

WKTV - NEWSChannel 2
UTICA, NY
Annual EEO PUBLIC FILE REPORT
February 1, 2011 – January 31, 2012

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 2/1/11 - 1/31/12

	Full Time Position	Recruitment Sources Used (code)*	Recruitment Source for Successful Candidate (code)*	Total Number Interviewed From All Sources
1	Overnight 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	35,42	3
2	General Assignment 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	33	3
3	General Assignment 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	40	3
4	IT Engineer	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	9
5	Master Control Operator	2-4, 6, 8, 14, 16-18, 20-21, 41-42, 44c, 45, 47	35	3
6	IT Engineer	2-5, 9-11, 14-16, 22, 26, 34-35, 40, 42-44, 46	35	19

*See codes listed below under Recruitment Sources

Total Number Interviewed During Period: 40

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 2/1/10 - 1/31/11**

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 Does_Utica@labor.state.ny.us	0	6
3	Working Solutions One Stop Center 320 N. Prospect Street Herkimer, New York 13350 Phone: (315) 867-1400 hceta@herkimercounty.org	0	6
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	6
5	SUNY College at Oneonta 108 Ravine Parkway Oneonta, NY 13820 Phone: 607-436-3500	0	6
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	5
8	Utica School of Commerce 201 Bleecker Street Utica, NY 13501 Phone: 1-800-321-4872 Fax: 315-733-9281	0	5
9	SUNY IT Attn: Anthony Panebianco 100 Seymour Road Utica, NY 13502 Phone: 315-792-7500	0	1
10	Mohawk Valley Community College 1101 Sherman Drive Utica, NY 13501 Phone: 315-792-5400	0	1
11	Syracuse University S.I. Newhouse School of Communications Career Development Center 215 University Place Syracuse, NY 13244-2100 belichti@syr.edu	0	6
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 13501-4006l Phone: 315-765-0983 uticanaacp@aol.com	1	6

15	NAACP - Utica Chapter 6068 Shed Road Rome, NY 13440 Phone: 315-337-0407	0	6
16	NAACP - Syracuse. P.O. Box 397 Syracuse, NY 13205 Phone: 315-422-6933	0	6
17	Mohawk Valley Community Action Agency 1721 Black River Blvd. Rome, NY 13440 Phone: 315-339-2649 Fax: 315-336-0749	0	5
18	Mohawk Valley Community Action Agency 401 E. German Street Herkimer, NY 13350 Phone: 315-866-0030 Fax: 315-866-2523	0	5
19	Mohawk Valley Community Action Agency 1100 Miller Street Utica, NY 13501 Phone: 315-733-4873 Fax: 315-733-8928	0	0
20	Hamilton College 198 College Hill Road Clinton, NY 13323 Phone: 315-859-4011	0	5
21	SUNY Oswego Dept. of Earth Sciences 7060 Route 104 Oswego, NY 13126-3599 Phone: 315-312-3065	0	5
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	6

23	NYS Teamsters - Local 182 110 Lomond Court Utica, NY 13502 315-724-3111	0	5
24	MV Resource Center for Refugees 309 Genesee Street Utica, NY 13501 Phone: 315-738-1083 Fax: 315-738-1168 info@mvrccr.org	0	5
25	Colgate University 13 Oak Drive. Hamilton, NY 13346 Phone: 315-228-1000	0	5
26	NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203 Phone: 518-456-8888 Fax: 518-456-8943 info@nysbroadcasters.org	0	6
27	Neighborhood Center 293 Genesee Street Utica, NY 13501 Phone: 315-272-2600	0	5
28	Ithaca College Dept. of Journalism Ithaca, NY 14850 Phone: 607-274-3590	0	5
29	Cornell University Dept. of Earth & Atmospheric Sciences 1123 Bradfield Hall Ithaca, NY 14853 Phone: 607-255-3034	0	5
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	5

32	SUNY Brockport Dept. of Earth Sciences Lennon Hall 350 New Campus Drive Brockport, NY 14420 Phone: 585-395-2636		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	6
	INTERNET SITES		
35	www.wktv.com	0	6
36	www.regionalhelpwanted.com	0	0
37	www.spotsndots.com	0	0
38	www.magid.com	0	5
39	www.tvjobs.com	0	5
40	www.medialine.com	0	6
41	www.sbe.org	7	0
	OTHER		
42	Word of Mouth	4	6
43	In-House Postings	2	6
44	Walk-In Applicants	0	6
45	Job Fairs	0	5
46	SUNY at Alfred 10 Upper College Drive Alfred, NY 14802 Phone: 607-587-4060	0	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 2011:

Gary Liberatore and Caroline Gable participate in charity dance competition for Good News Foundation

March 2011:

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

April 2011:

May 2011:

Steve McMurray assists group presentations at Leadership Mohawk Valley graduation.
Steve McMurray speaks to 4-H Govt. Intern Program in Oneida County.

June 2011:

Dave Dellecese serves breakfast at fundraiser for Herk. Co. Historical Society

July 2011:

August 2011:

September 2011:

Dave Dellecese participates in Genesis Group Media Forum

October 2011:

Kristen Copeland emcees event raising money for medical imaging for St. Elizabeth Medical Center.
Steve McMurray participates in Leadership Mohawk Valley Media Day
Kristen Copeland participates in panel discussion to help students prepare for life after college.
Dave Dellecese moderates political forum in Herkimer regarding upcoming legislative elections.
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.
Tom McNicholl chairs the 2 day SBE Chapter 22 Broadcast and Technology Expo at Turning Stone in Verona. He also attends monthly planning meetings for this event.

November 2011:

Steve McMurray moderates political forum in Ilion regarding upcoming legislative elections.
Bill Kardas speaks to school students at Jefferson Elem. School.
Bill Kardas speaks to school students at Watson Williams Elem. School.
Bill Kardas speaks to school students at NY Mills Elem. School.
Kristen Copeland and Bill Kardas speak to Middle School students at Sauquoit Middle School
Kristen Copeland, Hilary Lane, Dave Dellecese, Steve McMurray appear at Stuff the Bus Campaign raising money and toys for less fortunate children

December 2011:

Adam Musyt, Bill Kardas, Megan Koskovich, and Lexie O'Connor 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 2012:

Bill Kardas made weather presentation at West Winfield Elementary School
Bill Kardas hosted HCCC Job Shadow
Megan Koskovich and Don Shipman judged a skating competition in New Hartford.

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. Internships in 2011 included high school students from the Regional Program for Excellence. These students completed weekly internships in the engineering and broadcast production departments.

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.