

**WKTV - NEWSChannel 2**  
**UTICA, NY**  
**Annual EEO PUBLIC FILE REPORT**  
**February 1, 2014 – January 31, 2015**

Statement of EEO Policy

WKTV-NEWSChannel 2 and the WKTV, LLC believe in equal employment opportunities for all, regardless of race, color, religion, sex, national origin, age, disability or any other legally protected classification.

The Company's policy is to hire and promote the most qualified applicants and to comply with all federal, state and local equal employment opportunity laws.

This policy governs employment and all the company's terms and conditions of employment, including, but not limited to, policies and practices affecting recruitment, recruitment advertising, hiring, promotion, demotion, transfers, reclassification, selection for training, compensation, benefits, company-sponsored educational programs and any other aspect of employment.

**Full Time Vacancies Filled During Reporting Period 3/25/14 - 1/31/15**

	Full Time Position	Recruitment Sources Used (code)*	Recruitment Source for Successful Candidate (code)*	Total Number Interviewed From All Sources	Source for Interviewees
1	Producer/Web Producer  Position open: 2/14/14  Position Filled: 6/4/14	1, 2, 3,4,5,7, 8, 9,10, 11, 14, 15, 16, 17, 19,20, 22,23, 24, 25,26, 27, 28,30, 31, 33, 34, 35,38, 39, 40, 42,43, 44, 45,47	43	4	28, 42/35, 39, 43
2	Weekend Sports Anchor/Reporter  Position open: 6/4/14  Position filled: 8/9/14	1, 2, 3,4,5,7, 8, 9,10, 11, 14, 15, 16, 17, 19,20, 22,23, 24, 25,26, 27, 28,30, 31, 33, 34, 35,38, 39, 40, 42,43, 44, 45, 47	43	2	43, 42/35
3	Morning Producer  Position Open:	1, 2, 3,4,5,7, 8, 9,10, 11, 14, 15, 16, 17, 19,20, 22,23, 24, 25,26, 27, 28,30, 31, 33, 34, 35,38,	11	7	28, 42/35, 2,2,39,11,39

	6/4/14  Position filled: 8/3/14	39, 40, 42,43, 44, 45,47			
4	Weekend Evening Anchor  Position Open: 4/1/14  Position Filled: 8/1/14	1, 2, 3,4,5,7, 8, 9,10, 11, 14, 15, 16, 17, 19,20, 22,23, 24, 25,26, 27, 28,30, 31, 33, 34, 35,38, 39, 40, 42,43, 44, 45,47	35/42	7	28, 35, 42/35, 35,2,35,11
5	News Director  Position Open: 8/1/14  Position Filled: 9/9/14	1, 2, 3,4,5,7, 8, 9,10, 11, 14, 15, 16, 17, 19,20, 22,23, 24, 25,26, 27, 28,30, 31, 33, 34, 35,38, 39, 40, 42,43, 44, 45, 47	11	6	26,35,2,11,35,43
6	Morning Anchor/Repor ter  Position Open:  10/6/14  Position Filled: 11/17/14	1, 2, 3,4,5,7, 8, 9,10, 11, 14, 15, 16, 17, 19,20, 22,23, 24, 25,26, 27, 28,30, 31, 33, 34, 35,38, 39, 40, 42,43, 44, 45, 47	43	4	43,42,35,35
7	General Assignment Reporter/MMJ  Position Open: 10/6/14  Position Filled:  12/1/14	1, 2, 3,4,5,7, 8, 9,10, 11, 14, 15, 16, 17, 19,20, 22,23, 24, 25,26, 27, 28,30, 31, 33, 34, 35,38, 39, 40, 42,43, 44, 45, 47	42	5	42,43,39,39,40
8	Interactive	1, 2, 3,4,5,7, 8, 9,10, 11,	47	5	47,47,11,11,35

	Media Manager Position Open: 10/27/14  Position Filled: 1/5/14	14, 15, 16, 17, 19,20, 22,23, 24, 25,26, 27, 28,30, 31, 33, 34, 35,38, 39, 40, 42,43, 44, 45,47			
9	Account Executive  Position Opened: 4/1/14  Position Filled: 6/2/14	2, 3,4,5,7, 8, 11, 14, 15, 16, 17,18,20, 21, 22,23, 24, 25,26, 27, 28, 31, 34, 35, 39, 40, 42,43, 44, 45,47	35	5	42,42,35,35,44
10	Account Executive  Position Opened: 4/1/14  Position Filled: 6/16/14	2, 3,4,5,7, 8, 11, 14, 15, 16, 17,18,20, 21, 22,23, 24, 25,26, 27, 28, 31, 34, 35, 39, 40, 42,43, 44, 45,47	47	9	42,42,47,2,35,35, 22,44,35
11	Account Executive  Position Opened: 4/1/14  Position Filled: 6/23/14	2, 3,4,5,7, 8, 11, 14, 15, 16, 17,18,20, 21, 22,23, 24, 25,26, 27, 28, 31, 34, 35, 39, 40, 42,43, 44, 45,47	42	8	42,42,35,42,2,35, 35,22
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\*See codes listed below under Recruitment Sources

Total Number Interviewed During Period: 62

WKTV - NEWSChannel 2, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at the station. We seek the help of local organizations in referring qualified applicants to our station. Organizations that wish to receive our vacancy information should contact our Business Manager, NEWSChannel 2 by calling (315) 733-0404 or by writing to FCC EEO Officer, NEWSChannel 2, 5936 Smith Hill Rd, Utica, NY 13503. Below is the station's current active list:

\*Recruitment Sources 3/25/14 - 1/31/15

Code No.	Recruitment Source (Name, Address, Contact Person, Phone Number)	Total Number of Interviewees Referred by Source During Recruiting Period	Full Time Positions For Which This Source Was Utilized
1	Oneida County Veterans Services 800 Park Ave. Utica, NY 13501 (315) 798-5830	0	8
2	Working Solutions One Stop Center New York State Office Building, 1st Floor 207 Genesee Street Utica, NY 13501 Phone: (315) 793-2219 Fax: (315) 793-6340 <a href="mailto:Does_Utica@labor.state.ny.us">Does_Utica@labor.state.ny.us</a>	6	11
3	Working Solutions One Stop Center 320 N. Prospect Street Herkimer, New York 13350 Phone: (315) 867-1400 <a href="mailto:hceta@herkimercounty.org">hceta@herkimercounty.org</a>	0	11
4	Working Solutions One Stop Center 1006 Oneida Plaza Drive Oneida, New York 13421 Phone: (315) 363-2400 Fax: (315) 363-4545 <a href="mailto:madet@co.madison.ny.us">madet@co.madison.ny.us</a>	0	11

5	SUNY College at Oneonta 108 Ravine Parkway Oneonta, NY 13820 Phone: 607-436-3500	0	11
6	Lyndon State College Department of Atmospheric Sciences P. O. Box 919 Lyndonville, VT 05851 Phone: 802-626-6238 <a href="mailto:lsc-metchair@lyndonstate.edu">lsc-metchair@lyndonstate.edu</a>	0	0
7	Herkimer County Community College Career Counseling Services 100 Reservoir Rd., RMCC 265 Herkimer, NY 13350 Phone: 315-866-0300 x8284 Fax: 315-866-0706	0	11
8	Utica School of Commerce 201 Bleecker Street Utica, NY 13501 Phone: 1-800-321-4872 Fax: 315-733-9281	0	11
9	SUNY IT Attn: Anthony Panebianco 100 Seymour Road Utica, NY 13502 Phone: 315-792-7500	0	11
10	Mohawk Valley Community College 1101 Sherman Drive Utica, NY 13501 Phone: 315-792-5400	0	11
11	Syracuse University S.I. Newhouse School of Communications Career Development Center 215 University Place Syracuse, NY 13244-2100 <a href="mailto:belichti@syr.edu">belichti@syr.edu</a>	5	11

12	Penn State University Department of Meteorology 503 Walker Building University Park, PA 16802-5013 Phone: 814-865-0478 Fax: 814-865-9429 <a href="mailto:meteojobs@meteo.psu.edu">meteojobs@meteo.psu.edu</a>	0	0
13	SUNY at Albany DAES-ES351 Albany, NY 12222 Phone: 518-442-4556 Fax: 518-442-5825	0	0
14	NAACP - Utica Chapter 1212 Seymour Ave. Utica, NY 13501-40061 Phone: 315-765-0983 <a href="mailto:uticanaacp@aol.com">uticanaacp@aol.com</a>	0	11
15	NAACP - Utica Chapter 6068 Shed Road Rome, NY 13440 Phone: 315-337-0407	0	11
16	NAACP - Syracuse. P.O. Box 397 Syracuse, NY 13205 Phone: 315-422-6933	0	11
17	Mohawk Valley Community Action Agency 1721 Black River Blvd. Rome, NY 13440 Phone: 315-339-2649 Fax: 315-336-0749	0	11
18	Mohawk Valley Community Action Agency 401 E. German Street Herkimer, NY 13350 Phone: 315-866-0030 Fax: 315-866-2523	0	11
19	Mohawk Valley Community Action Agency 1100 Miller Street Utica, NY 13501 Phone: 315-733-4873 Fax: 315-733-8928	0	18

20	Hamilton College 198 College Hill Road Clinton, NY 13323 Phone: 315-859-4011	0	11
21	SUNY Oswego 7060 Route 104 Oswego, NY 13126-3599 Phone: 315-312-3065	0	3
22	Utica College Office of Career Services 1600 Burrstone Road Utica, NY 13502 Phone: 315-792-3087 Fax: 315-792-3370 <a href="mailto:careerservices@utica.edu">careerservices@utica.edu</a>	2	11
23	NYS Teamsters - Local 182 110 Lomond Court Utica, NY 13502 315-724-3111	0	11
24	MV Resource Center for Refugees 309 Genesee Street Utica, NY 13501 Phone: 315-738-1083 Fax: 315-738-1168 <a href="mailto:info@mvrccr.org">info@mvrccr.org</a>	0	11
25	Colgate University 13 Oak Drive. Hamilton, NY 13346 Phone: 315-228-1000	0	11
26	NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203 Phone: 518-456-8888 Fax: 518-456-8943 <a href="mailto:info@nysbroadcasters.org">info@nysbroadcasters.org</a>	1	11
27	Neighborhood Center 293 Genesee Street Utica, NY 13501 Phone: 315-272-2600	0	11
28	Ithaca College Ithaca, NY 14850 Phone: 607-274-3590	3	11
29	Cornell University 1123 Bradfield Hall Ithaca, NY 14853 Phone: 607-255-3034	0	0

30	NYS Education Department VESID 207 Genesee Street Utica, NY 13501 Phone: 315-793-2536 Fax: 315-793-2724	0	11
31	Utica Community Action 253 Genesee Street Utica, NY 13501 Phone: 315-797-6473	0	11
32	SUNY Brockport Dept. of Earth Sciences Lennon Hall 350 New Campus Drive Brockport, NY 14420 Phone: 585-395-2636	0	0
33	Frank N. Magid & Associates, Inc. 1775 Broadway, Suite 1401 New York, NY 10019 Phone: 212-515-4520 Fax: 212-515-4540 <a href="mailto:newyork@magid.com">newyork@magid.com</a>	0	8
34	WKTV Attn: Human Resources P.O. Box 2 Utica, NY 13503 Phone: 315-733-0404	0	11
	INTERNET SITES & OTHER		
35	<a href="http://www.wktv.com">www.wktv.com</a>	18	11
36	<a href="http://www.regionalhelpwanted.com">www.regionalhelpwanted.com</a>	0	0
37	<a href="http://www.spotsndots.com">www.spotsndots.com</a>	0	0
38	<a href="http://www.magid.com">www.magid.com</a>	0	8
39	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	5	11
40	<a href="http://www.medialine.com">www.medialine.com</a>	0	8
41	<a href="http://www.sbe.org">www.sbe.org</a>	0	0
42	Word of Mouth	13	11
43	In-House Postings	6	11
44	Walk-In Applicants	0	11
45	Job Fairs	0	11
46	SUNY at Alfred 10 Upper College Drive Alfred, NY 14802 Phone: 607-587-4060	0	0



47	<a href="http://www.ziprecruiter.com">http://www.ziprecruiter.com</a>	3	11
48	<a href="http://www.jobrapido.com">http://www.jobrapido.com</a>	0	0

#### FCC EEO Menu Initiatives

The new rules also require media employers to participate in longer-term recruitment initiatives by engaging in a minimum number of initiatives set forth in the rules such as job fairs, training, mentoring or participating in events sponsored by organizations interested in broadcast and employment issues.

Below is a list of activities the station has participated in during this current reporting period.

#### **February 2014:**

Jason Powles, Steve McMurray, Kristen Copeland, Bill Kardas, Adam Musyt, Joleen Ferris, and Katrina Smith appear at CNY Home Show

Steve McMurray hosts American Red Cross Chili Challenge fundraiser.

#### **March 2014:**

News Staff and other WKTV Personnel participated in Utica's Annual St. Patrick's Day Parade

Bill Kardas participates in Community Readers Day at Jefferson Elem. School.

Steve McMurray and Ops Manager Dave Streeter participate in Utica College Career Fair

Bill Kardas meets with students at Barringer Elem. School.

Don Shipman judges Meatball Madness for the Abraham House

#### **April 2014:**

Bill Kardas is guest reader at Herkimer BOCES Pre-K Program

Steve McMurray speaks to Cornell Cooperative Extension 4H Govt. Program

Bill Kardas is guest speaker at Herkimer County AARP Luncheon

Steve McMurray and Kristen Copeland play Wheelchair Basketball for Sitrin Rehab Fundraiser

Steve McMurray reads to Pre-K through 5<sup>th</sup> Grade Students at Frankfort Public Library

Kristen Copeland is guest auctioneer at Zonta Club Champagne Brunch

#### **May 2014:**

#### **June 2014:**

Steve McMurray serves breakfast at fundraiser for Herk. Co. Historical Society

Steve McMurray emcees Red Cross Great Heroes Breakfast honoring community members who helped carry out mission of American Red Cross.

Various WKTV staff take part in United Way Fundraiser at Saranac Thursday event

**July 2014:.**

**August 2014:**

**September 2014:**

Steve McMurray participates in Genesis Group Media Forum

Adam Musyt moderates New York State Homeland Security Citizen Preparedness Corp Training Program

**October 2014:**

Steve McMurray participates in Leadership Mohawk Valley Media Day

Bill Kardas participates in Gourmet Guys to the Rescue to benefit the Utica Rescue Mission.

WKTV hosts tour for Genesis Group of new news studio

Bill Kardas speaks to school students at Dolgeville Elem. School.

Bill Kardas speaks to school students at Holland Patent High School.

Bill Kardas gives winter weather outlook to NYS Dept. of Transportation Workers in Utica and Herkimer

Bill Kardas speaks to school students at Westmoreland Road Elementary School.

WKTV hosts 3 OHM BOCES students for Job Shadow

**November 2014:**

Bill Kardas gives weather school presentation to pre-K students at Half-Pint Academy.

Jeremy Ryan speaks to 4-H Govt. Intern Program in Oneida County.

Joleen Ferris emcees American Girl Fashion Show to benefit Kelberman Center/Autism programs.

Bill Kardas speaks to 5<sup>th</sup> grade students at New Hartford's Bradley Elementary School.

Steve McMurray emcees Shell Storrier Benefit Breakfast to benefit Salvation Army

WKTV hosts 1 OHM BOCES students for Job Shadow

Bill Kardas participates in Career Day for students at Sauquoit Middle School.

Steve McMurray, Kristen Copeland, Ashley Csazar, Jason Powles, Bill Kardas, Rachel Murphy, Katrina Smith, Don Shipman, Jill Reale, and Joleen Ferris, appear at Stuff the Bus Campaign raising money and toys for less fortunate children

**December 2014:**

Steve McMurray, Kristen Copeland, Melissa Sullivan, and Katrina Smith appear at Stuff the Bus Campaign raising money and toys for less fortunate children.

Kristen Copeland participates in Clinton School District Career Day.

Bill Kardas makes weather presentation to Oneida High School freshmen.

WKTV hosts 2 OHM BOCES students for Job Shadow

Joleen Ferris participates in School and Business Alliance Breakfast at Oneida Co. BOCES

Bill Kardas makes weather presentation to seniors at Eastern Star Home

WKTV hosts Cub Pack 55 for Station Tour

Don Shipman talks to Student Government class at Sauquoit High School

Bill Kardas reads to children at Barnes and Noble in New Hartford

**January 2015:**

Don Shipman judges a skating competition in New Hartford.

Also, WKTV provides its on-air news personnel counseling and training with in-person visits three times a year from the station's news consultant, Frank N. Magid & Associates. In between visits, counseling is provided via digital feedback and coaching.