

# WBAI 2021 ANNUAL EEO PUBLIC FILE REPORT

## Pacifica Foundation, Inc.

|                             |                                                                |
|-----------------------------|----------------------------------------------------------------|
| Station:                    | WBAI                                                           |
| Community of License:       | New York, NY                                                   |
| Reporting Period:           | February 1 <sup>st</sup> 2020 to January 31 <sup>st</sup> 2021 |
| No. of Full-time Employees: | Less than 10                                                   |
| Small Market Exemption:     | No                                                             |

During the Reporting Period, no full time positions were filled

Due to the COVID-19 pandemic spanning the reporting period, in-person interactions traditionally required for many of the EEO initiatives became impractical and dangerous. The station concentrated on virtual means to keep all persons involved safe.

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

**1** - WBAI complies with all reporting and evaluation requirements that institutions sponsoring interns require. Semester long internship opportunities have been established with placement departments at CUNY schools, New York University, Columbia University, Pace University, and Baruch College.

The station concentrated their outreach activities specifically for persons from under-represented communities and over the years has trained interns who are either recent émigrés or first generation American citizens from Korea, Greece, Spain, Brazil, Argentina, and India.

These interns have been placed in areas consistent to their ultimate area of degree concentration. These areas include accounting, programming, public relations, marketing, and social media. They work directly with staff on day-to-day operations and receive hands on training in specific computer software, as well.

**2** - Internships at WBAI encompass all aspects of station operations, including administrative (station social media, website and traffic activities) as well as broadcast functions (story research, scriptwriting, narration, audio editing, sound recording and all facets of news production).

The following universities were represented during the reporting period:

Winter semester 2020:

One intern from Spellman College  
Three interns from York College  
One intern from Stony Brook University  
Two interns from St John's University  
One intern from The New School  
One intern from Queens College

Spring/Summer semester 2020:

One intern from Baruch College  
One intern from The New School  
One intern from Columbia  
One intern from CUNY at The Craig Newmark graduate school of journalism  
One intern from SUNY at The College at Old Westbury

**3** - Once the pandemic made in-person station interactions unsafe, all interns were asked to commit to working a minimum of 15 hours per week remotely for the duration of their internship. All incoming interns participated in several virtual orientation/trainings to introduce them to WBAI's staff members, programming structures, station website calendar management and program archiving basics and the software packages used for station production work. Workshops were held on 7-16-20, 7-16-20, 9-15-20, 11-30-20 and 1-14-21.

#### 4 - News Internships at WBAI

News Department Interns were asked to commit to working one or two full days (9:00 AM to 5:00 PM) for the duration of their internship.

Participants underwent orientation/training and ongoing training, depending on their level of skills), (during their internship) to familiarize themselves with the WBAI's Programming and News Department systems.

In the first week, interns were assigned one or more news stories for broadcast. These tasks required them to research, record interviews and prepare a final script utilizing audio actualities to present to WBAI's News Editors. Upon review, the story runs on that day's edition of The WBAI Evening News, which airs at 6:00 PM and rebroadcasts at 11:00 PM on weekdays. Interns contributing in any way to the day's newscast are given on-air credit for their participation.

5 - Some interns assigned to the high-profile morning show, were responsible and participated in the many production aspects of the morning show. They prepared and produced the framework for the evaluation and monitoring during the Democratic Primary races, co-hosted and created the run sheet for the flow of the morning show under the supervision of the show's producers and hosts.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Station management and engineering staff trained the programmers (March to present) on how to produce their shows from home and how to connect to the station live, via various VOIP services, so they could continue to provide programming from home during the pandemic. In some cases, station equipment was provided. Participants included several new programmers from underrepresented communities.

On November 19<sup>th</sup> 2020 WBAI conducted Podcasting training for the producers, staff and interns. This training was designed to teach the basic concepts of Podcasting with full instructions on how to create one's own Podcast. WBAI provided a comprehensive document for the programmer that detailed the steps required to create and publish Podcasts.

On July 28<sup>th</sup> 2020 WBAI conducted a virtual social media seminar for their Local Station Board, station producers and the public, which was designed to provide the attendees with the technical knowhow, creative mindset and writing skills required for successful social media interactions.

*Established a **mentoring** program for station personnel.*

Pacifica engineering management provided extensively mentoring (over several months commencing in March) for station engineering/operations staff, which taught them how to install, configure and operate recently developed hardware/software systems. These systems allowed them to continue to perform their duties remotely, from home, during the COVID-19 pandemic in New York City. The participants learned new skillsets including software configuration and troubleshooting and were an integral part of the systems development. Regular one-on-one additional training is being provided as the system is updated and additional functions are added.

*Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

Management personnel reviewed the stations EEO policy guidelines and were instructed by NETA's HR professionals as to best practices for documenting potential infractions of Pacifica's equal opportunity and discrimination policies. A set of procedures has been put in place to prevent, investigate, resolve and prevent any infractions from reoccurring.