

WKTV - NEWSChannel 2  
 UTICA, NY  
 Annual EEO PUBLIC FILE REPORT  
 February 1, 2008 – January 31, 2009

**Statement of EEO Policy**

WKTV-NEWSChannel 2 and the Smith Broadcasting Group 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 2/1/08 - 1/31/09**

|   | Full Time Position                  | Recruitment Sources Used (code)*                       | Recruitment Source for Successful Candidate (code)* | Total Number Interviewed From All Sources |
|---|-------------------------------------|--|---|---|
| 1 | Producer/Web Producer               | 2-4, 6-9, 11-24, 26, 27, 29-32, 39, 41-44, 47-49       | 41  | 4   |
| 2 | Morning Anchor/Producer/Reporter    | 2-4, 6-9, 11-24, 26, 27, 29-32, 39, 41-44, 47-49       | 47  | 4   |
| 3 | Weekend AM Anchor/Producer/Reporter | 2-4, 6-9, 11-24, 26, 27, 29-32, 39, 41-44, 47-49       | 41  | 3   |
| 4 | Account Executive                   | 1-4, 8-9, 14, 16, 18, 22-24, 26, 30, 41-44a, 45-47, 49 | 44  | 4   |
| 5 | AM Director                         | 2-4, 6-9, 11-24, 26, 27, 29-32, 39, 41-44, 47-49       | 47  | 3   |
|   |                                     |  |   |   |

\*See codes listed below under Recruitment Sources

**Total Number Interviewed During Period: 18**

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, P.O. Box 2, Utica, NY 13503. Below is the station's current active list:

**\*Recruitment Sources 2/1/08 - 1/31/09**

| <b>Code No.</b> | <b>Recruitment Source (Name, Address, Contact Person, Phone Number)</b>   | <b>Total Number of Interviewees Referred by Source During Recruiting Period</b> | <b>Full Time Positions For Which This Source Was Utilized</b> |
|-----------------|---|---|---|
| 1               | Veterans' Service Agency<br>800 Park Ave.<br>Utica, NY 13501<br>Mike Clark, Director<br>(315) 798-5830<br><a href="mailto:mclark@co.oneida.ny.us">mclark@co.oneida.ny.us</a>  | 0   | 1   |
| 2               | Herkimer County Community College Career Center<br>100 Reservoir Rd., Herkimer, NY 13350<br>Peter Fagan<br>(315) 866-0300 ext.284<br><a href="mailto:faganpa@hccc.suny.edu">faganpa@hccc.suny.edu</a>   | 0   | 5   |
| 3               | Mohawk Valley Center Employment Unit<br>309 Genesee St., Utica, NY 13501<br>Regina Kellogg<br>(315) 738-1083<br><a href="mailto:reginak@mvcv.org">reginak@mvcv.org</a>  | 0   | 5   |
| 4               | Working Solutions Employment Center<br>207 Genesee St. Suite 201, Utica, NY 13501<br>Michael Jordan<br>(315) 793-2186<br><a href="http://working-solutions.org">working-solutions.org</a><br><a href="mailto:usamij@labor.state.ny.us">usamij@labor.state.ny.us</a> | 0   | 5   |
| 5               | City of Rome<br>198 North Washington St., Suite 2B, Rome, NY 13440<br>Jonathan H. Sears<br>339-7647 or 339-7788   | 0   | 0   |
| 6               | SUNY Oneonta<br>Ravine Parkway<br>Oneonta, NY 13820   | 0   | 4   |
| 7               | Cosmopolitan Center<br>470 Whitesboro St., Utica, NY 13502<br>Harold J. McLeod, Exec. Dir<br>(315) 735-7525 Ext.221   | 0   | 4   |

|    |   |   |   |
|----|---|---|---|
| 8  | SUNY Institute of Technology<br>PO Box 3050, Utica, NY 13504<br>Anthony Panebianco<br>(315) 792-7191<br><a href="mailto:panebia@sunyit.edu">panebia@sunyit.edu</a>  | 0 | 5 |
| 9  | VESID<br>(Vocational & Ed. Services for<br>individuals w/disabilities)<br>207 Genesee St., Utica, NY 13501<br>Jim Vaccaro<br>(315) 793-2513<br><a href="mailto:jvaccaro@mail.nysed.gov">jvaccaro@mail.nysed.gov</a> | 0 | 5 |
| 10 | St. Paul's Baptist Church<br>219 Leah St., Utica, NY 13501<br>Rev. Tim Wilkerson<br>(315) 735-2396  | 0 | 0 |
| 11 | Utica City School District<br>1115 Mohawk St., Utica, NY 13501<br>James Salamy, Placement Dir.<br>(315) 792-2243<br><a href="mailto:jsalamy@uticaschools.org">jsalamy@uticaschools.org</a>                          | 0 | 4 |
| 12 | Hamilton College<br>Maurice Horowitch Career Center<br>198 College Hill Rd., Clinton, NY 13323<br>Cathy Milner<br>(315) 859-4386<br><a href="mailto:cmilner@hamilton.edu">cmilner@hamilton.edu</a>                  | 0 | 4 |
| 13 | MVCAA, Inc.<br>207 N. James St., Rome, NY 13440<br>M. McReynolds<br>(315) 334-4815  | 0 | 4 |
| 14 | Utica College<br>1600 Burrstone Rd., Utica, NY 13502<br>Ann Campbell<br>(315) 792-3087 Career Serv. or (315) 792-3276<br>H.R.   | 0 | 5 |
| 15 | Colgate University<br>13 Oak Drive., Hamilton, NY 13346<br>Eric Summers<br>(315) 228-1000<br><a href="mailto:esummers@mail.colgate.edu">esummers@mail.colgate.edu</a>   | 0 | 4 |
| 16 | New York State Broadcasters Assn.<br>115A Great Oaks Blvd., Albany, NY 12203<br>Sandy Hickey<br>518-456-8888<br><a href="mailto:sandy@nysbroadcastersassn.org">sandy@nysbroadcastersassn.org</a>                    | 0 | 5 |

|     |   |   |   |
|-----|---|---|---|
| 17  | United Teamsters Local 182<br>5 Rutger Park, Utica, NY 13501<br>Bruce Hairston<br>(315) 724-3111<br><a href="mailto:teamsterabh@msn.com">teamsterabh@msn.com</a>                | 0 | 4 |
| 18  | Working Solutions Placement Office<br>11012 Sherman Dr. AB 128, Utica, NY 13501<br>Morris Pearson<br>(315) 792-5488<br><a href="mailto:mpearson@mvcc.edu">mpearson@mvcc.edu</a> | 0 | 5 |
| 19  | Affirmative Action<br>MVPC<br>1213 Court St.<br>Utica, NY 13502   | 0 | 4 |
| 20  | Affirmative Action Office<br>Utica City Hall<br>1 Kennedy Plaza<br>Utica, NY 13501  | 0 | 4 |
| 21  | MVCC Career Center<br>1101 Sherman Dr., Rm. AB 161, Utica, NY 13501<br>Morris Pearson<br>(315) 792-5488   | 0 | 4 |
| 22  | Mohawk Valley Refugee Resource Center<br>1119 Elm St.<br>Utica, NY 13501<br>(315) 738-1083  | 0 | 5 |
| 23a | NAACP – Utica Chapter<br>512 Melvin Rd.<br>Utica, NY 13502  | 0 | 5 |
| 23b | NAACP - Rome Branch<br>6068 Shed Road., Rome NY 13440<br>(315) 337-0407   | 0 | 5 |
| 24  | Neighborhood Center<br>293 Genesee St.<br>Utica, NY 13501<br>Kimberly Booth<br>(315) 733-7058   | 0 | 5 |
| 25  | New Hope Baptist Church<br>321 W. Bloomfield St.<br>Rome, NY 13440<br>(315) 337-5608  | 0 | 0 |
| 26  | New York State Dept. of Labor<br>207 Genesee St.<br>Room 203<br>Utica, NY 13501<br>(315) 793-2267   | 0 | 5 |

|    |  |   |   |
|----|--|---|---|
| 27 | Oneida Co. Employment & Training<br>800 Park Ave.<br>Utica, NY 13501<br>Raymond Arcuri<br>(315) 798-5015   | 0 | 4 |
| 28 | Rome Voluntary Action<br>327 West Thomas St.<br>Rome, NY 13440   | 0 | 0 |
| 29 | St. Matthew Temple Church<br>110 Washington St.<br>Utica, NY 13501<br>(315) 732-3860   | 0 | 4 |
| 30 | Utica Community Action<br>253 Genesee St.<br>Utica, NY 13501   | 0 | 5 |
| 31 | Rome City Schools<br>112 East Thomas St.<br>Rome, NY 13440<br>Mona Rice<br>(315) 338-6537  | 0 | 4 |
| 32 | Ithaca College<br>Ithaca, NY 14850<br>(607) 274-3011<br><a href="http://Ithaca.edu/careers/JoblineonlineHome.html">Ithaca.edu/careers/JoblineonlineHome.html</a> |   | 4 |
| 33 | Lyndon State College<br>Dept. of Meteorology<br>1001 College Rd.<br>Lyndonville, VT 05851<br>Bruce Berryman  | 0 | 0 |
| 34 | SUNY Albany<br>Dept. of Earth & Atmospheric Sciences<br>Albany, NY 12222<br>Michael Landin   | 0 | 0 |
| 35 | SUNY Oswego<br>Dept. of Earth Sciences<br>Oswego, NY 13126<br>Dr. Alfred Stamm   | 0 | 0 |
| 36 | SUNY Oneonta<br>Earth Sciences Dept.<br>Oneonta, NY 13820-4015<br>Dr. Jerome B. Blechman<br>(607) 436-3500   | 0 | 0 |
| 37 | Cornell University<br>Dept. of Earth & Atmospheric Sciences<br>3120 Snee Hall<br>Ithaca, NY 14853<br>Bryan L. Isacks   | 0 | 0 |

|                |   |   |   |
|----------------|---|---|---|
| 38             | SUNY Brockport<br>Dept. of Earth Sciences<br>Rm. 317 Lennon Hall<br>Brockport, NY 14420<br>Jose A. Maliekal   | 0 | 0 |
| 39             | Syracuse University<br>Syracuse, New York 13244<br>Michael E. Cremedas<br>(315) 443-4036<br><a href="mailto:mecremed@syr.edu">mecremed@syr.edu</a>  | 0 | 4 |
| 40             | Penn State University<br>Department of Meteorology<br>608 Walker Building<br>University Park, PA 16802<br>Paul Knight<br>(814) 865-3197<br><a href="mailto:pgk2@psu.edu">pgk2@psu.edu</a> | 0 | 0 |
| INTERNET SITES |   |   |   |
| 41             | www.wktv.com<br>P.O. Box 2<br>Utica, NY 13503<br>Cindy McNicholl<br>(315) 733-0404<br><a href="mailto:cam@wktv.com">cam@wktv.com</a>  | 5 | 5 |
| 42             | TVjobs.com<br>Mark C. Holloway<br><a href="mailto:admin@tvjobs.com">admin@tvjobs.com</a>  | 1 | 5 |
| 43             | MediaLine.com<br>Box 51909<br>Pacific Grove, CA 93950<br>Mark Shilstone<br>800-237-8073<br><a href="mailto:medialine@medialine.com">medialine@medialine.com</a>                           | 0 | 5 |
| 44             | centralnyhelpwanted.com   | 4 | 5 |
| 44a            | spotsndots.com  | 0 | 1 |
| 44b            | nybroadcasterassn.org   | 0 | 0 |
| 44c            | Sbe.org<br>9247 N. Meridian Street<br>Indianapolis, IN 46260  | 0 | 0 |
| OTHER          |   |   |   |
| 45             | Word of Mouth Referrals   | 1 | 1 |
| 46             | Walk-in Applicants  | 2 | 1 |
| 47             | In-House Postings   | 7 | 5 |

|    |   |   |   |
|----|---|---|---|
| 48 | Frank N. Magid Associates<br>One Research Way<br>Marion, Iowa<br>Barbara Frye<br>(319) 377-7345<br><a href="mailto:bfrye@magid.com">bfrye@magid.com</a> | 0 | 4 |
| 49 | Job Fairs   | 0 | 5 |
| 50 | Rutgers University  | 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.*

#### **MARCH 2008:**

--Chief Engineer participated in the annual Poland High School Science Fair.

#### **MAY 2008:**

--Kristen Copeland participated in the Career Day Breakfast hosted by the Radisson Hotel.

--Dave Dellecese participated in the New York Mills Career day for ages 10- 14.

--Held half-hour show aimed at educating the public of the upcoming DTV conversion.

#### **JULY 2008:**

--Occupied booth in Boilermaker Road Race Job Fair. WKTV accepted applications for positions in the areas of news and production.

#### **SEPTEMBER 2008:**

--Dave Dellecese participated in a non-profit media coverage discussion.

--Megan Koskovich participated in the Alzheimer's Memory Walk at the Masonic Campus.

#### **OCTOBER 2008:**

--Megan Koskovich participated in the Light Up the Night Leukemia Society Walk.

--Co-sponsored a local job fair. WKTV received applications for positions in news, production and sales.

--Co-hosted Society of Broadcast Engineers Annual Convention. Chief Engineer was responsible for organizing the event which was attended by engineers and vendors displaying the latest technology available in the television industry.

#### **NOVEMBER 2008:**

--Megan Koskovich participated in the Sauquoit Middle Schol Career Day.

--Kristen Copeland participated in the Cub Scout Career Day at St. Paul's Church in Rome, NY.

--Megan Koskovich participated in the Donovan Middle School Career Day.

--Kristen Copeland participated in the New Hartford High School Career Day (grades 10-12).

**DECEMBER 2008:**

**JANUARY 2009:**

- Bill Kardas visited the 2nd grade class of Columbus School.
- Bill Kardas visited the 4th grade class of Columbus School.
- Held half-hour show aimed at educating the public of the upcoming DTV conversion.
- Chief Engineer participated in a public workshop aimed at educating the public of the upcoming DTV conversion.
- Kristen Copeland was the emcee for the annual American Heart Association's Go Red for Women Luncheon.
- Co-sponsored a local job fair. WKTV received applications for positions in news, production and sales.

Throughout the year, WKTV provides educational internships to area college students. The goal of which is to provide students with a better understanding of how television stations operate.

Throughout the reporting year, WKTV provides internal opportunities for its employees to develop their skills and cross-train them in other areas. Over the past year, WKTV has provided third-party supervised training in the areas of sales, production, engineering and news.

WKTV provides its on-air newspeople counseling and training three times a year from the station's news consultant, Frank N. Magid & Associates.