

WKTV - NEWSChannel 2
UTICA, NY
Annual EEO PUBLIC FILE REPORT
February 1, 2013 – January 31, 2014

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 2/1/13 - 1/31/14

	Full Time Position	Recruitment Sources Used (code)*	Recruitment Source for Successful Candidate (code)*	Total Number Interviewed From All Sources	Source for Interviewees
1	General Assignment Reporter	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	35	3	35, 35, 43
2	General Assignment Reporter	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	42	5	11, 35, 43, 43, 42
3	Morning Producer	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	35	6	35, 35, 42, 42, 11, 35
4	Producer/Web Producer	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	35/42/43	4	35, 43, 35, 35

5	Assignment Manager	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	35	3	35, 42, 2
6	Accounting Coordinator	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, 47	47	5	42, 47, 47, 47, 47
7	Account Executive	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, 47	42	1	42
8	Account Executive	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, 47	42	1	42
9	Inside Sales Associate	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, 47	42	1	42
10	Business Manager	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, 47	47	5	47, 47, 47, 47, 47
11	Account Executive	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, 47	42	1	42
12	Account Executive	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, 47	42	1	42
13	Master Control Operator	1, 2, 3, 4, 5, 8, 11, 14, 15, 16, 17, 18, 19, 20, 23, 24, 25, 26, 27, 28, 30, 34, 35, 39, 40, 42, 43, 44	35	9	35, 42, 5, 35, 39, 39, 5, 35, 35
14	Master Control Operator	1, 2, 3, 4, 5, 8, 11, 14, 15, 16, 17, 18, 19, 20, 23, 24, 25, 26, 27, 28, 30, 34, 35, 39, 40, 42, 43, 44, 47	35	14	47, 47, 39, 48, 39, 47, 35, 35, 35, 47, 47, 47, 47, 35
15	Master Control Operator	1, 2, 3, 4, 5, 8, 11, 14, 15, 16, 17, 19, 20, 23, 24, 25, 26, 27, 28, 30, 34, 35, 39, 40, 42, 43, 44	43	2	43, 43

*See codes listed below under Recruitment Sources

Total Number Interviewed During Period: 61

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 2/1/13 - 1/31/14

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 Does_Utica@labor.state.ny.us	1	15
3	Working Solutions One Stop Center 320 N. Prospect Street Herkimer, New York 13350 Phone: (315) 867-1400 hceta@herkimercounty.org	0	15
4	Working Solutions One Stop Center 1006 Oneida Plaza Drive Oneida, New York 13421 Phone: (315) 363-2400 Fax: (315) 363-4545 madet@co.madison.ny.us	0	15

5	SUNY College at Oneonta 108 Ravine Parkway Oneonta, NY 13820 Phone: 607-436-3500	2	15
6	Lyndon State College Department of Atmospheric Sciences P. O. Box 919 Lyndonville, VT 05851 Phone: 802-626-6238 lsc-metchair@lyndonstate.edu	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	12
8	Utica School of Commerce 201 Bleecker Street Utica, NY 13501 Phone: 1-800-321-4872 Fax: 315-733-9281	0	15
9	SUNY IT Attn: Anthony Panebianco 100 Seymour Road Utica, NY 13502 Phone: 315-792-7500	0	5
10	Mohawk Valley Community College 1101 Sherman Drive Utica, NY 13501 Phone: 315-792-5400	0	0
11	Syracuse University S.I. Newhouse School of Communications Career Development Center 215 University Place Syracuse, NY 13244-2100 belichti@syr.edu	2	15

12	Penn State University Department of Meteorology 503 Walker Building University Park, PA 16802-5013 Phone: 814-865-0478 Fax: 814-865-9429 meteojobs@meteo.psu.edu	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 uticanaacp@aol.com	0	15
15	NAACP - Utica Chapter 6068 Shed Road Rome, NY 13440 Phone: 315-337-0407	0	15
16	NAACP - Syracuse. P.O. Box 397 Syracuse, NY 13205 Phone: 315-422-6933	0	15
17	Mohawk Valley Community Action Agency 1721 Black River Blvd. Rome, NY 13440 Phone: 315-339-2649 Fax: 315-336-0749	0	15
18	Mohawk Valley Community Action Agency 401 E. German Street Herkimer, NY 13350 Phone: 315-866-0030 Fax: 315-866-2523	0	15
19	Mohawk Valley Community Action Agency 1100 Miller Street Utica, NY 13501 Phone: 315-733-4873 Fax: 315-733-8928	0	15

20	Hamilton College 198 College Hill Road Clinton, NY 13323 Phone: 315-859-4011	0	15
21	SUNY Oswego 7060 Route 104 Oswego, NY 13126-3599 Phone: 315-312-3065	0	7
22	Utica College Office of Career Services 1600 Burrstone Road Utica, NY 13502 Phone: 315-792-3087 Fax: 315-792-3370 careerservices@utica.edu	0	12
23	NYS Teamsters - Local 182 110 Lomond Court Utica, NY 13502 315-724-3111	0	15
24	MV Resource Center for Refugees 309 Genesee Street Utica, NY 13501 Phone: 315-738-1083 Fax: 315-738-1168 info@mvrccr.org	0	15
25	Colgate University 13 Oak Drive. Hamilton, NY 13346 Phone: 315-228-1000	0	15
26	NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203 Phone: 518-456-8888 Fax: 518-456-8943 info@nysbroadcasters.org	0	15
27	Neighborhood Center 293 Genesee Street Utica, NY 13501 Phone: 315-272-2600	0	15
28	Ithaca College Ithaca, NY 14850 Phone: 607-274-3590	0	15
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	8
31	Utica Community Action 253 Genesee Street Utica, NY 13501 Phone: 315-797-6473	0	12
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 newyork@magid.com	0	5
34	WKTV Attn: Human Resources P.O. Box 2 Utica, NY 13503 Phone: 315-733-0404	0	15
	INTERNET SITES & OTHER		
35	www.wktv.com	18	15
36	www.regionalhelpwanted.com	0	0
37	www.spotsndots.com	0	0
38	www.magid.com	0	5
39	www.tvjobs.com	4	15
40	www.medialine.com	0	15
41	www.sbe.org	0	0
42	Word of Mouth	11	15
43	In-House Postings	6	15
44	Walk-In Applicants	0	15
45	Job Fairs	0	5
46	SUNY at Alfred 10 Upper College Drive Alfred, NY 14802 Phone: 607-587-4060	0	0

47	http://www.ziprecruiter.com	16	15
48	http://www.jobrapido.com	1	1

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 2013:

Jenel Boston participated in the Dance the Night Away Fundraiser for the Good News Foundation.

Jason Powles, Steve McMurray, Kristen Copeland, Dave Dellecese, Bill Kardas, Adam Musyt appear at CNY Home Show

March 2013:

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.

Bill Kardas meets with students at Barringer Elem. School.

Bill Kardas meets with students at Herkimer Elem. School.

Kristen Copeland read to students at Thea Bowman House

Don Shipman judges Meatball Madness for the Abraham House

April 2013:

Bill Kardas is guest speaker at Little Falls Elem. Morning Program

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

Bill Kardas is guest speaker at Herkimer ARC Senior Center

Dave Dellecese emcees KIDS Oneida Event

Dave Dellecese participates in media panel for Mohawk Valley Advertising Club

Steve McMurray plays Wheelchair Basketball for Sitrin Rehab Fundraiser

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

Kristen Copeland is guest auctioneer at Zonta Club Champagne Brunch

May 2013:

Dave Dellecese speaks with the Depression Boys, a group of senior citizens who lived through the Great Depression and World War II.

Steve McMurray speaks to 4-H Govt. Intern Program in Oneida County.

Steve McMurray emcees Herkimer Co. Humane Society 100th Anniversary Gala

Bill Kardas takes part in Community Readers Day at Watson Williams Elem. School.

Bill Kardas speaks with senior citizens at Trenton Municipal Building

June 2013:

Dave Dellecese serves breakfast at fundraiser for Herk. Co. Historical Society
Various WKTV staff take part in United Way Fundraiser at Saranac Thursday event
Jason Powles is commencement speaker at Remsen High School.

July 2013:**August 2013:****September 2013:**

Steve McMurray emcees Window of Hope Luncheon for Herk. Co. Catholic Charities honoring victims of Valley Shooting spree.

October 2013:

Bill Kardas gives winter weather outlook to NYS Dept. of Transportation Workers
Steve McMurray participates in Leadership Mohawk Valley Media Day
Bill Kardas participates in Gourmet Guys to the Rescue to benefit the Utica Rescue Mission.
Bill Kardas speaks to school students at Dolgeville Elem. School.
Bill Kardas speaks to school students at JFK Middle School.

November 2013:

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Bill Kardas gives winter weather outlook to NYS Dept. of Transportation Workers
Bill Kardas participates in career day at Proctor High School.
Joleen Ferris emcees American Girl Fashion Show to benefit Kelberman Center/Autism programs.
Bill Kardas speaks to school students at Gilbertsville-Mt. Upton Central School.
Bill Kardas speaks to school students at Harts Hill Elem. School.
Jason Powles, Bill Kardas, Rachel Murphy, and Joleen Ferris, appear at Stuff the Bus Campaign raising money and toys for less fortunate children.

December 2013:

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 New Hartford Career Day.
Kristen Copeland participates in Career Day at Oneida Co. BOCES.

January 2014:

Kristen Copeland and Don Shipman judge a skating competition in New Hartford.

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