



EEO Public File Report

This report covers the period January 23, 2022-January 22, 2023

WNYE(FM) and WNYE-TV

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1) Employment Unit

NYC Media, a division of the Mayor's Office of Media and Entertainment (MOME), a unit of the New York City Department of Information Technology and Telecommunications ("DoITT", also known as the Office of Technology and Innovation and "OTI).

2) Unit Members (Stations and Communities of Licensee)

WNYE(FM) and WNYE-TV, primarily serving New York City

3) Full-Time Job Vacancies Filled

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	Total Candidates Interviewed	RS Referring Hire
Agency Attorney	1, 2, 3	9	NYC Bar Association Entertainment Law Committee
Producer	1, 3, 4	4	Top Temporaries
Editor	1, 3	10	Indeed
Broadcast Video Editor	1, 3	5	NYC Jobs

4) Master Recruitment Source List

RS Number	Recruitment Source Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees referred over 12-month period
1	NYC Jobs (The official City of New York job site) www.nyc.gov/jobs	No	6
2	NYC Bar Association Entertainment Law Committee Email circulated by Lori Barrett-Peterson	No	2
3	Indeed www.indeed.com	No	18
4	Top Temporaries	No	1

5) Recruitment Initiatives

(a) Participation in Job Fairs

- August 17, 2022: Harlem Week Job Fair, City College, 73 job seekers visited MOME's table

(b) Community Events

The Mayor's Office of Media and Entertainment sponsored the following workforce development events for workers in the media and entertainment industry.

1. ***Late-Night Trailblazer: Amber Ruffin***

Feb. 28, 2022, 6:00 to 7:30 p.m., via Zoom, Center for Communication
170 attendees

This one-on-one conversation with Amber Ruffin and moderated by Raeshem Nijhon, Founder and Executive Producer, Culture House, was an opportunity to learn from a trailblazing talent for people interested in working in late-night comedy. Amber Ruffin became the first Black woman to write for a late-night network talk show when she joined the writing staff of Late Night with Seth Meyers. Now, she hosts her own late-night series, *The Amber Ruffin Show* on Peacock, which offers a mix of sketches and monologues on current events.

2. ***A New Day for Local News***

March 3, 2022, 6:00 to 7:30 p.m., via Zoom, Center for Communication
105 attendees

With 70 new local newsrooms opening in the United States in 2020 and 2021, young reporters are finding new opportunities to launch a career in journalism while making an impact in communities that historically have been underserved. This panel was an opportunity to hear from savvy news innovators and leaders about where to look for opportunities, what skills are most in demand, and how the resurgence in local news is helping to fight the spread of misinformation and mistrust in media.

3. ***The Food Media Feed***

March 31, 2022, 6:30 to 8:00 p.m., Center for Communication
83 attendees

From blogging, styling, and podcasting to posting recipe videos on TikTok, the opportunities to attract an audience hungry for food content are abundant—whether you’re working at a cutting-edge media company or right in your own kitchen. This panel was an opportunity to hear from culinary creators and publishers on how to carve out a career path in food media and develop your own recipe for success.

4. ***The Imagination Business: New Careers in Animation***

April 6, 2022, 6:30 to 8:00 p.m., Center for Communication
In-person at the SVA Theatre, 333 West 23rd Street, New York, NY
95 attendees

Animators are in the business of bringing ideas to life in new and surprising ways—and they are continually reimagining the possibilities of their profession. This panel was an opportunity to hear from creatives and key players in animation about all the ways to put one’s imagination to work.

5. ***Video-First Marketing: Brand Storytelling***

April 27, 2022, 6:00 to 7:30 p.m., via Zoom, Center for Communication
110 attendees

This panel was an opportunity to hear from creators and marketers about how brands are engaging with audiences on popular platforms like TikTok and Instagram Reels—and how one can have a creative career in this new era of video storytelling.

6. ***5th Annual Diversity + Media Career Summit***

May 6, 2022, 8:30 a.m. to 5:00 p.m., Center for Communication
NYU Tandon School of Engineering, 370 Jay Street, Brooklyn, NY
198 attendees

The [Diversity+ Media Career Summit](#) is designed to help students and recent graduates break into the business and be successful in their early careers through skill workshops, masterclasses, keynotes, panels and networking. Trailblazers across the industry provided advice, and participants had the opportunity to network with recruiters and

representatives from such leading media organizations as Disney, Hearst, McKinsey & Company, NBCUniversal, Nielsen, NYC Mayor’s Office of Media and Entertainment, Paramount, and Warner Bros. Discovery.

7. *Tribeca Festival’s Master Class – Youth Workforce Development Panel*

June 16, 2022, SVA Theatre, 333 West 23rd St, New York, NY

Approximately 100 attendees

The Mayor’s Office of Media and Entertainment gave opening remarks at the [Tribeca Festival’s Master Class – Youth Workforce Development](#) panel meant to help the next generation of creators get their start in the film industry. Alia Jones-Harvey spoke about MOME’s workforce development offerings, including the ‘Made in NY’ Production Assistant Training program, which has placed more than 1,000 graduates in industry jobs, and inspired the creation of additional programs for New Yorkers. Panelists discussed their careers in film and spoke about workforce development programs designed to ensure that the film industry represents the diversity of New York City itself.

8. *2022 FUTURE NOW Media & Entertainment Conference*

June 1 to June 3, 2022, Future Now Media Foundation, via Zoom

98 attendees

[The FUTURE NOW Media & Entertainment Conference](#) is the first conference of its kind, bringing unprecedented access and opportunity for leaders on the forefront of the industry and top college and graduate students to connect, learn, and grow together. The Conference provided speakers, panel sessions, speed networking, and networking sessions. Speakers, panelists, and networking participants included several dozen representatives from organizations such as the Mayor’s Office of Media and Entertainment, CBS News, the History Channel, Disney, AMC Networks and more.

9. *Opportunities in Advertising & Marketing: Hear from the Pros*

September 19, 2022, 6:30 to 8:00 p.m., Center for Communication

In person at the SVA Theatre, 333 West 23rd Street, New York, NY

62 attendees

From social media management and copywriting to data research and

account planning, Center for Communication alumni discussed their early career experiences and what excites them about the future of the advertising & marketing industry.

10. *Careers in Comedy: Breaking into the Funny Business*

October 3, 2022, 6:30 to 8:00 p.m., Center for Communication

In person at the Macaulay Honors College at CUNY, 35 West 67th Street
43 attendees

Participants joined a conversation amongst comedians and comedy creators sharing how they have built careers through writing, stand-up, social media, TV and film, and more.

11. *Career Opportunities: Go Inside Developing & Producing a Streaming Hit*

October 19, 2022, 6:30 to 8:00 pm, Center for Communication

41 attendees

Participants met the creators behind OWN and Hulu's upcoming series The Hair Tales and Disney+'s Growing Up, as they shared the process from developing an idea and pitching networks and streamers, to what goes into shooting footage and post-production. Participants learned about the many different production roles and how to get hired.

12. *Diversity in the Newsroom: Building an Equitable Press*

October 25, 2022, 6:00-7:30 pm, Center for Communication

In person at the Stavros Niarchos Fdn Library; 455 5th Avenue; NYC
60 attendees

A panel discussion featuring journalists and leaders in the field talking about the challenging path of amplifying voices and perspectives of communities that have been historically underrepresented in media.

13. *A Creators Conversation: Making TV in NYC*

November 10, 2022, 6:30 to 8:00 p.m., Center for Communication

In person at St. Francis College, 179 Livingston Street, Brooklyn, NY
61 attendees

Storytellers and producers, including Kwame Amoaku, MOME's Deputy Commissioner for the Film Office, reveal how they create and support scripted content with New York City as their backdrop, and where the

opportunities are for students who want careers in the industry.

14. 6th Annual Women + Media Career Summit

December 2, 2022, 8:30 a.m. to 5:00 p.m., Center for Communication
Ford Fdn Center for Social Justice; 321 East 42nd Street; New York, NY
181 attendees

At the [6th Annual Women + Media Career Summit](#), current students and recent graduates learned about career experiences and received guidance. Panels, speakers and workshops include:

- Welcome remarks by Anne del Castillo, Commissioner, NYC Mayor’s Office of Media and Entertainment
- Panel Session: Mapping Out Your Career Journey: Women who work in media shared how they took control of their career journeys and made connections that led to promotions and professional achievements.
- Networking Session with: A+E Networks; ABC News; BRIC Arts Media; Edna Cowan Management; Hearst Magazines; Hearst Television; MOME; Paramount Global; Warner Bros. Discovery; Unilever
- Workshop: Tools for Success: How to Thrive in the Hybrid Workplace
- Workshop: Put Your Best Self Forward: Interviewing & On the Job
- Keynote Session with Journalist and Host, Tamron Hall

(c) Internship Programs

1. **Broadcast Internships at MOME:** MOME hosted three legal interns who worked on issues relating to WNYE (FM) and WNYE-TV, including content review prior to broadcast.
2. **Music Industry Internships:** MOME partnered with City University of New York Creative Arts Team for the Sound Thinking NYC Program and provided internship opportunities to New York City students (11th & 12th grade students) who received advanced pre-employment training and school-year placements at music companies throughout the city.

3. **Media and Entertainment Internships:**
 - i. MOME partnered with Reel Works for the MediaMKRS Program and provided internship opportunities to New York City students (ages 16 - 22 years old) who received advanced pre-employment training and summer placements at media and entertainment companies throughout the city.
 - ii. MOME partnered with the NYC Department of Probation and The Animation Project to provide internship opportunities to New York City students and young adults (ages 16-24 years old).

4. **Stagecraft Internships:** MOME partnered with The Roundabout Theater Company and International Alliance of Theatrical Stage Employees (I.A.T.S.E.) for the Theatrical Workforce Development Program and provided internship opportunities to New York City young adults (ages 18+) who received intensive training in safety, workforce readiness, and technical stagecraft skills.

(d) Job Banks and Other Outreach

DoITT has an account with LinkedIn to promote hard-to-recruit vacancies in addition to DoITT's general accounts with popular employment websites such as Monster.com and Dice.com.

(e) Events at Educational Institutions

1. ***Careers in Film & Media***
 February 16, 2022 (Virtual)
 MOME and the NYC Department of Education hosted a panel entitled Careers in Film and Media Panel as part of the NYC Public School Film Festival. Public school students and educators tuned-in to hear real-life stories from a collection of top, diverse voices in the industry, including Radha Blank (writer/director/producer, *She's Gotta Have It; Empire*), Lisa Cortes (director/producer, *Precious, The Apollo*), Shaka King (writer/director/producer, *Judas and the Black Messiah*), Keli Goff (writer/producer, *And Just Like That, Black Lightning*), and Jean Tsien (editor, *Malcolm X: Make it Plain*). The event was moderated by Kevin

Lopez from The High School of Art & Design.

2. *Film & Media College Programs*

March 23, 2022 (Virtual)

MOME and the NYC Department of Education hosted a behind the scenes look at a college-level Film & Media program at City University of New York (CUNY) Lehman College and explore how programs at three CUNY colleges can set you up for careers in the film industry; with information about how to tackle the college admissions process. Featuring: Allison Burke, College and Career Planning Manager (CCPT), Office of Postsecondary Readiness, NYC Department of Education, Brendan McGibney, Director, Multimedia Center, Lehman College CUNY; Peter Engel, Associate Director, Admissions and Recruitment, Lehman College CUNY; Judith Kenny, Director of Academic Affairs & Operations, Department of Film, Brooklyn College CUNY; Chris Stein, Associate Professor and Chairperson, Media Arts and Technology Department, Borough of Manhattan Community College (BMCC) CUNY; and, Janet Esquirol, Associate Professor, Media Arts and Technology Department, BMCC CUNY. The event was moderated by Corrine Doron, Industry Engagement Manager, Career and Technical Education, NYC Department of Education.

(f) EEO Training

DoITT's Office of Diversity and EEO administers the agency's equal employment opportunity training program and refresher courses every year.

(g) Training Programs

1. **The "Made in NY" Production Assistant Training Program** creates an on-ramp into the booming TV and film industry for unemployed and low-income New York City residents by providing five weeks of training and two years of placement as production assistants on film, TV, commercial and music video sets.
2. **The "Made in NY" Post Production Training Program** provides New York

City residents 18 years or older with training in four commonly-used software applications for video editing and visual effects. Trainees are then supported with two years of job placement assistance toward full-time and contract placements.

3. **The “Made in NY” Stagecraft Boot Camp** offers a six-week intensive in safety, workforce readiness, and technical skills as preparation for the Theatrical Workforce Development Program, a three-year hands-on program to train and place young adults in professional technical theatre careers. This program is a partnership with Roundabout Theatre Company and the International Alliance of Theatrical Stage Employees (I.A.T.S.E.).
4. **The “Made in NY” Animation Project** offers NYC youth, ages 12-24, the opportunity to engage in storytelling, gain technical skills in 3D computer animation, and qualify for paid internships in the lab and in the field. Classes are taught at NeONSM Centers and schools by The Animation Project.
5. **Sound Thinking NYC** empowers young people as they explore how to turn a passion for music into a possible profession in New York City's thriving music industry. In partnership with Creative Arts Team (CAT) at the City University of New York, as well as with NY Is Music, a coalition of music industry leaders, this free program introduces teenagers to the tools, technologies, and career paths that power songs, concerts, theater and film. The program includes a three-week summer intensive, year-long workshops, and a summer internship and is focused on creating opportunities for women in the field of audio engineering and recording.
6. **MediaMKRS** prepares talented undergraduate City University of New York students and alumni of Reel Works programs for careers in the City's thriving television, film production, animation, and advertising industries by providing work readiness training, employer-recognized credentials, and placement assistance for sequential-paid media internships.
7. **DREAMing Out Loud** is a tuition-free writing workshop for undocumented immigrants, currently attending City University of New York, who came to

the United States when they were children (aka “Dreamers”). The series is a partnership with PEN America and produces an annual Anthology.