

EEO PUBLIC FILE REPORT

Reporting Period: February 1, 2017 - January 31, 2018

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
Common Sources					
C1	Employee Referral				6
C2	Internal Candidate / WorkLife				4
C3	Scripps.com	312 Walnut St Ste 2800 Cincinnati, OH 45202			20
C5	Google	1600 Amphitheatre Pkwy Mountain View, CA 94043	www.google.com	650-253-6000	3
C6	America's Job Exchange	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
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	1
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	
C69	Yahoo	701 First Avenue Sunnyvale, CA 94089	www.yahoo.com		

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C91	Careerbuilder US	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	2
C97	LinkedIn	2029 Stierlin Court Mountain View, CA 94043	www.linkedin.com		17
C100	Tvjobs.com	PO Box 4116 Oceanside, CA 92052	www.tvjobs.com	760-754-8177	7
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				11
C131	Agency/Search Firm				2
C132	Bing	One Microsoft Way Redmond, WA 98052-7329			
C134	Indeed	6433 Champion Grandview Way Building 1 Austin, TX 78750	www.indeed.com		18

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	

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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		Wade Smith wsmith@buffalourbanleague.org	716-250-2400	
L17	Community Action Organization of Erie County		Linda Williams ldwilliams@caoec.org		
L18	Connecticut School of Broadcasting		johnnyo@goesb.com		
L19	Erie Community College City Campus		abbarno@ecc.edu		
L20	Genesee Community College		purplebriefcase.com		
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		

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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 canisius.joinhandshake.com		
L45	University at Buffalo		jobs@buffalo.edu		
L47	Collective Talent		collectivetalent.com		
L48	Hilbert College		purplebriefcase.com		

Total Number of Interviewees Referred: 91

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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]
Account Exec, Integrated [12738]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C100, C116, 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, L26, L27, L28, L29, L30, L31, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L44, L48	Code Number: C134 Start Date: 2017-05-15
Account Exec, Integrated [13081]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C91, C100, C116, 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, L26, L27, L28, L29, L30, L31, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L44, L45, L48	Code Number: C134 Start Date: 2017-08-07
Account Exec, Integrated [13081]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C91, C100, C116, 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, L26, L27, L28, L29, L30, L31, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L44, L45, L48	Code Number: C1 Start Date: 2017-05-25
Assoc Account Exec, TV [13002]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C100, C116, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L16, L18, L19, L20, L22, L23, L24, L26, L27, L28, L29, L30, L31, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L44, L45, L48	Code Number: C130 Start Date: 2017-07-17
Building Maintenance Tech IV [13074]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C15, C91, C97, C100, C130, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L16, L17, L18, L19, L20, L22, L23, L24, L26, L27, L28, L29, L30, L31, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L44, L45, L48	Code Number: C91 Start Date: 2017-07-10
Dir, Finance [12982]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C15, C69, C97, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L16, L17, L18, L19, L20	Code Number: C97 Start Date: 2017-07-31
MMJ Non-news [12686]	C2, C3, C6, C9, C10, C11, C12, C13, C15, C97, C100, C130, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L16, L17, L18, L19, L20, L22, L23, L24, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L48	Code Number: C2 Start Date: 2017-03-13
Multimedia Journalist [12993]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C100, C115, 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, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L47, L48	Code Number: C2 Start Date: 2017-05-22
Multimedia Journalist [13046]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C100, C115, 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, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L47, L48	Code Number: C100 Start Date: 2017-08-14

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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]
Photographer II [12614]	C1, C3, C5, C6, C9, C10, C11, C12, C13, C15, C97, C100, C115, C130, C131, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L16, L17, L18, L19, L20, L22, L23, L24, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L45, L48	Code Number: C1 Start Date: 2017-02-13
Producer [13164]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C100, C115, 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, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L47, L48	Code Number: C1 Start Date: 2017-08-07
Producer [13247]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C100, C115, 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, L26, L27, L28, L29, L30, L31, L32, L33, L34, L35, L36, L37, L38, L39, L40, L41, L42, L43, L44, L45, L48	Code Number: C134 Start Date: 2017-08-10

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III. Non-Vacancy Specific Recruitment Efforts During Reporting

Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.	3/29/17 - Niagara County Spring Career Fair; attended by Debbie Nolan, Executive Assistant; Aaron Mason, Assistant News Director; Erin Collins, Local Sales Manager; and Sue Dobmeier, Creative Services Director
	9/27/17 - Niagara County Fall Career Fair; attended by Debbie Nolan, Executive Assistant; Aaron Mason, Assistant News Director, Sue Dobmeier, Creative Services Director
Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	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.
	WKBW participates in the Scripps Journalism Career Program (JCP) in which applicants are selected from graduates of the Syracuse University/Newhouse School and offered one of these three news learning paths as temporary station employees. The selected graduates report to the Assistant News Director and/or the New Media Director and work with the News Department and peers to become capable of performing the duties of one or more of the following news positions: Multi-Media Journalist, News Producer or Online Content Producer. During the reporting period, four graduates entered this program with the expectation being that they would work at the station for a year and then be considered for permanent employment at this or another Scripps station.
Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.	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 2017.

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III. Non-Vacancy Specific Recruitment Efforts During Reporting

Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

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. 2/9/17 - Chief Meteorologist Andy Parker appeared at Blasdell Elementary School with the Weather Machine. 2/23/17 - Chief Meteorologist Andy Parker appeared at Attica Elementary School with the Weather Machine. 3/10/17 - Chief Meteorologist Andy Parker appeared at St. Stephen's Elementary School with the Weather Machine. 3/31/17 - Chief Meteorologist Andy Parker appeared at Panama Elementary School with the Weather Machine. 4/5/17 - Thuy Lan Nguyen (MMJ) and David Morales (Photographer) spoke at a Journalism class at Hilbert College. 4/7/17 - Chief Meteorologist Andy Parker appeared at Medina Elementary School with the Weather Machine. 4/21/17 - Liz Lewin (MMJ) and Hannah Buehler (MMJ) spoke at the Buffalo Seminary as part of their speaker's series talking about their careers. 4/21/17 - Chief Meteorologist Andy Parker appeared at St. Mark's Elementary School with the Mobile Weather Lab. 4/28/17 - Chief Meteorologist Andy Parker appeared at Willow Ridge Elementary School with the Weather Machine. 5/22/17 - Chief Meteorologist Andy Parker appeared at Trinity Christian School with the Weather Machine. 6/11/17 - Chief Meteorologist Andy Parker appeared at Touch-A-Truck in East Aurora with the Mobile Weather Lab. 6/13/17 - Chief Meteorologist Andy Parker appeared at Allendale STEM Education with the Mobile Weather Lab. 6/14/17 - Liz Lewin (MMJ) gave a graduation speech at Elmwood Franklin School. 7/6/17 - Ed Drantch (Anchor) and Katie Morse (Anchor) sat for a question and answer panel about their careers in broadcasting for the Amherst Rotary. 7/7/17 - Chief Meteorologist Andy Parker appeared at the Niagara County 4-H Science Presentation with the Mobile Weather Lab. 8/23/17 - Chief Meteorologist Andy Parker appeared at EPIC Day at Canalside Science Presentation with the Mobile Weather Lab. 10/12/17 - Jeff Wick (Photographer) spoke at Fredonia College about his career as a News Photographer. 10/14/17 - Liz Lewin (MMJ) sat on a panel held by the Buffalo Association of Black Journalists with fellow peers in the business. The topic was Journalism and Fake News. 10/17/17 - Ed Drantch (Anchor) spoke at Niagara University about Investigative Journalism. 10/25/17 - Jenna Callari (Sports MMJ) spoke at Medaille College as part of the Peer 2 Peer Program with the Buffalo Broadcasters Association. It was an hour-long event where sports communications and broadcasting majors heard about her career path and asked her questions about what it takes to get a job in the business. 10/30/17 - Liz Lewin (MMJ) and Hannah Buehler (MMJ) spoke at the Buffalo Academy School of Performing Arts as part of the Peer 2 Peer Program with the Buffalo Broadcasters Association. 10/31/17 - Katie Morse spoke at Buffalo State College. 10/31/17 - Chief Meteorologist Andy Parker appeared at Maryvale Elementary School with the Weather Machine. 11/6/17 - Michael Nurse (General Manager) spoke at Medaille College to a group of high school seniors about opportunities and challenges in Media and Sports. 11/6/17 - Katie Morse (Anchor) spoke at the Clarence Women's Club. Her topic was "Adaptation and Innovation in Local News", which is about anchoring and how the business has changed in the decade that she's been working. 11/15/17 - Chief Meteorologist Andy Parker appeared at Drake Elementary School with the Weather Machine. 12/19/17 - Chief Meteorologist Andy Parker appeared at Spruce Elementary School with the Weather Machine. 12/28/17 - Chief Meteorologist Andy Parker appeared at Explore & More Children's Museum with the Mobile Weather Lab.

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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 have built a series of monthly, one day experiences called "Behind the Scenes Tours" with different regional businesses and organizations that 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 November 2017. Aaron Mason, our Assistant News Director took them on a tour of the station and they met with Thuy Lan Nguyen (MMJ), Paula D'Amico, (News Producer), Aaron Pike, (Director), and Ed Drantch (Anchor).</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 17 times in various dayparts during this reporting period.</p>