

2014 ANNUAL EEO PUBLIC FILE REPORT

Pacifica Foundation, Inc.

Station: WBAI, New York, New York

Reporting Period: February 1, 2013 to January 21, 2014

No. of Full-time Employees: Between 5 and 10

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):

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

- 1- During the reporting period, WBAI had 29 interns working at the station. We initiated this program to train interns in the use of the Internet and its social media applications to support and promote radio programs and events. Interns were trained in the use of Hootsuite for Tweeting and Facebook posts that announced upcoming program content, guests, and related events.
- 2- Interns wrote and posted journalistic items for our website related to program content in the areas of public affairs, music, arts, and technology.

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

With the relocation of our studio space many staff and producers were trained in the use of new equipment located at our new City University of New York studios.

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

Monday Night Comedy: In March of 2013, WBAI initiated the first of a monthly live comedy night. Volunteers from the community were involved with the creating on air promotions, booking of comedians, and marketing of the event. A pre-show “mixer” enabled community members to meet WBAI staff engaged in various radio related professions including sound recording, development, event planning, office administration, and marketing.

Sounds of Brazil (SOB’s) Concert: WBAI’s *Con Sabor Latino* sponsored an event introducing several Latino producers to the community through a live concert.

The evening was hosted by WBAI’s producer Felipe Luciano, and featured musical performances by:

- Ibrahim González y Amigos
- Manny Oquendo's Libre, Andy González Musical Director
- Joe Bataan
- Mauricio Smith, Jr. & Chico Alvarez and Friends
- MSM Afro Cuban Jazz Orchestra, Conducted by Bobby Sanabria

Members of Latino communities from all over NYC were familiarized with the accomplishments of members of our Latino staff.

Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Peter Yarrow Concert:

WBAI volunteers and interns assisted in all aspects of the live concert – on air and off. They were involved with marketing the event, on air promotions, online promotions and the actual set-up for the event. Many WBAI producers were present at the event itself.

WBAI Post Hurricane Sandy Involvement: The Development Office engaged many volunteers and interns in Hurricane Sandy activities. They participated at many public meetings with city and federal officials recording sound and taking images for

our website. They did research as to funding opportunities for non – profit media and were exposed to the many duties involved under the development department’s role at a radio station at a time such as that.
