

WKBW-TV  
EEO PUBLIC FILE REPORT  
February 1, 2015 – January 31, 2016

I. VACANCY LIST

(See Master Recruitment Source list (MRS�) for the Recruitment Source Data

JOB TITLE	RECRUITMENT SOURCES (RS) USED TO FILL VACANCY <sup>1</sup>	REFERRAL SOURCE REFERRING HIREE
Account Executive (filled 2/17/15 and 6/23/15)	1-12, 14, 17-20, 23-26, 29, 30, 32, 34, 39-41, 44-46, 49, 52, 56-65, 68-70	54, 38
Multimedia Journalist/Sports Reporter (filled 3/12/15)	1-18, 20, 23-26, 28-34, 39-49, 51-52, 55-57, 68	35
Digital Sales Support Associate (filled 4/10/15)	1-12, 14, 16-20, 23-26, 28-34, 39-42, 44-46, 49, 51-52, 54-56, 68	35
Media Prep/Operations Technician (3 positions) (filled 5/17/15, 5/7/15 & 5/21/15)	1-12, 14-20, 23-26, 28-34, 39-42, 44-46, 49, 51-52, 54-58, 60-63, 65-66, 68-69	39 (2) 54
Executive Producer (2 positions) (filled 5/12/15 & 5/13/15)	1-20, 23-26, 28-34, 39-42, 44-49, 52, 54-58, 60-61, 65, 68-69	35, 38
Digital Account Executive (filled 6/18/15)	1-12, 14-20, 23-26, 28-34, 39-46, 49, 51-56, 65, 68	54
Account Executive (filled 6/29/15)	39,57-65, 70	73
Multimedia Journalist (filled 8/28/15)	1-20, 23-34, 39-40, 42-49, 51-52, 54-65, 68, 70, 72	73
News Producer (filled 10/12/15)	1-20, 23-34, 39-40, 42, 45-49, 51-52, 54-56, 68	38
News Director (filled 11/16/15)	43,47,57,58,60-65,70,75	74
News Producer (filled 11/24/15)	1-15, 17-20, 23-34, 39, 42, 45-46, 48-49, 51-52, 54-56, 68	39

<sup>1</sup> Please see Section II for details concerning sources that are entitled to vacancy notifications. For each position on this report, the station notified all sources that were entitled to vacancy notifications at the time of outreach.

JOB TITLE	RECRUITMENT SOURCES (RS) USED TO FILL VACANCY <sup>1</sup>	REFERRAL SOURCE REFERRING HIREE
Multimedia Journalist/Anchor (filled 12/22/15)	27,29,43,47,57-65,67,70,72,77	38
Anchor (filled 1/7/16)	27,29,43,47,57-65,67,70,72,77	74

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<sup>1</sup> Please see Section II for details concerning sources that are entitled to vacancy notifications. For each position on this report, the station notified all sources that were entitled to vacancy notifications at the time of outreach.

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II. MASTER RECRUITMENT SOURCE LIST

RS NUMBER	RECRUITMENT SOURCE INFORMATION	SOURCE ENTITLED TO VACANCY NOTIFICATION YES/NO	NUMBER OF INTERVIEWS REFERRED BY RS IN 12 MONTH PERIOD
1	Mary Watkins Baptist Ministers Conference of Buffalo c/o Calvary Baptist Church 1184 Genesee Street Buffalo, NY 14211 716-896-9483	N	0
2	The Challenger 1337 Jefferson Avenue Buffalo, NY 14208 716-881-1051	N	0
3	The Criterion 623-625 William Street Buffalo, NY 14206 716-853-2973	N	0
4	Ann Waligora Director of Workforce Development ECC Cast Program 295 Main Street, Room 733 Buffalo, NY 14203 716-851-1230	N	0
5	John Cappellino Erie County Industrial Development Agency (ECIDA) 95 Perry Street, 4 <sup>th</sup> Floor Buffalo, NY 14202 716-856-6525	N	0
6	Khalimah A. Halim, Coordinator Family Self-Sufficiency Program Rental Assistance Corporation of Buffalo 47 Franklin Street Buffalo, NY 14202 7161-882-0063 x128	N	0
7	Iris Alicea Hispanics United of Buffalo 254 Virginia Street Buffalo, NY 14201 716-856-7110	N	0

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RS NUMBER	RECRUITMENT SOURCE INFORMATION	SOURCE ENTITLED TO VACANCY NOTIFICATION YES/NO	NUMBER OF INTERVIEWS REFERRED BY RS IN 12 MONTH PERIOD
8	Minister Gillison Mt. Olive Workforce Readiness Ministry 701 East Delavan Avenue Buffalo, NY 14215 716-895-7494	N	0
9	Michael Martin Native American Community Services 1005 Grant Street Buffalo, NY 14207 716-874-4460	N	0
10	Mr. Greg Ross Niagara Falls Gazette 310 Niagara Street Niagara Falls, NY 14303 716-284-9944	N	0
11	Rev. Michael Chapman Progressive National Baptist Convention St. John Baptist 184 Goodell Street Buffalo, NY 14204 716-852-4504	N	0
12	Turning The World Upside Down Ministries Elim Christian Fellowship PO Box 145 Buffalo, NY 14215 716-832-7698	N	0
13	Medialine PO Box 51909 Pacific Grove, CA 93950 Mark Shilstone <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> 800-237-8073 (News positions only)	N	0
14	Buffalo State College 1300 Elmwood Avenue Buffalo, NY 14222 716-878-4000 Joe Marren <a href="mailto:marrenjj@buffalostate.edu">marrenjj@buffalostate.edu</a> Nanette Tramont <a href="mailto:tramonn@buffalostate.edu">tramonn@buffalostate.edu</a>	N	0

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15	Buffalo Urban League 15 Genesee Street Buffalo NY 14203 Joan King <a href="mailto:jking@buffalourbanleague.org">jking@buffalourbanleague.org</a> 716-250-2400	N	0
16	Community Action Organization of Erie County, Inc. 65 Abbott Road Buffalo, NY 14220 <a href="mailto:caohr@roadrunner.com">caohr@roadrunner.com</a> 716-881-5150	N	0
17	Connecticut School of Broadcasting 130 Birdseye Road Farmington, CT 06032 Johnny Olsen <a href="mailto:johnnyo@gocsb.com">johnnyo@gocsb.com</a> Gene Durkee, Director <a href="mailto:edurkee@nec.edu">edurkee@nec.edu</a> 603-428-2358	N	0
18	Genesee Community College One College Road Batavia, NY 14020 <a href="mailto:career@genesee.edu">career@genesee.edu</a> John McGowan <a href="mailto:jmmcgowan@genesee.edu">jmmcgowan@genesee.edu</a> 585-343-0055 x6383 Sharon Burns <a href="mailto:sburns@genesee.edu">sburns@genesee.edu</a> 585-345-6842	N	0
19	Erie Community College 121 Ellicott Street Buffalo, NY 14203 Marlene Snedden <a href="mailto:snedden@ecc.edu">snedden@ecc.edu</a> <a href="mailto:abbarno@ecc.edu">abbarno@ecc.edu</a> 716-842-2770	N	0
20	Olmstead Center for Sight 700 Sweet Home Road Buffalo, NY 14226 Linda Wiecek <a href="mailto:lwiecek@olmsteadcenter.org">lwiecek@olmsteadcenter.org</a> 716-888-4590	Y	0

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21	Graeme Newell 1011 Lyndhurst Falls Lane Knightsdale, NC 27545 919-217-4438 <a href="mailto:slizik@602communications.com">slizik@602communications.com</a> (Promotion positions only)	N	0
22	WKBW (station website) 7 Broadcast Plaza Buffalo, NY 14202 716-845-6100 <a href="http://www.wkbw.com">www.wkbw.com</a> (this website directs applicant to corporate career website)	N	0
23	American Broadcasting School Michelle McConnell, Job Placement Director 4511 SE 29 <sup>th</sup> Street Oklahoma City, OK 73115 <a href="mailto:michelle@radioschool.com">michelle@radioschool.com</a> 817-695-2474	Y	0
24	University at Buffalo Flint Entrance Amherst, NY 14226 716-645-2000 <a href="mailto:jobs@buffalo.edu">jobs@buffalo.edu</a>	Y	0
25	Villa Maria College 240 Pine Ridge Road Buffalo, NY 14225 716-896-0700 <a href="mailto:dakrzy@villa.edu">dakrzy@villa.edu</a>	N	0
26	Niagara County Community College 3111 Saunderst Settlement Road Sanborn, NY 14132 716-614-6222 Jared Schickling <a href="mailto:jschickling@niagaracc.suny.edu">jschickling@niagaracc.suny.edu</a> Susan Kottke <a href="mailto:skottke@niagaracc.suny.edu">skottke@niagaracc.suny.edu</a>	N	0
27	National Association of Hispanic Journalists 1050 Connecticut Avenue, NW 10 <sup>th</sup> Floor Washington DC 20036 202-662-7482 Kevin Olivas <a href="mailto:kolivas@nahj.org">kolivas@nahj.org</a> (News positions only)	N	0

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28	NABET 501 3 <sup>rd</sup> Street NW Washington DC 20001 202-434-1254 Jodi Fabrizio-Clontz <a href="mailto:jfabrizi@cwa-union.org">jfabrizi@cwa-union.org</a>	Y	0
29	TV Jobs.com PO Box 4116 Oceanside, CA 92052 <a href="http://www.tvjobs.com">www.tvjobs.com</a> 800-374-0119	N	0
30	National Hispanic Media Coalition 1825 K Street NW Suite 400 Washington DC 20006 202-596-2063 <a href="mailto:brivas@nhmc.org">brivas@nhmc.org</a>	N	0
31	NYSBA Carolyn Jung One Elk Street Albany, NY 12207 518-463-3200 <a href="mailto:cjung@nysbroadcasters.org">cjung@nysbroadcasters.org</a>	N	0
32	Franklin Marshall College 415 Harrisburg Avenue Lancaster, PA 17604 717-291-3911 Joseph Gebbie <a href="mailto:Joseph.gebbie@fandm.edu">Joseph.gebbie@fandm.edu</a>	Y	0
33	Syracuse University 900 South Crouse Avenue Syracuse, NY 13244 315-443-1870 <a href="mailto:careers@syr.edu">careers@syr.edu</a>	N	0
34	NYS Department of Labor Harriman Campus Bldg 12, Room 436 Albany, NY 12240 888-469-7365 <a href="http://www.labor.ny.gov">www.labor.ny.gov</a>	N	0
35	Employee Referral	N	8
36	Internal Posting/Candidate	N	2
37	Non-Employee Referral	N	0
38	Face-to-Face Networking	N	11

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39	Scripps Media, Inc. (career website) 312 Walnut Street Suite 2800 Cincinnati, OH 45202 513-977-3000 <a href="http://www.scripps.com/careers">www.scripps.com/careers</a>	N	18
40	Leadership Institute 1101 N. Highland Street Arlington, VA 22201 703-247-2000 <a href="http://www.conservativejobs.com">www.conservativejobs.com</a>	N	0
41	Hofstra University 100 Hofstra University Hempstead, NY 11549 516-463-6600 <a href="http://www.hofstra-csm.symplicity.com">www.hofstra-csm.symplicity.com</a>	N	0
42	Media-Match PO Box 48220 Los Angeles, CA 90048 <a href="http://www.media-match.com">www.media-match.com</a>	N	0
43	Collective Talent 1721 Richardson Place Tampa, FL 33606 813-254-9695 <a href="http://www.collectivetalent.com">www.collectivetalent.com</a> (News Talent positions only)	N	0
44	Canisius College 2001 Main Street Buffalo, NY 14208 716-883-7000 <a href="http://www.collegecentral.com">www.collegecentral.com</a>	N	0
45	Columbia College Chicago Portfolio Center 623 S. Wabash, Suite 307 Chicago, IL 60605 312-369-7280 <a href="http://www.colum.edu">www.colum.edu</a>	N	0
46	St. John Fisher College 3690 East Avenue Rochester, NY 14618 Jean Skuse <a href="http://www.wifc.edu">www.wifc.edu</a> 585-285-8050	Y	0



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47	National Association of Black Journalists PO Box 880815 San Diego, CA 92168 Michelle Green <a href="http://www.nabj.org">www.nabj.org</a> (News positions only)	N	0
48	Columbia Graduate School of Journalism 2950 Broadway New York, NY 10027 212-854-8608 <a href="http://www.journalism-columbia-csm.symplicity.com">www.journalism-columbia-csm.symplicity.com</a> (News positions only)	N	0
49	Daemen College 4380 Main Street Amherst, NY 14226 800-462-7652 <a href="http://www.collegecentral.com/daemen">www.collegecentral.com/daemen</a>	N	0
50	ProductionHUB.com 1809 Hammerlin Avenue Winter Park, FL 32789 <a href="http://www.productionhub.com">www.productionhub.com</a> (Production positions only)	N	0
51	D'Youville College 320 Porter Avenue Buffalo, NY 14201 716-829-8000 <a href="http://www.dyc.edu">www.dyc.edu</a>	N	0
52	Fredonia State College Fredonia, NY 14063 716-673-3327 <a href="http://www.fredonia.edu">www.fredonia.edu</a>	N	0
53	LinkedIn.com	N	6
54	Indeed.com	N	3
55	Marywood University LAC 224 2300 Adams Avenue Scranton, PA 18509 570-348-6247 <a href="http://www.collegecentral.com/marywood">www.collegecentral.com/marywood</a>	Y	0
56	New England College 98 Bridge Street Henniker, NH 63242 603-428-2358 <a href="http://www.collegecentral.com/nec">www.collegecentral.com/nec</a>	N	0
57	AboutJobs.com	N	0
58	America's Job Exchange	N	0

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59	Flexjobs.com	N	0
60	Job.com	N	0
61	JuJu.com	N	0
62	Oodle.com	N	0
63	SimplyHired.com	N	1
64	TheLadders.com	N	0
65	Trovit U.S.	N	0
66	VetJobs	N	0
67	Monster.com	N	2
68	Niagara University 5795 Lewiston Road Lewiston, NY 14109 716-285-1212 <a href="mailto:careers@niagara.edu">careers@niagara.edu</a>	N	0
69	Everywoman Opportunity Center 899 Niagara Falls Boulevard Buffalo, NY 14226 716-837-2260	N	0
70	NewYorkJobs.com	N	0
71	NY Technical College	N	0
72	Asian American Journalists Association (AAJA) 5 Third Street, Suite 1108 San Francisco, CA 94103 415-346-2051 <a href="http://www.aaja.org">www.aaja.org</a>	N	0
73	Recruited	N	10
74	Agency/Search Firm	N	3
75	Mediabistro.com	N	1
76	Rensselaer Polytechnic Institute Career Development Center 110 Eighth Street Troy, NY 12180 (518)276-6000 <a href="http://www.rensalaer.edu">www.rensalaer.edu</a>	N	0
77	NABEF <a href="http://www.nabef.org">www.nabef.org</a>	N	0
78	NPPA <a href="http://www.nppa.org">www.nppa.org</a>	N	0

4. The following are the long term menu options implemented including a brief description of each:

- Job Fair* – Niagara County Spring Career Fair held April 15, 2015
  - attended by HR Manager, Executive Assistant, & Creative Services Director
- Job Fair* – Autumn Job Fair held September 30, 2015
  - attended by HR Manager and Assistant News Director

*Scholarship Program* - WKBW-TV sponsors the Buffalo Academy of Performing Arts High School. Each year the station instructs the school to run a contest by having students submit samples of their work as either news stories or vignettes, or to submit an essay explaining what they have learned.. The top five are given to the station for judging. Two students received a monetary scholarship of \$250 each for 2015.

*Internship Program* – We offer college students an internship in conjunction with the New York State Broadcasting Association. Student interns in all departments for first half of internship and spends second half of internship in department of their choice. Maximum 180 hours. 2 interns were sponsored during this reporting period.

*Airing of Outreach Announcements* – We air a PSA schedule with an outreach announcement to organizations interested in receiving information regarding job postings. Announcement ran 15 times in various dayparts during this reporting period.

*Station Tours* - The station provides guided tours for groups and organizations with an interest in learning about broadcasting, journalism, careers in the media. Guests are provided a "back stage" tour and are able to observe the operations of the station as well as watch a newscast.

February 11, 2015 – Lancaster High School Science Class , focusing on meteorology.

*Guest Lectures/Speaking Engagements:* Members of the station's staff, such as those listed below) are regularly scheduled for appearances as guest speakers and panelists. These engagements will include discussions on the history of WKBW-TV, its role in the community, the various departments of the television station, the roles and positions within those departments, internship program, and overall broadcast operations.

Also, our Chief Meteorologist, Andy Parker, brings the weather machine for demonstrations at various schools. The Weather Machine is capable of producing all types of weather elements, from actual tornados & lightning to snowstorms and just about anything in between. The auditorium presentation is upbeat, edge of your seat and filled with energy as the secrets of the atmosphere are unlocked and demonstrated with the assistance of student scientists selected from the audience.

February 26, 2015 – MMJ Desiree Wiley, Career Day at School 29

February 27, 2015 - Chief Meteorologist Andy Parker with the Weather Machine at Charles Upson School in Lockport, NY

March 6, 2015 – Chief Meteorologist Andy Parker with the Weather Machine at Alden Primary in Alden, NY

May 1, 2015 - Chief Meteorologist Andy Parker with the Weather Machine at St. John in Wheatfield, NY

May 5, 2015 - Chief Meteorologist Andy Parker with the Weather Machine at St. Peter in Sanborn, NY

May 12, 2015 - Chief Meteorologist Andy Parker with the Weather Machine at St. Mary's in Cheektowaga, NY

May 29, 2015 - Chief Meteorologist Andy Parker with the Weather Machine at Amherst Middle School in Amherst, NY

June 2, 2015 - Chief Meteorologist Andy Parker with the Weather Machine at Holy Ghost School in North Tonawanda, NY

June 4, 2015 - Chief Meteorologist Andy Parker with the Weather Machine at William Street School in Lancaster, NY

September 16, 2015 – MMJ Matt Bove, Journalism Class at Buffalo State College

October 6, 2015 – MMJ Matt Bove, Journalism Class at Erie County Community College

October 14, 2015 – Sports MMJ Joe Buscaglia, Sports Communication Class at Canisius College

October 15, 2015 – MMJ/Anchor Katie Morse & Ed Drantch, Peer to Peer Mentoring through Buffalo Broadcasters at Erie Community College

October 21, 2015 – MMJ Jeff Wick, Communications Class at Erie Community College

October 28, 2015 – Sports MMJ Joe Buscaglia, Sports Communication Class at Buffalo State College

October 28, 2015 – MMJ/Anchor Katie Morse & Ed Drantch, Peer to Peer Mentoring through Buffalo Broadcasters at Buffalo State College

November 11, 2015 – MMJ/Anchor Katie Morse, Journalism Class at Hilbert College

November 12, 2015 – MMJ Matt Bove, Journalism Class at St. Bonaventure

November 16, 2015 – MMJ Matt Bove, Journalism Class at Buffalo State College

November 23, 2015 - Chief Meteorologist Andy Parker with the Weather Machine at School Street in Bradford, PA

December 8, 2015 - Chief Meteorologist Andy Parker with the Weather Machine at Forestville Elementary in Forestville, NY

December 11, 2015 – MMJ Joe Buscaglia, Communications Class at St. Francis High School

5. A copy of this Public File Report is posted on our website: [www.wkbw.com](http://www.wkbw.com).