

2018 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation

Station(s): WBAI Pacifica radio
Community(ies) of License: New York, New York
Reporting Period: February 1, 2017 to January 31, 2018
No. of Full-time Employees: 7
Small Market Exemption: No

During the Reporting Period, no full time positions were filled.

INITIATIVES

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

*WBAI continued its **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

1. WBAI's ongoing Internship Program accepts applications on a rolling basis for credit and non-credit internships in the following areas: marketing, accounting, event planning, social networking, program and news production, web management and graphic design.

2. Interns are placed in areas consistent to their ultimate area of interest or degree concentration. They work directly with staff on the day-to-day operations and also have received hands on training in radio operations specific computer software. They are also required to produce their own 3-5 minute segment for airing, within which they learn production skills in script writing, narration, editing, and use of intro and outro music.

3. WBAI participated in a live recruitment fair at Pratt Institute recruiting students to intern with graphics and other digital design majors for internships using these skills on our online and printed matter.

4. WBAI's News department internship program continues to groom college students in the craft of

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

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

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

news reporting. Included in the training were the use of directional microphones, editing, and posting of news segments on the WBAI website. News segments reported and produced by the interns were regularly aired during the WBAI newscast.

5. WBAI partnered with The Apollo Theater in the presenting of an *Apollo Uptown Hall*. A panel discussion was lead by WBAI producer Gary Byrd exhibiting the manner in which skill sets of speakers engaged in public dialogues overlap with those of radio hosts. Included was a commissioned opera marking the history and anniversary of the police attack on the Move Organization in Philadelphia. Community members as well as local high school students attended.

6. WBAI's Development Director emails monthly (via a Google group "staffannounce") announcements of job opportunities in broadcasting to the staff, interns, and producers.

7. WBAI's engineers convened trainings to help new programmers upgrade their skills in various aspects of on air broadcasting, including hands on workshops for new station technologies and advanced production techniques.

8. WBAI's programming department manager has initiated several workshops for station producers on the changing face of Internet social media and how to optimize these skills to encourage potential audiences. A main focus this year has centered on best practices to optimally promote the programmer's radio show on WBAI's, other media websites, through Twitter, Facebook, and Instagram.

9. WBAI planned and began implementing the training of producers and interns in the use of creating and maintaining podcasts of their programs using iTunes.

10. Management personnel continue to be trained in documenting possible infractions of station equal opportunity and discrimination policies. A set of procedures has been put in place to report, investigate, and then prevent any infractions.