

**EEO PUBLIC FILE REPORT**

**Reporting Period:** February 1, 2016 - January 31, 2017

**Station Included in Report:** WKBW-TV

**I. List of Recruitment Sources**

(including the number of interviewees referred during the reporting period)

\* An asterisk next to the name of the source indicates that this source sought to receive notice of vacancies.

Code	Recruitment Source	Address	Contact Person	Phone	Number of Interviewees Referred
<b>Common Sources</b>					
C1	Employee Referral				28
C2	Internal Candidate / WorkLife				4
C3	Scripps.com	312 Walnut St Ste 2800 Cincinnati, OH 45202			79
C5	Google	1600 Amphitheatre Pkwy Mountain View, CA 94043	www.google.com	650-253-6000	12
C6	America's Job Exchange	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C8	SimplyHired.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	1
C9	Oodle.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C10	Job.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C11	AboutJobs.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C12	Trovit U.S.	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C13	TheLadders - Jobs need: Min 40K , Full Time	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C14	Flexjobs.com (Flexible schedule jobs only)	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C15	JuJu.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	

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C19	National Association of Black Journalists	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	2
C31	Netshare.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C32	NewYorkJobs.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C37	Monster.com (14 days) US Locations	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	1
C40	National Association of Black Journalists	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C43	Rensselaer Polytechnic Institute Career Development Center	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C44	JournalismJobs.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	2
C49	Indeed.com Sponsored Jobs 200 Click	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	39
C69	Yahoo	701 First Avenue Sunnyvale, CA 94089	www.yahoo.com		
C91	Careerbuilder US	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	1
C95	Facebook	1 Hacker Way Menlo Park, CA 94025	www.facebook.com		4
C97	LinkedIn	2029 Stierlin Court Mountain View, CA 94043	www.linkedin.com		26
C98	Twitter	1355 Market Street Suite 900 San Francisco, CA 94103	www.twitter.com		1
C100	Tvjobs.com	PO Box 4116 Oceanside, CA 92052	www.tvjobs.com	760-754-8177	6
C115	Media Line	P.O. Box 51909 Pacific Grove, CA 93950	www.medialine.com		
C116	Online Sports.Com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C130	Face-to-face Networking				15
C131	Agency/Search Firm				9

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C132	Bing	One Microsoft Way Redmond, WA 98052-7329			
C134	Indeed	6433 Champion Grandview Way Building 1 Austin, TX 78750	www.indeed.com		14
C146	Development Test Emedia	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	

**Local Sources**

L1	Baptist Ministers Conference of Buffalo	c/o Calvary Baptist Church 1184 Genesee Street Buffalo, NY 14211	Mary Watkins	716-896-9483	
L2	The Challenger	1337 Jefferson Avenue Buffalo, NY 14208		716-881-1051	
L3	The Criterion	623-625 William Street Buffalo, NY 14206		716-853-2973	
L4	ECC Cast Program	121 Ellicott Street Room 130 Buffalo, NY 14203		716-851-1230	
L5	Erie County Industrial Development Agency (ECIDA)	95 Perry Street 4th Floor Buffalo, NY 14202	John Cappellino	716-856-6525	
L6	Family Self-Sufficiency Program Rental Assistance Corporation of Buffalo	470 Franklin Street Buffalo, NY 14202	Khalimah A. Halim, Coordinator	716-882-0063 x128	
L7	Hispanics United of Buffalo	254 Virginia Street Buffalo, NY 14201	Iris Alicea	716-856-7110	
L8	Mt. Olive Workforce Readiness Ministry	701 East Delavan Avenue Buffalo, NY 14215	Minister Gillison	716-895-7494 716-895-7619 (fax)	
L9	Native American Community Services	1005 Grant Street Buffalo, NY 14207	Michael Martin		
L10	Niagara Falls Gazette	310 Niagara Street Niagara Falls, NY 14303	Greg Ross	716-284-9944 716-282-2311	
L11	Progressive National Baptist Convention	St. John Baptist 184 Goodell Street Buffalo, NY 14204	Rev. Michael Chapman	716-852-4504	
L12	Turning The World Upside Down Ministries	Elim Christian Fellowship PO Box 145 Buffalo, NY 14215		716-832-7698	
L13	American Broadcasting School		Michelle McConnell michelle.radioschool.com		
L14	Buffalo State College		Joe Marren, Nanette Tramont marrenjj@buffalostate.edu, tramonn@buffalostate.edu		
L16	Buffalo Urban League		Joan King jkin@buffalourbanleague.org		

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L17	Community Action Organization of Erie County		cwilliams@caoec.org		
L18	Connecticut School of Broadcasting		johnnyo@gocsb.com		
L19	Erie Community College City Campus		abbarno@ecc.edu		
L20	Genesee Community College		career@genesee.edu		
L21	Graeme Newell		silzik@602communications.com		
L22	NABET		Jodi Fabrizio-Clontz jfabrizi@cwa-union.org		
L23	National Hispanic Media Coalition		brivas@nhmc.org		
L24	Niagara County Community College		jschickling@niagaracc.suny.edu, jbrevetti-runkle@niagaracc.suny.edu Jared Schickling, Susan Kottke		
L26	Niagara University		careers@niagara.edu		
L27	New York State Broadcasters Association		cjung@nysbroadcasters.org Carolyn Jung		
L28	Olmstead Center for Sight		lwiecek@olmsteadcenter.org Linda Wiecek		
L29	Syracuse University		careers@syr.edu		
L30	Villa Maria College		dakrzy@villa.edu		
L31	Canisius College		canisius.joinhandshake.com		
L32	Columbia University-The Journalism School		journalism-columbia-csm.symplicity.com		
L33	Columbia College Chicago		colum.joinhandshake.com		
L34	Daemen College		collegecentral.com/daemen		
L35	D'Youville College		app.purplebriefcase.com		
L36	State University of New York at Fredonia		fredonia.edu/cdo		
L37	Hofstra University		hofstra.joinhandshake.com		
L38	Marywood University		collegecentral.com/marywood		
L39	Media-Match		media-match.com		
L40	New England Central		collegecentral.com/nec		
L41	NYS Department of Labor		newyork.us.jobs		
L42	St. John Fisher College		sifc.edu/campus-services/careers		
L43	National Association of Hispanic Journalists		kolivas@nahj.org	202-662-7145	
L44	Franklin & Marshall College		Joe Gebbie joseph.gebbie@fandm.edu		
L45	University at Buffalo		jobs@buffalo.edu		
L47	Collective Talent		collectivetalent.com		
L48	Hilbert College		purplebriefcase.com		

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**II. Full-Time Vacancies Filled During the Reporting Period**

<b>Job Title</b>	<b>Recruitment Sources Utilized to Fill Vacancy [by code number]</b>	<b>Recruitment Source for Person Hired [by code number]</b>
Account Exec, Integrated	C1, C2, C3, C49, C98, C130	C1
Assoc Account Executive	C1, C2, C3, C6, C8, C9, C10, C11, C12, C13, C14, C15, C32, C49, C97, C116, C130, C131	C3
Associate Producer Creative Se	C1, C2, C3, C6, C8, C9, C10, C11, C12, C13, C14, C15, C32, C49, C97, C100, C131, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L16, L17, L18, L19, L20, L21, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45	C49
Director II	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C31, C32, C49, C100, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L44, L45, L46	C2
Director II	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C15, C43, C69, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L45, L46	C3
Media Prep Technician	C1, C2, C3, C5, C49, C100, C131, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L45, L46	C3
Media Systems Tech	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C15, C49, C100, C130, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L45, L46	C49
Multimedia Journalist	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C19, C32, C40, C43, C49, C95, C97, C100, C115, C130, C131, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L46	C2
Multimedia Journalist	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C19, C32, C40, C43, C49, C95, C97, C100, C115, C130, C131, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L46	C1
Multimedia Journalist	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C19, C32, C40, C43, C49, C95, C97, C100, C115, C130, C131, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L46	C100

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**II. Full-Time Vacancies Filled During the Reporting Period**

Job Title	Recruitment Sources Utilized to Fill Vacancy [by code number]	Recruitment Source for Person Hired [by code number]
News Producer	C1, C2, C3, C6, C8, C9, C10, C11, C12, C13, C14, C15, C32, C40, C49, C100, C115, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45	C3
News Producer in Development	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C43, C69, C130, C131, C132, C134	C3
News Producer in Development	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C43, C69, C130, C131, C132, C134	C130
News Producer in Development	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C43, C69, C130, C131, C132, C134	C1
News Producer in Development	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C43, C69, C130, C131, C132, C134	C130
Photographer II	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C15, C37, C43, C69, C100, C115, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L46	C3
Producer	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C97, C100, C115, C130, C131, C132, C134, C146, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L46, L48	C97
Producer	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C97, C100, C115, C130, C131, C132, C134, C146, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L46, L48	C1
Producer	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C97, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L16, L17, L18, L19, L20, L22, L23, L24, L25, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L43, L46	C97
Producer	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C44, C69, C100, C115, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L45, L46	C3

**EEO PUBLIC FILE REPORT****II. Full-Time Vacancies Filled During the Reporting Period**

<b>Job Title</b>	<b>Recruitment Sources Utilized to Fill Vacancy [by code number]</b>	<b>Recruitment Source for Person Hired [by code number]</b>
Specialty MMJ	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C15, C43, C44, C69, C95, C100, C115, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16, L17, L18, L19, L20, L22, L23, L24, L25, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L46, L47	C95

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**III. Non-Vacancy Specific Recruitment Efforts During Reporting**

<p>Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</p>	<p>October 19, 2016 Niagara County Fall Career Fair. Attended by Creative Services Director and Assistant News Director.</p> <p>November 1, 2016 2nd Annual Communications Career Expo held at Hilbert College College. Attended by News Director, Director of Digital Content and our Digital Multimedia Journalist.</p>
<p>Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</p>	<p>WKBW offers internships to two college students in conjunction with the New York State Broadcasting Association. The students intern in all departments for the first half of their internship and spend the second half in the department of their choice. Maximum 180 hours. Two students were sponsored during this reporting period.</p>
<p>Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.</p>	<p>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 2016.</p>
<p>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</p>	<p>Members of the station's staff, (such as those listed below) were scheduled for appearances as guest speakers. These engagements 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 and 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.</p>



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### III. Non-Vacancy Specific Recruitment Efforts During Reporting

January 7, 2016 - Anchors Ed Drantch and Katie Morse; guest speakers at University at Buffalo for a business communications class. January 8, 2016 - Anchor Katie Morse, guest speaker at Career Day at Williamsville East High School March 8, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Springville Elementary School - Springville, NY March 12, 2016 - Videographer Jeff Wick spoke at SUNY Fredonia for a group of students in the Society of Professional Journalism club. Spoke about how he became a news photographer. March 15, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Highland Elementary - Evans/Angola, NY March 24, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Eldred Elementary - Eldred, PA April 13, 2016 - Multimedia Journalist Cierra Johnson spoke at Canisius High School to an Intro to Broadcasting class. April 22, 2016 - Multimedia Journalist Matt Bove spoke at Buffalo State College about broadcasting and how he became a broadcaster. April 26, 2016 - Multimedia Journalist Matt Bove and Anchors Ed Drantch and Katie Morse spoke at Career Day at School 89, Buffalo April 26, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Errick Road Elementary School - Wheatfield, NY April 29, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Pinehurst Elementary School - Hamburg, NY May 19, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at N. Chautauqua Elementary School - Dunkirk, NY May 24, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Silver Creek Elementary School - Silver Creek, NY October 12, 2016 - Anchors Katie Morse and Ed Drantch spoke at an online newsroom class at Buffalo State College October 17, 2016 - Multimedia Journalist Paola Suro spoke at Buffalo State College to a Principles of Journalism class. October 28, 2016 - Multimedia Journalists Paola Suro and Cierra Johnson at Canisius High School for an Intro to Broadcasting class. November 22, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Roy-Hart Middle School - Lockport/Gasport, NY November 29, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Robert H. Jackson Elementary School - Frewsburg/Jamestown, NY December 6, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Big Tree Elementary School - Hamburg, NY December 9, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Thomas Edison Elementary School - Kenmore/Tonawanda, NY December 15, 2016 - Chief Meteorologist Andy Parker with the Weather Machine at Heim Elementary - Williamsville, NY

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III. Non-Vacancy Specific Recruitment Efforts During Reporting

	<p>Cattaraugus-Allegany BOCES works with nine schools in the Southern tier of Western New York. They are building a series of monthly, one day experiences called "Behind the Scenes Tours" with different regional businesses and organizations that will focus on helping them with their career path. These are high school students from multiple schools in that area that may dream of going into media, journalism, communications, or video editing and creation. Most of their students feel limited by their geography and demographics and they want to break down some of those barriers if even for a day. They came to WKBW for a half-day visit in October 2016. They met with our General Manager, News Director, Assistant News Director, and one of our Anchors. Anchor Ed Drantch discussed his career path to becoming an Anchor. They had a tour of the newsroom and heard a presentation, spent time in the control room and also visited with our sales department and promotions department. They stayed to watch the Noon News.</p>
<p>Participation 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.</p>	<p>WKBW airs a PSA schedule with an outreach announcement to organizations interested in receiving information regarding job postings. This announcement ran an average of 18 times in various dayparts during this reporting period.</p>