

WKTV - NEWSChannel 2
UTICA, NY
Annual EEO PUBLIC FILE REPORT
February 1, 2010 – January 31, 2011

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 2/1/10 - 1/31/11

| | Full Time Position | Recruitment Sources Used (code)* | Recruitment Source for Successful Candidate (code)* | Total Number Interviewed From All Sources |
|---|-------------------------|--|---|---|
| 1 | Reporter | 2, 4, 6, 8, 12, 14-18, 20-22, 26-27, 29, 31-32, 39, 41-43, 45, 47-49 | 47 | 5 |
| 2 | Overnight Producer | 2, 4, 6, 8, 12, 14-18, 20-22, 26-27, 29, 31-32, 39, 41-43, 45, 47-49 | 41 | 4 |
| 3 | Producer | 2, 4, 6, 8, 12, 14-18, 20-22, 26-27, 29, 31-32, 39, 41-43, 45, 47-49 | 45 | 2 |
| 4 | IT Engineer | 2-4, 6, 8, 14, 16-18, 20-21, 41-42, 44c, 45, 47 | 45 | 7 |
| 5 | Master Control Operator | 2-4, 6, 8, 14, 16-18, 20-21, 41-42, 44c, 45, 47 | 47 | 1 |

*See codes listed below under Recruitment Sources

Total Number Interviewed During Period: 19

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 | Veterans' Service Agency 800 Park Ave. Utica, NY 13501 Mike Clark, Director (315) 798-5830 mclark@co.oneida.ny.us | 0 | 0 |
| 2** | Herkimer County Community College Career Center 100 Reservoir Rd., Herkimer, NY 13350 Peter Fagan (315) 866-0300 ext.284 faganpa@hccc.suny.edu | 0 | 5 |
| 3 | Mohawk Valley Center Employment Unit 309 Genesee St., Utica, NY 13501 Regina Kellogg (315) 738-1083 reginak@mvcv.org | 0 | 2 |
| 4** | Working Solutions Employment Center 207 Genesee St. Suite 201, Utica, NY 13501 Michael Jordan (315) 793-2186 working-solutions.org usamij@labor.state.ny.us | 0 | 5 |
| 5 | City of Rome 198 North Washington St., Suite 2B, Rome, NY 13440 Jonathan H. Sears 339-7647 or 339-7788 | 0 | 0 |
| 6** | SUNY Oneonta Ravine Parkway Oneonta, NY 13820 | 0 | 5 |
| 7 | Cosmopolitan Center 470 Whitesboro St., Utica, NY 13502 Harold J. McLeod, Exec. Dir (315) 735-7525 Ext.221 | 0 | 0 |

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|------|---|---|---|
| 8** | SUNY Institute of Technology PO Box 3050, Utica, NY 13504 Anthony Panebianco (315) 792-7191 panebia@sunyit.edu | 0 | 5 |
| 9 | VESID (Vocational & Ed. Services for individuals w/disabilities) 207 Genesee St., Utica, NY 13501 Jim Vaccaro (315) 793-2513 jvaccaro@mail.nysed.gov | 0 | 0 |
| 10 | St. Paul's Baptist Church 219 Leah St., Utica, NY 13501 Rev. Tim Wilkerson (315) 735-2396 | 0 | 0 |
| 11 | Utica City School District 1115 Mohawk St., Utica, NY 13501 James Salamy, Placement Dir. (315) 792-2243 jsalamy@uticaschools.org | 0 | 0 |
| 12 | Hamilton College Maurice Horowitch Career Center 198 College Hill Rd., Clinton, NY 13323 Cathy Milner (315) 859-4386 cmilner@hamilton.edu | 0 | 3 |
| 13 | MVCAA, Inc. 207 N. James St., Rome, NY 13440 M. McReynolds (315) 334-4815 | 0 | 0 |
| 14** | Utica College 1600 Burrstone Rd., Utica, NY 13502 Ann Campbell (315) 792-3087 Career Serv. or (315) 792-3276 H.R. | 1 | 5 |
| 15 | Colgate University 13 Oak Drive., Hamilton, NY 13346 Eric Summers (315) 228-1000 esummers@mail.colgate.edu | 0 | 3 |
| 16** | New York State Broadcasters Assn. 115A Great Oaks Blvd., Albany, NY 12203 Sandy Hickey 518-456-8888 sandy@nysbroadcastersassn.org | 0 | 5 |

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|-----|---|---|---|
| 17 | United Teamsters Local 182 5 Rutger Park, Utica, NY 13501 Bruce Hairston (315) 724-3111 teamsterabh@msn.com | 0 | 5 |
| 18 | Working Solutions Placement Office 11012 Sherman Dr. AB 128, Utica, NY 13501 Morris Pearson (315) 792-5488 mpearson@mvcc.edu | 0 | 5 |
| 19 | Affirmative Action MVPC 1213 Court St. Utica, NY 13502 | 0 | 0 |
| 20 | Affirmative Action Office Utica City Hall 1 Kennedy Plaza Utica, NY 13501 | 0 | 5 |
| 21 | MVCC Career Center 1101 Sherman Dr., Rm. AB 161, Utica, NY 13501 Morris Pearson (315) 792-5488 | 0 | 5 |
| 22 | Mohawk Valley Refugee Resource Center 1119 Elm St. Utica, NY 13501 (315) 738-1083 | 0 | 3 |
| 23a | NAACP – Utica Chapter 512 Melvin Rd. Utica, NY 13502 | 0 | 0 |
| 23b | NAACP - Rome Branch 6068 Shed Road., Rome NY 13440 (315) 337-0407 | 0 | 0 |
| 24 | Neighborhood Center 293 Genesee St. Utica, NY 13501 Kimberly Booth (315) 733-7058 | 0 | 0 |
| 25 | New Hope Baptist Church 321 W. Bloomfield St. Rome, NY 13440 (315) 337-5608 | 0 | 0 |
| 26 | New York State Dept. of Labor 207 Genesee St. Room 203 Utica, NY 13501 (315) 793-2267 | 0 | 3 |

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|----|--|---|---|
| 27 | Oneida Co. Employment & Training 800 Park Ave. Utica, NY 13501 Raymond Arcuri (315) 798-5015 | 0 | 3 |
| 28 | Rome Voluntary Action 327 West Thomas St. Rome, NY 13440 | 0 | 0 |
| 29 | St. Matthew Temple Church 110 Washington St. Utica, NY 13501 (315) 732-3860 | 0 | 3 |
| 30 | Utica Community Action 253 Genesee St. Utica, NY 13501 | 0 | 0 |
| 31 | Rome City Schools 112 East Thomas St. Rome, NY 13440 Mona Rice (315) 338-6537 | 0 | 3 |
| 32 | Ithaca College Ithaca, NY 14850 (607) 274-3011 Ithaca.edu/careers/JoblineonlineHome.html | | 3 |
| 33 | Lyndon State College Dept. of Meteorology 1001 College Rd. Lyndonville, VT 05851 Bruce Berryman | 0 | 0 |
| 34 | SUNY Albany Dept. of Earth & Atmospheric Sciences Albany, NY 12222 Michael Landin | 0 | 0 |
| 35 | SUNY Oswego Dept. of Earth Sciences Oswego, NY 13126 Dr. Alfred Stamm | 0 | 0 |
| 36 | SUNY Oneonta Earth Sciences Dept. Oneonta, NY 13820-4015 Dr. Jerome B. Blechman (607) 436-3500 | 0 | 0 |
| 37 | Cornell University Dept. of Earth & Atmospheric Sciences 3120 Snee Hall Ithaca, NY 14853 Bryan L. Isacks | 0 | 0 |

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|-------------------|---|---|---|
| 38 | SUNY Brockport Dept. of Earth Sciences Rm. 317 Lennon Hall Brockport, NY 14420 Jose A. Maliekal | 0 | 0 |
| 39** | Syracuse University Syracuse, New York 13244 Michael E. Cremedas (315) 443-4036 mecremed@syr.edu | 0 | 3 |
| 40 | Penn State University Department of Meteorology 608 Walker Building University Park, PA 16802 Paul Knight (814) 865-3197 pgk2@psu.edu | 0 | 0 |
| INTERNET SITES | | | |
| 41** | www.wktv.com P.O. Box 2 Utica, NY 13503 Cindy McNicholl (315) 733-0404 cam@wktv.com | 7 | 5 |
| 42** | TVjobs.com Mark C. Holloway admin@tvjobs.com | 4 | 5 |
| 43 | MediaLine.com Box 51909 Pacific Grove, CA 93950 Mark Shilstone 800-237-8073 medialine@medialine.com | 0 | 3 |
| 44 | centralnyhelpwanted.com | 0 | 0 |
| 44a | spotsndots.com | 0 | 0 |
| 44b | nybroadcasterassn.org | 0 | 0 |
| 44c | Sbe.org 9247 N. Meridian Street Indianapolis, IN 46260 | 0 | 2 |
| OTHER | | | |
| 45 | Word of Mouth Referrals | 6 | 5 |
| 46 | Walk-in Applicants | 0 | 0 |
| 47 | In-House Postings | 2 | 5 |

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|----|---|---|---|
| 48 | Frank N. Magid Associates One Research Way Marion, Iowa Barbara Frye (319) 377-7345 bfrye@magid.com | 0 | 3 |
| 49 | Job Fairs | 0 | 3 |
| 50 | Rutgers University | 0 | 0 |

** These sources are entitled to notification of all vacancies.

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 2010:

- Meteorologist Bill Kardas provided children at the Utica Children's Museum with a presentation on the weather.
- Jill Reale and Pat Bailey participated in a celebrity dance contest benefit for Good News Center.

MARCH 2010:

- Meteorologist Bill Kardas provided the 6th grade at Holland Patent Middle School with a presentation on the weather.
- Meteorologist Bill Kardas provided the 1st grade at Barringer Elementary with a presentation on the weather.
- Megan Koskovich participated in the annual St. Patrick's Day Parade in Utica.
- Megan Koskovich participated in Career Day at Oneida High School.
- Kristen Copeland participated in Career Day at Proctor High School.
- Tom Coyne served as Master of Ceremonies for Greater Utica Sports Hall of Fame Induction dinner.

APRIL 2010:

- Kristen Copeland participated in a Murder Mystery Benefit for the Stanley Theater in Utica.
- Kristen Copeland participated in a fundraiser for the Zonta Club.
- Kristen Copeland emceed a fundraiser for the New Hartford Fire Department.
- Emma Wright was a celebrity waitress at a benefit for the Zonta Club.

JULY 2010:

- Tom Coyne served as Master of Ceremonies for the City of Utica Fourth of July Parade.

NOVEMBER 2010:

- Bill Kardas participates in Gourmet Guys to the Rescue to benefit the Utica Rescue

JANUARY 2011:

- Meteorologists did a weather presentation to children at Fisher Elementary School in Mohawk.

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.