

WKTV - NEWSChannel 2  
 UTICA, NY  
 Annual EEO PUBLIC FILE REPORT  
 February 1, 2012 – January 31, 2013

**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 2/1/12 - 1/31/13**

	Full Time Position	Recruitment Sources Used (code)*	Recruitment Source for Successful Candidate (code)*	Total Number Interviewed From All Sources
1	Morning Anchor Reporter	2, 3, 4, 5, 7, 8, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 31, 33, 34, 35, 38, 39, 40, 42, 43, 44, 45	39	3
2	Weekend Anchor Reporter	2, 3, 4, 5, 7, 8, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 31, 33, 34, 35, 38, 39, 40, 42, 43, 44, 45	43	4
3	Morning Producer	2, 3, 4, 5, 7, 8, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 31, 33, 34, 35, 38, 39, 40, 42, 43, 44, 45	35	3
4	Producer/Web Producer	2, 3, 4, 5, 7, 8, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 31, 33, 34, 35, 38, 39, 40, 42, 43, 44, 45	35	3
5	FT Nightside Director	2, 3, 4, 5, 7, 21, 22, 23, 24, 25, 26, 27, 28, 31, 34, 35, 38, 39, 40, 42, 43, 44	43	4
6	Digital Sales Coordinator	2, 3, 4, 5, 7, 8, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 31, 34, 39, 40, 42, 43, 44, 47	47	6

7	General Sales Manager	2, 3, 4, 5, 7, 8, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 31, 34, 39, 40, 42, 43, 44, 47	43	1
8	General Station Manager	2, 3, 4, 5, 7, 8, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 31, 34, 39, 40, 42, 43, 44, 47	43	6
9	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	6
10	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	2
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	2
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	2
13	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
14	Traffic Manager	2, 3, 4, 5, 7, 8, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 31, 34, 39, 40, 42, 43, 44, 47	42	2
15	National Sales Manager	2, 3, 4, 5, 7, 8, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 31, 34, 39, 40, 42, 43, 44, 47	43	1

\*See codes listed below under Recruitment Sources

**Total Number Interviewed During Period: 46**

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 2/1/12 - 1/31/13**

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	0
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>	0	15
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	15
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	15
5	SUNY College at Oneonta 108 Ravine Parkway Oneonta, NY 13820 Phone: 607-436-3500	0	15
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	15
8	Utica School of Commerce 201 Bleecker Street Utica, NY 13501 Phone: 1-800-321-4872 Fax: 315-733-9281	0	14
9	SUNY IT Attn: Anthony Panebianco 100 Seymour Road Utica, NY 13502 Phone: 315-792-7500	0	0

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 <a href="mailto:belichti@syr.edu">belichti@syr.edu</a>	0	14
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 13501-4006 Phone: 315-765-0983 <a href="mailto:uticanaacp@aol.com">uticanaacp@aol.com</a>	0	14
15	NAACP - Utica Chapter 6068 Shed Road Rome, NY 13440 Phone: 315-337-0407	0	14
16	NAACP - Syracuse. P.O. Box 397 Syracuse, NY 13205 Phone: 315-422-6933	0	14
17	Mohawk Valley Community Action Agency1721 Black River Blvd. Rome, NY 13440 Phone: 315-339-2649 Fax: 315-336-0749	0	14
18	Mohawk Valley Community Action Agency 401 E. German Street Herkimer, NY 13350 Phone: 315-866-0030 Fax: 315-866-2523	0	14
19	Mohawk Valley Community Action Agency 1100 Miller Street Utica, NY 13501 Phone: 315-733-4873 Fax: 315-733-8928	0	14

20	Hamilton College 198 College Hill Road Clinton, NY 13323 Phone: 315-859-4011	0	14
21	SUNY Oswego 7060 Route 104 Oswego, NY 13126-3599 Phone: 315-312-3065	0	15
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>	0	15
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 <a href="mailto:info@mvrccr.org">info@mvrccr.org</a>	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 <a href="mailto:info@nysbroadcasters.org">info@nysbroadcasters.org</a>	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	4
30	NYS Education Department VESID 207 Genesee Street Utica, NY 13501 Phone: 315-793-2536 Fax: 315-793-2724	0	0

31	Utica Community Action 253 Genesee Street Utica, NY 13501 Phone: 315-797-6473	0	0
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	4
34	WKTV Attn: Human Resources P.O. Box 2 Utica, NY 13503 Phone: 315-733-0404	0	15
	<b>INTERNET SITES &amp; OTHER</b>		
35	<a href="http://www.wktv.com">www.wktv.com</a>	2	10
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	5
39	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	9	15
40	<a href="http://www.medialine.com">www.medialine.com</a>	0	15
41	<a href="http://www.sbe.org">www.sbe.org</a>	0	0
42	Word of Mouth	9	15
43	In-House Postings	11	15
44	Walk-In Applicants	0	15
45	Job Fairs	0	4
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>	16	10

#### 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 2012:**

Hilary Lane participated in the Dance the Night Away Fundraiser for the Good News Foundation.  
Don Shipman is celebrity chairman for Red Cross Chili Challenge.  
Hilary Lane judges the American Legion's Oratorical Contest.  
Bill Kardas visits 4th/5th graders at New Hartford Elementary School.  
Bill Kardas visits Gen William Floyd Elementary School.  
Bill Kardas visits Barringer Rd. Elementary School in Ilion.  
Adam Musyt and Jill Reale visit K-4 students at Bellamy Elem. School in Rome.

#### **March 2012:**

News Staff and other WKTV Personnel participated in Utica's Annual St. Patrick's Day Parade.  
Notre Dame HS Student visits Bill Kardas in Weather Center.  
Bill Kardas meets with Cub Scouts at Whitestown Elem. School.  
Dave Dellecese makes presentation to Whitesboro Historical Society.  
Don Shipman judges Meatball Madness for the Abraham House.

#### **April 2012:**

Bill Kardas is guest speaker for MV Teachers Association.  
Bill Kardas is emcee for Sesame St. Live at Stanley Performing Arts Center.  
Dave Dellecese emcees Freedom Guide Dogs Anniversary Celebration.  
Bill Kardas Guest speaker at Clinton High School Math Awards Banquet.

#### **May 2012:**

Steve McMurray assists group presentations at Leadership Mohawk Valley graduation.  
Steve McMurray speaks to 4-H Govt. Intern Program in Oneida County.  
Hilary Lane organizes and judges Talent Show at Jewish Community Center in Utica.  
Hilary Lane emcees Oneida Co. Dairy Princess Pageant .  
Bill Kardas visits 4th Grade at Holland Patent Elem. School.  
Steve McMurray guest speaker at NYS Fire Chaplains Association Breakfast.

#### **June 2012:**

Dave Dellecese serves breakfast at fundraiser for Herk. Co. Historical Society.  
Hilary Lane emcees awards dinner for Family Nurturing Center.

#### **July 2012:**

NewsChannel 2 provides webstream for first responders to learn about dangers of Bath Salts and other synthetic drugs.

#### **August 2012:**

#### **September 2012:**

**October 2012:**

Bill Kardas and Jill Reale publicize and attend SKYWARN Training Class in Oriskany.  
Steve McMurray participates in Leadership Mohawk Valley Media Day.  
Kristen Copeland participates in panel discussion to help students prepare for life after college.  
Kristen Copeland speaks to High School Students at New Hartford High School Career 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 Sauquoit Valley Middle School.

**November 2012:**

Bill Kardas speaks to school students at Dolgeville Central School.  
Bill Kardas speaks to school students at Gilbertsville-Mt. Upton Central School.  
Bill Kardas speaks to school students at NY Mills Elem. School.  
Kristen Copeland, Nicole Pitt appear at Stuff the Bus Campaign raising money and toys for less fortunate children.

**December 2012:**

Dave Dellecese, Steve McMurray, Joleen Ferris, and Don Shipman appear at Stuff the Bus Campaign raising money and toys for less fortunate children.  
Dave Dellecese and Bill Kardas read to children at Barnes and Noble.  
Bill Kardas, Jill Reale, Adam Musyt attend SKYWARN Training Class.

**January 2013:**

Bill Kardas made weather presentation at Kirkland Arts Center.  
Bill Kardas made weather presentation at Upstate Cerebral Palsy.  
Bill Kardas made weather presentation at BOCES in New Hartford.  
Kristen Copeland and Don Shipman judged 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.