aaaja.org/	(415) 346- 2051	VP Content and Community Engagement	
Berkshire Training & Employment	Job Opportunities	160 North St		Pittsfield	MA	01201- 5104	Thomas Mc Donough	413.499.2220, Ext 138	Senior Sales Rep, Assistant Chief Engineer	
Bryant & Stratton		1259 Central Ave		Albany	NY	12205	Brian Gregory	518.437.1802	Senior Sales Rep, Assistant Chief Engineer	
Carver Community Ctr	Job Opportunities	700 Craig St		Schenectady	NY	12305	Carlene Dorman	518.374.8456	Senior Sales Rep, Assistant Chief Engineer	
Career Builder	Posted Via Web Site. No Contact Person						www.Careerbuilder.com		Senior Sales Rep, Assistant Chief Engineer	
Centro Civico Of Amsterdam Inc	Job Opportunities	143-145 E Main St		Amsterdam	NY	12010	Ladan Alomar	518.842.3762, Ext 220	Senior Sales Rep, Assistant Chief Engineer	
College Of St Rose	Job Opportunities	Posted Via Web Site. No Contact Person.	432 Western Ave.	Albany	NY	12203	www.strose.edu/		Senior Sales Rep, Assistant Chief Engineer	
Columbia-Greene Cc	Counseling/Career Svcs	4400 Rte 23		Hudson	NY	12534	William Matthews	518.828.4181 ext. 3396	Senior Sales Rep, Assistant Chief Engineer	
Corporation for Public Broadcasting	Web Site	401 9th St	NW	Washington	DC	20004	http://www.cpb.org/jobline/	(202) 879- 9600	Senior Sales Rep, Assistant Chief Engineer, VP Content and Community Engagement, VP and Chief	1

									Development Officer	
Chronicle of Philanthropy Philanthropy Careers	online posting	1255 23rd St	NW #700	Washington	DC	20037	http://philanthropy.com/section/Jobs/224/	(202) 466-1200	VP and Chief Development Officer	
Current Newspaper	online posting	6930 Carroll Avenue	Suite 625	Takoma Park	MD	20912	http://www.current.org/	301 270-7240 x35	VP Content and Community Engagement, VP and Chief Development Officer	
Emma L. Bowen Fndn For Minority Interests In Media	Sandra Rice	524 West 57th Street		New York	NY	10019	Sandra Rice	212.975.2545	Senior Sales Rep, Assistant Chief Engineer	
Empire State College	Job Opportunities	Two Union Avenue		Saratoga Springs	NY	12866	Jim Nicosia	518.587.2100	Senior Sales Rep, Assistant Chief Engineer	
Epilepsy Foundation of Northeast New York	Job Opportunities	3 Washington Sq		Albany	NY	12205	Jeannine Garab	518.456.7501	Senior Sales Rep, Assistant Chief Engineer	
Excelsior College	Job Opportunities	7 Columbia Circle		Albany	NY	12203	Toby Hamlin	518.464.8500	Senior Sales Rep, Assistant Chief Engineer	
Fusco Personnel	Job Opportunities	4 Executive Park Drive	Suite B	Albany	NY	12203	Patty Fusco	518.869.6100	Senior Sales Rep, Assistant Chief Engineer	
Greater Public	online posting	401 North 3rd Street	Suite 370	Minneapolis	MN	55401	http://greaterpublic.org/job-line	(888) 454-2314	VP Content and Community Engagement, VP and Chief Development Officer	
Herkimer County Community College	Placement/Career Planning	100 Reservoir Rd		Herkimer	NY	13350	Emailed to Guy Devitt	315.866.0300 ext. 8744	Senior Sales Rep, Assistant Chief Engineer	
Hispanics In Philanthropy (HIP)	online posting	414 13th Street	Suite 200	Oakland	CA	94612	https://hiponline.org/	(415) 837-0427	VP Development,	

Hispanic Outreach Services	Job Opportunities	41 N Main Av		Albany	NY	12203	Kathleen Ide	518.435.1369	Senior Sales Rep, Assistant Chief Engineer	
Hudson Valley Community College	Center for Careers and Employment	80 Vandenburg Av		Troy	NY	12180	Gayle Healy	518.629.7326	Senior Sales Rep, Assistant Chief Engineer	
Idealist	online posting	302 5th Ave	11th Floor	New York	NY	10001	http://www.idealist.org/		VP Content and Community Engagement, VP and Chief Development Officer	
Indeed.com	Web Site	Posted Via Web Site. No Contact Person.					www.indeed.com		Senior Sales Rep, Assistant Chief Engineer	2
Industry Listserv Announcements							pubradio@lists.pubradio.org		VP Content and Community Engagement, VP and Chief Development Officer	
Livingston Associates'	online posting	3000 Chestnut Ave, Ste 208		Baltimore,	MD,	21211	http://www.livingstonassociates.net/	410 243-1974	VP Content and Community Engagement, VP and Chief Development Officer	4
Maria College	Career Development Office	700 New Scotland Av		Albany	NY	12208	Sister Renee Cudhea	518.438.3111	Senior Sales Rep, Assistant Chief Engineer	
Mediabistro	online posting	825 8th Avenue,	29th Floor	New York	NY	10019	https://www.mediabistro.com/jobs/	(800) 205-7792	VP Content and Community Engagement	
Mildred Elley	Job Opportunities	Posted Via Web Site. No Contact Person.	855 Central Avenue	Albany	NY	12206	http://www.mildred-elley.edu/	518.786.0855	Senior Sales Rep, Assistant Chief Engineer	
NAACP-Schenectady	Job Opportunities	P.O. Box 3720		Schenectady	NY	12303	Olivia Adams	518.256-6091	Senior Sales Rep, Assistant Chief Engineer	
National Association of Black Journalists (NABJ)	online posting	8800 Lakewood Dr.	#117	Windsor	CA	95492	http://nabjcareers.org	(626) 792-3846	VP Content and Community Engagement	

National Educational Telecommunications Association (NETA)	online posting	939 South Stadium Road,		Columbia	SC	29201	http://www.netaonline.org/jobs.htm	(803) 799-5517	VP Content and Community Engagement, VP and Chief Development Officer
Northeast Career Planning	Job Opportunities	28 Colvin Avenue		Albany	NY	12206	Christine Oughton	518.273.0818	Senior Sales Rep, Assistant Chief Engineer
NYS Job Bank	NYS Department of Labor	NYS Department of Labor		Albany	NY	12239	Post jobs to this mailbox nysjobbank@labor.ny.gov Postings can be seen on http://newyork.us.jobs/	518.457-2487	Senior Sales Rep, Assistant Chief Engineer
Office of Intercultural Leadership-The College of Saint Rose	Job Opportunities	Avila Hall	415 Western Avenue	Albany	NY		Emailed to Office of Intercultural Leadership	518.454.2050	Senior Sales Rep, Assistant Chief Engineer
Public Radio News Directors Incorporated (PRNDI)	online posting	P.O. Box 838		Sturgis	SD	57785	http://prndi.org/term/jobs-0	(605) 490-3033	VP Content and Community Engagement
RPI Minority Student Affairs	Job Opportunities	4600 Academy Hall 110 8th Street		Troy	NY	12180	Stacy Galarneau	518.276.6272	Senior Sales Rep, Assistant Chief Engineer
Russell Sage College	Career Services	65 First Street		Troy	NY	12180	Emailed to Michael O'Connor	518.244.2272	Senior Sales Rep, Assistant Chief Engineer
The Sanctuary for Independent Media		3361 6th Avenue		North Troy	NY	12181	Info@mediasanctuary.org	(518) 272-2390	Senior Sales Rep, Assistant Chief Engineer
Schenectady County Community College	Career Planning	222 Elston Hall	78 Washington Avenue	Schenectady	NY	12305	Robert Frederick	518.381.1365	Senior Sales Rep, Assistant Chief Engineer
Schenectady Job Training Agency	Adult Program			Schenectady	NY	12305-2302	Emailed to Nancy Delesio	518.344.2772	Senior Sales Rep, Assistant Chief Engineer

Siena College	Career Center	515 Loudon Rd		Loudonville	NY	12211-1462	Emailed to careermail@siena.edu	518.783.2339	Senior Sales Rep, Assistant Chief Engineer	
Skidmore College	Job Opportunities	815 N. Broadway		Saratoga Springs	NY	12866	Penny Loretto	518.580.5790	Senior Sales Rep, Assistant Chief Engineer	
Social Media Job Posting – LinkedIn		955 Benecia Ave.		Sunnyvale	CA	94085	julie@livingstonassociates.net	410.243-1974	VP Content and Community Engagement, VP and Chief Development Officer	
Social Media Platforms- Paid Ads Twitter Facebook							julie@livingstonassociates.net	410.243-1974	VP Content and Community Engagement, VP and Chief Development Officer	
State University College-Oneonta	Career Development Center	Netzer Admin Bldg 110		Oneonta	NY	13820	Michele Parsall	607.436.2534	Senior Sales Rep, Assistant Chief Engineer	
Society of Broadcast Engineers							www.SBE.org	317.846.9000	Assistant Chief Engineer	1
SUNY Albany Career Services	Job Opportunities	Posted Via Web Site. No Contact Person.		Albany	NY	12222	www.albany.edu	518.437.4900	Senior Sales Rep, Assistant Chief Engineer	
Times Union and Monster.com	Newspaper and online. Times Union participates with Monster.com	News Plaza	Box 1500	Albany	NY	12212	Classified Department- Veronica Holcomb	518.454.5374	Senior Sales Rep, Assistant Chief Engineer	2
Tvjobs.Com	Web Site	Posted Via Web Site. No Contact Person.					http://www.tvjobs.com/		Senior Sales Rep, Assistant Chief Engineer	
Union College	Career Development Center	Stanley R. Becker Career Center	807 Union Street	Schenectady	NY	12308	Rochelle Caruso	518.388.6176	Senior Sales Rep, Assistant Chief Engineer	
Unity House	Job Opportunities	33 Second Street		Troy	NY	12180	Mike Maloney	518.272.5917	Senior Sales Rep, Assistant Chief Engineer	
WMHT Internal	Bulletin Board, Web Site	4 Global View		Troy	NY	12180	Valerie Belden and wmht.org	518.880.3531	Senior Sales Rep, Assistant Chief	

									Engineer, VP Content and Community Engagement, VP and Chief Development Officer	
Women's Employment & Resource Center	Elizabeth M. Miller	175 Central Avenue	3rd Floor	Albany	NY	12206	Emailed to Elizabeth Miller	518.462.7600 Ext. 184	Senior Sales Rep, Assistant Chief Engineer	
Work for Good		100 Peachtree Street NW	Suite 1500	Atlanta	GA	30303	https://www.workforgood.org/	888 656-6257	VP and Chief Development Officer	
NYSBA	Sandy Messineo	1805 Western Avenue		Albany	NY	12203	Emailed to Sandy Messineo	518.456.8888	Senior Sales Rep, Assistant Chief Engineer	
Media Match	Web Site	Posted Via Web Site. No Contact Person.					https://www.media-match.com/usa/registration/company.php		Senior Sales Rep, Assistant Chief Engineer	
RBR.com/classifieds	Web Site	Posted Via Web Site. No Contact Person.					http://rbr.com/classifieds/submit-a-media-job/		Senior Sales Rep, Assistant Chief Engineer	
Number of Candidates who heard from word of mouth that were interviewed									Senior Sales Rep, Assistant Chief Engineer	9

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WMHT

During this period, WMHT participated in:

Job/Career Fairs and Internship Expos:

- Thursday February 9, 2017: SUNY Oneonta
- Wednesday, March 8, 2017: University at Albany
- Thursday, March 9, 2017: SUNY College and Career Counseling Center
- Wednesday March 29, 2017: Dr. King Career Fair

Internship participation with Tech Valley High School

- Tech Valley High School's annual career exploration program is called I-term. I-Term gives students the opportunity to explore their interests and gain experiential learning in careers.

Internship participation with Girls Inc. Eureka!

- This program is designed to help girls in the Capital Region explore careers preparing them for the next step in their education after high school. The program places an emphasis on 'cradle to career' education pipeline in New York State and the Capital Region Workforce.

Internship Program which was designed to develop skills needed for broadcast employment included internships with the following schools and colleges.

- Troy High School
- SUNY Plattsburgh
- Roy H. Park School at Ithaca College
- Gordon College
- Bethlehem High School
- College of St. Rose

Staff Development- 2017

Establishment of Training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.

Chris Wienk, VP, Radio and David Delaney, Senior Radio Producer attended the following:

- Triple A Non-Commvention in Philadelphia, May 16-20, 2017.
- Chris Wienk attended the Public Radio Program Director's Programming Conference Aug 14-17, 2017

Mary Gribulis, Interactive Media Director attended the following:

Tuesday, January 10: PBS (Public Broadcasting Service) Learning Media Content Contributor Working Group Call
Wednesday, January 18: PBS (Public Broadcasting Service) Media Manager Kick-Off Webinar
Thursday, January 19: CDP (Contributor Development Partnership) Roadmap to Analyzing Passport Data Webinar
Friday, January 20: NETA (National Educational Telecommunications Association) webinar on Digital Copywriting
Tuesday, January 24: Simulcasting with the Livestream Platform Webinar
Tuesday, January 24: Inclusive Me! Webinar Hosted by Public Media Women in Leadership
Wednesday, January 25: PBS (Public Broadcasting Service) - Do What You Do in Merlin/COVE in Media Manager and Curate
Thursday, January 26: PBS (Public Broadcasting Service) - New Functionality for COVE Through Media Manager and Using Curate to promote Local Content
Thursday, February 2: PBS (Public Broadcasting Service) - Social Media Fundraising Pilot
Thursday, February 2: NETA (National Educational Telecommunications Association) - Informing the Public During Emergencies
Tuesday, February 7: Employee Assistance Program Orientation
Tuesday, February 7: How Non-Governmental Organizations Worldwide Use Online Technology and Social Media
Wednesday, February 8: Tell Them We Are Rising Webinar with NETA (National Educational Telecommunications Association)
Tuesday, February 14: PBS (Public Broadcasting Service) Hashtag Donate Kickoff Webinar
Thursday, February 16: The Joy of Analytics
Thursday, March 2: Promoting Your PBS (Public Broadcasting Service) Kids 24/7 Channel
Tuesday, March 7: PBS Kids Stories of Service Webinar
Tuesday, March 28: PMBA (Public Media Business Association) Next Generation Digital Television Opportunities for Public Media
Thursday, March 30: NPR (National Public Radio) Digital Services Station Analytics Insights Webinar
Friday, March 31: PBS (Public Broadcasting Service) – Media Manager Review
Thursday, April 6: PBS (Public Broadcasting Service) – April 2017 Passport Progress Webinar
Thursday, April 13: PBS (Public Broadcasting Service) Stories of Service Webinar - Veteran Engagement Examples
Wednesday, April 19-Friday, April 21: PBS (Public Broadcasting Service) Technology Conference, Las Vegas, Nevada
April 2017 – October 2017: PBS (Public Broadcasting Service) Digital Immersion Project Participant
Friday, April 28: PBS (Public Broadcasting Service) Digital Immersion Project Kick-Off Call
Wednesday, May 3: Facebook Live, Digital Payments and the Internet of Things Webcast
Thursday, May 4: PBS (Public Broadcasting Service) Kids Summer Slide Webinar
Friday, May 5: PBS (Public Broadcasting Service) Introduction to Source 2.0
Tuesday, May 8: CyberSecurity Training

Wednesday, May 9: Vietnam Request for Proposals Round 2 Webinar
Thursday, May 11: Avail Interstitials Manager Debuts for PBS (Public Broadcasting Service) Kids 24/7 Livestream Webinar
Tuesday, May 16: 10 Signs Your Non-Profit Excels at Social Media Webinar
Tuesday, May 23: Google AdWords and Analytics Announcements Webinar
Tuesday, May 23: The Vietnam War Webinar
Thursday, May 25: PubMetrics Spring 2017: Digital Trends That Matter
Thursday, June 8: Social Media 201 Webinar
Tuesday, June 13: Beyond the Click: Essential Email Metrics That Drive User Engagement
Tuesday, June 13: Interactive Lessons: New Models for Learning Confirmation
Thursday, June 15: Digital Measurement Model Webinar
Thursday, June 15: Lynda Course: Google Analytics Essentials Training
Thursday, June 15: The Vietnam War User Generated Content Campaign
Thursday, June 15: NETA (National Educational Telecommunications Association) Crowdfunding Webinar
Tuesday, June 20: What to Expect When Expecting A Migration: Bento 2 to Bento 3
Wednesday, June 21: Engaging Niche Audiences Through Digital Marketing
Tuesday, July 11: How to Successfully Participate in Cause Awareness and Giving Days Confirmation
Tuesday, July 11: PBS (Public Broadcasting Service) Digital Studios/CPB Digital Programming Opportunity
Thursday, July 13: Membership Award: WHYY's Black History Content as a Catalyst for Acquisition
Tuesday, July 18: Measure the Money Webinar
Wednesday, July 19: Bento 3.0 Open Cohort Webinar
Tuesday, July 25: Digital Immersion Project: Segmentation Webinar
Tuesday, July 25: Philanthropy Award: Community Idea Stations' Commonwealth Circle
Wednesday, July 26: Experimenting with Digital Engagement Tools
Thursday, July 27: July 2017 Passport Progress
Thursday, July 27: NETA (National Educational Telecommunications Association) Google AdWords Webinar
Wednesday, August 2: Bento 3.0 Open Cohort: Setting Site Goals
Thursday, August 3: Bento 3.0 Open Cohort - User Profiles
Tuesday, August 8: Effective Storytelling on Facebook
Tuesday, August 8: CPB (Corporation for Public Broadcasting) Interactive Lesson Intro
Wednesday, August 9: PBS (Public Broadcasting Service) LearningMedia Conceptualizing Your Lesson
Thursday, August 10: NETA (National Educational Telecommunications Association) Best of Budgeting
Monday, August 14: Building Sponsorships for Indie Lens Pop-Up
Wednesday, August 16: Bento 3.0 Open Cohort: Content Audit
Thursday, August 17: Special Achievement Award: GPB's (Georgia Public Broadcasting) 54% Overall Revenue Growth
Tuesday, August 22: A Case For Digital Readiness: Results From the PBS (Public Broadcasting Service) Nerd Fundraising Pilot
Wednesday, August 23: Using the Interactive Lesson Platform to Author Your Lesson
Wednesday, August 23: Year-End Is Coming. Will Your Email Fundraising Be Ready?
Thursday, August 24: Corporate Support Award: East Tennessee PBS's 24/7 KIDS Launch

Thursday, August 24: NETA (National Educational Telecommunications Association) Measuring Nonprofit Outcomes
Thursday, August 24: The Vietnam War – Engagement
Wednesday, August 30: Bento 3.0 Open Cohort: Setting Site Goals
Wednesday, September 6: Turn Your Website into a Cash Machine in December: A Year-End Fundraising Tune-Up
Monday, September 11: WNET: One Year After Giving Back Primetime
Wednesday, September 13: NPR Digital Services Station Analytics Insights
Tuesday, September 26: September 2017 Passport Progress
Thursday, October 19: PBS (Public Broadcasting Service) Technology Conference Call For Proposals: What are we looking for?
Thursday, October 19: NETA (National Educational Telecommunications Association) Music Rights and Public Media Webinar
Wednesday, October 25: Digital Immersion Project | Social Media Webinar
Monday, October 30 and Wednesday, November 1: Break Structure Webinar
Friday, November 17: Digital Media Advisory Council Summit Digital Immersion Project Presentation Discussion
Tuesday, November 28: PBS (Public Broadcasting Service) LearningMedia Authoring check-in
Tuesday, December 5 – Wednesday, December 6: Digital Media Advisory Council Summit Meeting and Digital Immersion Project Presentation

Joe Landor, Interactive Media Assistant attended the following:

- Media Manager Kick Off Webinar - Wed 1/18/2017
- Digital Copywriting | NETA - Fri 1/20/2017
- GoToWebinar - Do What You Do in Merlin/COVE in Media Manager and Curate - 1/25/17
- GoToWebinar - PBS KIDS Marketing & Communication Monthly Update: February 2017 - Tue 2/7/2017
- GoToWebinar - Part 1: Do What You Do in Merlin/COVE in Media Manager - 2/8/17
- GoToWebinar - Technology, Data and Editorial: A Digital Marriage Made in Heaven - Thu 2/23/2017
- Promoting Your 24/7 Channel - Thu 3/2/2017
- GoToWebinar - PMBA Toolkit: Next Generation Digital Television: ATSC 3.0 Opportunities for Public Media - Tue 3/28/2017
- GoToWebinar - NPR Digital Services Station Analytics Insights - Thu 3/30/2017
- GoToWebinar - PBS KIDS Marketing & Communication Monthly Update: May 2017 - Tue 5/2/2017
- GoToWebinar - Introduction to Source 2.0 - Fri 5/5/2017
- Avail Interstitial Manager (AIM) Debuts for PBS Kids 24/7 Livestream - Thu 5/11/2017
- GoToWebinar - The Vietnam War UGC Campaign - Thu 6/15/2017
- GoToWebinar - What to Expect When Expecting A Migration: Bento 2 to Bento 3 - Tue 6/20/2017
- NETA webinar: PBS Annual Meeting Recap - Thu 6/22/2017
- GoToWebinar - June 2017 Passport Progress - Wed 6/28/2017
- GoToWebinar - Getting started with Doubleclick For Publishers Video - Wed 6/28/2017

- GoToWebinar - PBS Digital Studios/CPB Digital Programming Opportunity - Tue 7/11/2017
- GoToWebinar - PBS KIDS Marketing & Communication Monthly Update: July 2017 - Tue 7/11/2017
- GoToWebinar - NPR Digital Services Station Analytics Product Refresher - Thu 7/13/2017
- GoToWebinar - Bento 3.0 Open Cohort: Content Audit - Wed 7/19/2017
- GoToWebinar - HTTPS Q&A with Stations - Thu 7/27/2017
- NETA Google AdWords Webinar - Thu 7/27/2017
- How to Build Your Cybersecurity Defense - Mon 7/31/2017
- GoToWebinar - PBS KIDS Marketing & Communication Monthly Update: August 2017 - Tue 8/1/2017
- GoToWebinar - Bento 3.0 Open Cohort: Setting Site Goals - Wed 8/2/2017
- GoToWebinar - Bento 3.0 Open Cohort - User Profiles - Thu 8/3/2017
- GoToWebinar - Bento 3.0 Open Cohort: Content Audit - Wed 8/16/2017
- GoToWebinar - Bento 3.0 Open Cohort: Setting Site Goals - Wed 8/30/2017
- GoToWebinar - PBS KIDS Marketing & Communication Monthly Update: September 2017 - Tue 9/12/2017
- GoToWebinar - YoPro Talks: Getting Buy-in for Your Side Hustle - Wed 9/20/2017
- GoToWebinar - PBS KIDS Marketing & Communication Monthly Update: October 2017 - Tue 10/10/2017
- From Audit to Redesign: The Complete Nonprofit Website Toolkit (5 Week Course) Thurs 10/19-11/16
- GoToWebinar - PBS KIDS Marketing & Communication Monthly Update: November 2017 - Tue 11/7/2017
- Live webcast: Emerging Technology Trends That Will Impact Public Media in 2018 - Wed 11/8/2017
- GoToWebinar - December 2017 Passport Progress - Wed 12/6/2017

Danielle Sanzone, Social Media Coordinator attended the following:

- January 11 – Event Promotion webinar for Indie Lens
- January 20 – Digital Copywriting
- January 25 – Social Media Marketing Planning
- February 2 – Social Media Fundraising
- February 2 – Informing the Public During Emergencies
- February 7 – How NGOs Worldwide Use Online Technology and Social Media
- February 14 – Social Media Fundraising
- February 15 – Editorial Calendar Creation
- February 21 – Social Media Fundraising
- February 28 – Grow Your Business with Email and Social Media
- March 2 – Promoting Your 24/7 Channel
- March 14 – Photoshop Basics
- March 28 – Next Generation Digital Television
- April 11 – Emerging Trends of Online Communications and Fundraising

- April 17 – Writing for Blogs – Voice
- April 24 – Writing for Blogs – Niche
- May 1 – Writing for Blogs – Visualize/Anatomy of a Blog
- May 2 – Content Contributor Working Group
- May 3 – Facebook Live, Digital Payments, and the Internet of Things
- May 16 – Performance Marketing
- May 9 – Blogs/Social Media Engagement
- May 23 – The Vietnam War
- May 25 – Social Media Images
- June 8 – Social Media 201
- June 13 – Optimizing and measuring success on Pinterest
- June 13 – How to Report Live from Events
- June 13 – Phone Photography
- June 15 – The Vietnam War
- June 16 – Crowdfunding
- June 21 – Engaging Niche Audiences Through Digital Marketing
- June 22 – Indie Lens Pop Up Wrap Up
- July 11 – How to Successfully Participate in Cause Awareness
- July 12 – The 2017 State of Social Report
- July 27 – PBS Stories of Service
- August 8 – Effective Storytelling
- August 10 – Synthesio Social media analytics program Intro
- September 21 – Sprinklr social media analytics intro
- September 27 – Top 5 Social Media Best Practices
- October 4 – How to Build a Facebook Ads Strategy that converts clicks into sales
- October 4 – Social Media livestream lesson
- October 17 – Illustrator/Photoshop tutorial
- October 26 – Victoria Season 2
- December 6 – Social Media Video tutorial
- December 13 – Instagram Stories
- December 19 – 10 Emerging Trends in Online Communications and Fundraising

Valerie Belden, Executive Assistant to CEO, attending the following:

- Annual Statewide Labor, Employment & HR Conference given by Bond, Schoeneck and King Attorneys June 6, 2017

Jayne Robinson, TV Traffic Operations Manager attended the following:

- Cyber Security Training (May 9, 2017)
- PBS KIDS 24/7 AIM Informational Session #2 (May 11, 2017)
- Break Structure Webinar (October 30 & November 1, 2017)
- ADP Timecard Overview (December 20, 2017)
- Centralized Master Control From Traffic Perspective (July 18, 2017)
- NETA Webinar, Jayne Robinson was one of presenters

Keva Roberts, TV Traffic/Underwriting Assistant attended the following:

- Cyber Security Training (May 9, 2017)
- PBS KIDS 24/7 AIM Informational Session #2 (May 11, 2017)
- Break Structure Webinar (October 30 & November 1, 2017)
- ADP Timecard Overview (December 20, 2017)

Bob Cummings, Director of Technology attending the following:

- NAB (National Association of Broadcasters) Convention 4/22/2017-4/27/2017
- PBS TechCon 4/18/2017-4/21/2017

Tim Stah, TV Promotions Producer attended the following:

- Cyber Security Training (May 9, 2017)

Sharon Sleicher, Director of Member Development attended the following:

- Feb 7th: Passport and PBS Monthly Seminar
- Feb 21: Social Media Fundraising Pilot Setup and Training with PBS Digital Team part 1
- Feb. 28: Social Media Fundraising Pilot Setup and Training with PBS Digital Team part 2
- Mar. 21: Public Radio C Group -- donorCentrics Collaborative Benchmarking Meeting

- Mar. 29: Public TV C Group - donorCentrics Collaborative Benchmarking Meeting
- Apr. 6: Passport and PBS Monthly Seminar
- May 2: ACD API and Prompli Pledge Scripting and Reporting Overview
- May 9th: Cyber Security
- May 12: Target Analytics State of the Public Broadcasting System
- May 23: Sustainer Return on Investment Report with Chuck Longfield of Target Analytics
- May 25: PubMetrics Spring 2017: Digital Trends That Matter for Public Broadcasting
- June 15: Crowdfunding Webinar with UNCTV and Greater Public
- June 28: Passport and PBS Monthly Seminar
- July 27: Passport and PBS Monthly Seminar
- Aug. 8: Effective Storytelling on Facebook
- Aug. 22: A Case For Digital Readiness: Results From the PBS Nerd Fundraising Pilot
- Sept. 11: WNET: One Year After Giving Back Primetime
- Sept. 6: Turn Your Website into a Cash Machine in December: A Year-End Fundraising Tune-Up
- September 13th: Annual Healthcare meeting
- Sept 13: Marketing Vehicle Donations The Latest Trends with CARS
- Sept. 26: Passport and PBS Monthly Seminar
- Oct. 12: 2017 Donor Centrics Review of WMHT Membership with Carol Rhine
- December 1st: FSA/Dependent Care meeting
- Dec. 6: Passport and PBS Monthly Seminar
- December 13th: NYS Paid Family Leave Act meeting
- December 20th: ADP meeting with Marie

Joanne Shay, Director of Data Management attended the following:

- Feb 7th: EAP Orientation
- Mar. 21: Public Radio C Group -- donorCentrics Collaborative Benchmarking Meeting
- Mar. 29: Public TV C Group - donorCentrics Collaborative Benchmarking Meeting
- May 9th: Cyber Security
- September 13th: Annual Healthcare meeting

- Oct. 12: 2017 Donor Centrics Review of WMHT Membership with Carol Rhine
- December 20th: ADP meeting with Marie

Lynn Valentino, Membership Services Team Leader attended the following:

- Jan. 26: Sustaining Giving Webinar with Greater Public
- Feb 7th: EAP Orientation
- May 9th: Cyber Security
- Sept. 11: WNET: One Year After Giving Back Primetime
- September 13th: Annual Healthcare meeting
- Oct. 12: 2017 Donor Centrics Review of WMHT Membership with Carol Rhine
- Oct. 18: Greater Public, WNYC and Season of Giving Webinar
- December 1st: FSA/Dependent Care meeting
- December 13th: NYS Paid Family Leave Act meeting
- December 20th: ADP meeting

Justin Rockenstyre: Production Engineer, Katie Derico: Production Assistant, Ezekiel Kubisch: Content/Engagement Producer, Matt Rogowicz: Content/Engagement Producer, Dominick Figliomeni: Director of Production Services attended Grass Valley Switcher training.

Justin Rockenstyre: Production Engineer, Katie Derico: Production Assistant, Ezekiel Kubisch: Content/Engagement Producer, Matthew Saplin: Assistant Chief Engineer attended Chyron training.

Keren Carmeli, Membership Fulfillment Coordinator and Sara Niemiec, Member Services Coordinator attended the following:

- Feb 7th: EAP Orientation
- May 9th: Cyber Security
- September 13th: Annual Healthcare meeting
- Oct. 12: 2017 Donor Centrics Review of WMHT Membership with Carol Rhine
- December 1st: FSA/Dependent Care meeting
- December 13th: NYS Paid Family Leave Act meeting
- December 20th: ADP meeting with Marie

Kathy Beam, Director of Corporate Support, MaryAnn Cooper, Corporate Support Representative and Ann Madeo, Senior Sales Rep attended the following:

- Webinars: 8/2 Kids Webinar; 8/8 Credit copy and 9/19 FCC Underwriting (these were each 1 hour)
- BST + Co CPA's seminar 4/26 "How to Market Your Non-Profit (this was 2 hours)
- Engaging your Target Audience: The Ultimate Guide to Marketing your Not-for-Profit 4/26/17
- (CSPI training) Corporate Support Performance Initiative 8/8-8/10, 9/12-9/14
- Capital Region Advertising Expo 11/2/17
- 11/7 Greater Public session for Classical Stations
- 11/8 Greater Public session for AAA Stations
- 8/22 Media Audit Training
- 8/24 GoToWebinar - Corporate Support Award: East Tennessee PBS's 24/7 KIDS Launch
- 8/8 Live webcast: Credit Copy Workshop
- PBS KIDS M&C Monthly Webinar: August 1
- (PMDMC) Public Media Development + Marketing Conference July 5-8
- 3/2 PBS Kids 24/7 Promotion Webinar

All Staff attended a training session on Cyber Security on May 9, 2017

Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

HR Dept attends training on updates in human resources and transfers that information to management level personnel by attending Jackson Lewis human resources seminars and a Statewide Labor, Employment & HR Conference given by Bond, Schoeneck and King Attorneys.