
Annual EEO Public File Report Form
WSYT/WNYS (LMA) – SYRACUSE, NY
Annual EEO Public File Report

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WSYT/WNYS (LMA) – SYRACUSE, NY and is required to be placed in the public inspection files of these station, and posted on their web site, if they have a web site.

The information contained in this Report covers the time period beginning November 22, 2013*, to and including January 31, 2014 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone, or by e-mail.

*Bristlecone Broadcasting LLC ("Bristlecone") acquired station WSYT and the local marketing agreement for WNYS on November 22, 2013. Therefore, this report only covers the time period during which Bristlecone has owned and/or operated the station in the employment unit.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from November 22, 2013 - January 31, 2014

Station Comprising Station Employment Unit: WSYT/WNYS (LMA)

Section 1: Vacancy by Job Title

<u>FULL-TIME POSITIONS FILLED BY JOB TITLE</u>	<u>RECRUITMENT SOURCE OF HIRE</u>	<u>TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION</u>
Administrative Assistant	Employee Referral	3
Traffic Manager	Employee Referral	1
Traffic Assistant	Internal Candidate	5

Total number of persons interviewed during the applicable period: 9

Appendix 2

to

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Covering the Period from November 22, 2013 - January 31, 2014

Station Comprising Station Employment Unit: WSYT/WNYS (LMA)

Section 2: Recruitment Source Information

	<u>Recruitment Source</u>	<u>Full-Time Positions for which this Source was utilized</u>	<u>Total number of Interviewees this Source has provided</u>
1	American Society of Women Accountants	Administrative Assistant	0
	Roseanne Bottoe, EA	Traffic Manager	0
	222 Hanover Avenue	Traffic Assistant	0
	Liverpool, NY 13088		
2	Arise, Inc.	Administrative Assistant	0
	David Borst	Traffic Manager	0
	635 James Street, Ste 110	Traffic Assistant	0
	Syracuse, NY 13203		
	315-472-3171		
3	Asian American Journalists Assoc.	Administrative Assistant	0
	1182 Market Street, Suite 320	Traffic Manager	0
	San Francisco, CA 94102	Traffic Assistant	0
	415-346-2051		
4	Bishop State Community College	Administrative Assistant	0
	351 N. Broad Street	Traffic Manager	0
	Mobile, AL 36603-5898	Traffic Assistant	0
	251-662-5371		
5	Broadcast Employment Services (tvjobs.com)	Administrative Assistant	0
	Mark Holloway, President	Traffic Manager	0
	PO Box 4116	Traffic Assistant	0
	Oceanside, CA 92052		
	760-754-8177		
	admin@tvjobs.com		

6	California Chicano News Media Assoc. (CCNMA)	Administrative Assistant	0
	Sylvia Wells	Traffic Manager	0
	3800 S. Figueroa Street	Traffic Assistant	0
	Los Angeles, CA 90037-1206		
	213-821-0075		
7	Careerbuilder.com	Administrative Assistant	0
	5550-A Peachtree Parkway	Traffic Manager	0
	Suite 2000	Traffic Assistant	0
	Norcross, GA 30092		
	Attn: Brian Maggio, Account Manager		
	www.careerbuilder.com		
8	CCC/Planning Student Development Center	Administrative Assistant	0
	Meg Osborne	Traffic Manager	0
	197 Franklin Street	Traffic Assistant	0
	Auburn, NY 13021		
	315-255-1743		
	Fax:315-255-2117		
9	Cheyney University	Administrative Assistant	0
	Career Services Office	Traffic Manager	0
	1837 University Circle	Traffic Assistant	0
	Cheyney, PA		
	610-399-2302		
10	CNY WORKS	Administrative Assistant	0
	Judith Shanley	Traffic Manager	1
	443 North Franklin Street	Traffic Assistant	0
	Syracuse, NY 13202		
	315-473-8250		
	Fax:315-477-6996		
11	Cornell Career Services	Administrative Assistant	0
	Cornell University	Traffic Manager	0
	Norma Cancellari	Traffic Assistant	0
	103 Barnes Hall		
	Ithaca, NY 14853		
12	Displaced Homemaker Program/NYS	Administrative Assistant	0
	Attn: Lynn Bush	Traffic Manager	0
	901 James Street	Traffic Assistant	0
	Syracuse, NY 13203		
	315-473-8250x227		

13	Dunbar Center	Administrative Assistant	0
	Clara Everson	Traffic Manager	0
	1453 S. State Street	Traffic Assistant	0
	Syracuse, NY 13205		
	315-476-4269		
14	Eastside Neighbors in Partnership	Administrative Assistant	0
	Jim Dessauer, Director	Traffic Manager	0
	PO Box 8016	Traffic Assistant	0
	Syracuse, NY 13217		
	315-471-7911		
		Administrative Assistant	0
15	Hispanic Link News Service	Traffic Manager	0
	1420 N. Street, NW	Traffic Assistant	0
	Washington, DC 20005		
16	Internal Application	Administrative Assistant	0
		Traffic Manager	0
		Traffic Assistant	2
17	Ithaca College	Administrative Assistant	0
	John Fracchis, Asst. Dir. Recruiting Coordinator	Traffic Manager	0
	1101 Gannett Cneter	Traffic Assistant	0
	Ithaca, NY 14850		
18	LeMoyne College	Administrative Assistant	0
	Linda McGraw, Director of Career Services	Traffic Manager	0
	1419 Salt Springs Road	Traffic Assistant	0
	Syracuse, NY 13214-1399		
	315-445-4100		
19	Massachusetts College of Liberal Arts	Administrative Assistant	0
	Dr. Robert E. Bishoff	Traffic Manager	0
	375 Church Street	Traffic Assistant	0
	North Adams, MA 01247-4100		
20	Medialine.com	Administrative Assistant	0
	Mark Shilstone, Manager	Traffic Manager	0
	Box 51909	Traffic Assistant	0
	Pacific Grove, CA 93950		
	800-237-8073		

21	NAACP- Syracuse/Onondaga	Administrative Assistant	0
	Preston Fagan, President	Traffic Manager	0
	PO Box 397, Colvin Station	Traffic Assistant	0
	Syracuse, NY 13205		
	315-422-6933		
22	NAMIC	Administrative Assistant	0
	National Assoc of Minorities in Communication	Traffic Manager	0
	Roxanne Remekie	Traffic Assistant	0
	336 W. 37th Street, Suite 302		
	New York, NY 10018		
23	National Association of Black Journalists	Administrative Assistant	0
	8701-A Adelphi Road	Traffic Manager	0
	Adelphi, MD 20783	Traffic Assistant	0
24	National Association of Broadcasters	Administrative Assistant	0
	1771 North Street, NW	Traffic Manager	0
	Washington, DC 20036	Traffic Assistant	0
25	National Association of Hispanic Journalists	Administrative Assistant	0
	1000 National Press Bldg. 529 14th Street, NW	Traffic Manager	0
	Washington, DC 20045	Traffic Assistant	0
26	National Black MBA Association	Administrative Assistant	0
	180 N. Michigan Avenue, Ste. 1515	Traffic Manager	0
	Chicago, IL 60601	Traffic Assistant	0
27	National Hispanic Media Coalition	Administrative Assistant	0
	2514 S. Grand Avenue	Traffic Manager	0
	Los Angeles, CA 90007	Traffic Assistant	0
	Inez Gonzales		
	info@NHMC.org		
28	Native American Journalists Association	Administrative Assistant	0
	555 Dakota Street, Al Neuharth Media Center	Traffic Manager	0

	Vermillion, SD 57069	Traffic Assistant	0
29	Native American Public Telecommunications	Administrative Assistant	0
	1800 No 33rd Street	Traffic Manager	0
	Lincoln, NE 68583	Traffic Assistant	0
30	New House School of Communication	Administrative Assistant	0
	Bridget Lichtinger, Dir. Of Career Development	Traffic Manager	0
	215 University Place	Traffic Assistant	0
	Syracuse, NY 13244-2100		
	315-443-4493		
31	NYS Dept. of Labor	Administrative Assistant	0
	Judy Shanley	Traffic Manager	0
	c/o CNY Works	Traffic Assistant	0
	443 N. Franklin Street		
	Syracuse, NY 13204		
	315-473-8250		
	Fax:315-477-6996		
32	OCM BOCES Career Training Center	Administrative Assistant	0
	Harriet Silverman, Employment Specialist	Traffic Manager	0
	4500 Crown Road	Traffic Assistant	0
	Liverpool, NY 13090		
33	Office of Cooperative Education and Career Services	Administrative Assistant	0
	Rochester Institute of Technology	Traffic Manager	0
	57 Lomb Memorial Drive	Traffic Assistant	0
	Rochester, NY 14623-5603		
34	Onondaga Community College	Administrative Assistant	0
	Electronic Media Communication Dept.	Traffic Manager	0
	Nancy Licata, Radio & TV Department	Traffic Assistant	0
	4941 Onondaga Road		
	Syracuse, NY 13215		
	315-498-2541		
35	Onondaga Community College/Business	Administrative Assistant	0
	Lisa Woolner	Traffic Manager	0
	Academic 1, Room 254	Traffic Assistant	0
	Syracuse, NY 13215-2099		

	315-498-2550		
36	Oswego County BOCES	Administrative Assistant	0
	179 County Route 64	Traffic Manager	0
	Mexico, NY 13114	Traffic Assistant	0
	315-963-4251		
37	Referral	Administrative Assistant	1
		Traffic Manager	1
		Traffic Assistant	0
38	SalesJobs.com	Administrative Assistant	0
	1624 Franklin Street Penthouse	Traffic Manager	0
	Oakland, CA 94612	Traffic Assistant	0
	www.salesjobs.com		
39	Senior Job Bank	Administrative Assistant	0
	Eric Summers	Traffic Manager	0
	1383 Steel Bridge Road	Traffic Assistant	0
	MacClenny, FL 32063		
40	Sinclair Broadcast Group (Website: www.sbg.net)	Administrative Assistant	0
	10706 Beaver Dam Road	Traffic Manager	0
	Cockeysville, MD 21030	Traffic Assistant	0
	Attn: Sharon Pickeral		
	410-568-1517		
41	Society of Broadcast Engineers, Inc.	Administrative Assistant	0
	9102 North Meridian Street, Suite 150	Traffic Manager	0
	Indianapolis, IN 46260	Traffic Assistant	0
	Phone: (317) 846-9000		
	Fax: (317) 846-9120		
	John Poray, Executive Director jporay@sbe.org		
42	Southwest Community Center	Administrative Assistant	0
	MaryAnne Ciccarelli	Traffic Manager	0
	401 South Avenue	Traffic Assistant	0
	Syracuse, NY 13204		
	315-474-6823		
43	Station Websites (foxsyracuse.com/my43.tv)	Administrative Assistant	0
	1000 James Street	Traffic Manager	0
	Syracuse, NY 13203	Traffic Assistant	0

44	SUNY – The Medgar Evers College	Administrative Assistant	0
	Office of Career Management Services	Traffic Manager	0
	1650 Bedford Avenue	Traffic Assistant	0
	Brooklyn, NY 11225		
45	SUNY Oswego	Administrative Assistant	0
	Department of Communication Studies	Traffic Manager	0
	Cristina Pieraccini	Traffic Assistant	0
	6 Lanigan Hall		
	Oswego, NY 13126		
46	Syracuse Newspapers	Administrative Assistant	0
	PO Box 4915	Traffic Manager	0
	Syracuse, NY 13221	Traffic Assistant	0
	Attn: Michelle Martin		
	315-470-2043		
47	Syracuse Northeast Community Center	Administrative Assistant	0
	Katie Jayson	Traffic Manager	0
	716 Hawley Avenue	Traffic Assistant	0
	Syracuse, NY 13203		
	315-472-6343		
48	Syracuse University	Administrative Assistant	0
	Ed Pulaski	Traffic Manager	0
	Crouse Hinds School of Management Bldg., Ste. 310	Traffic Assistant	0
	Syracuse, NY 13244		
	315-443-3616		
49	Syracuse University	Administrative Assistant	0
	Sue Catanes	Traffic Manager	0
	Crouse Hinds School of Management Bldg., Suite 310	Traffic Assistant	0
	Syracuse, NY 13244		
	315-443-3616		
50	The Art Institute of Fort Lauderdale	Administrative Assistant	0
	LuWin Sanchez, Career Services Advisor	Traffic Manager	0
	1799 SE 17th Street Fort Lauderdale, FL 33316	Traffic Assistant	0
	(800) 275-7603 ext. 2615		
	(954) 308-2615 Direct Office		
	(954) 525-2602 Fax lsanchez@aif.edu		

51	The NYS Broadcasters Assn. Inc.	Administrative Assistant	0
	Sandy Hickey	Traffic Manager	0
	1805 Western Avenue	Traffic Assistant	0
	Albany, NY 12203		
	518-456-8888		
52	The Spanish Action League	Administrative Assistant	0
	Maritza Alvarado	Traffic Manager	0
	700 Oswego Street	Traffic Assistant	0
	Syracuse, NY 13204		
	315-475-6153		
53	Tompkins Cortland Community College	Administrative Assistant	0
	Jim Hull, Director of Counseling & Career Services	Traffic Manager	0
	Placement Services	Traffic Assistant	0
	170 North Street, Box 139		
	Dryden, NY 13053		
54	WAR Associates	Administrative Assistant	0
	Deirdre Brown	Traffic Manager	0
	PO Box 100	Traffic Assistant	0
	Nedrow, NY 13120		
55	West Side Learning Center	Administrative Assistant	0
	Theresa Pagano, CAO	Traffic Manager	0
	422 Gifford Street	Traffic Assistant	0
	Syracuse, NY 13204		
56	Non-listed source:		
	Monster.com		
	Indeed.com	Administrative Assistant	2
	jobzone.com	Traffic Manager	0
	Craigslist.com	Traffic Assistant	2
	Total number of Interviewees		9

* This station employment unit broadcasts and publishes notices asking organizations that want to be notified of job vacancies to contact us.

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from November 22, 2013 to January 31, 2014

Station Comprising Station Employment Unit WSYT and WNYS (LMA)

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WSYT and WNYS (LMA) – Syracuse.

1. Internship Program

The station employment unit has an internship program as defined below:

Program Goal:

The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry.

Program Objectives:

- Develop links with universities and colleges to promote the Station Employment Unit as a prospective employer.
- Create a symbiotic relationship between interns and Station Employment Unit employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

Eligibility Requirements:

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.
- The applicant must be at least 18 years of age.
- The applicant must be in good academic standing, as defined by his or her academic institution.
- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the station employment unit's eligibility requirements.

Applicants can contact the station employment unit for information on how to apply for an internship as well as contacting their schools' intern offices.

During the period 11/22/2013 through 12/15/2013, the Station Employment Unit had a total of three students interning; all three in the Creative Services Department. One came from SUNY Oswego, one from Onondaga Community College, and another from LeMoyne College.

2. Participation in two (2) events or programs sponsored by educational institutions relating to career opportunities in broadcasting

Event A:

Date of Event: December 20, 2013.

Participating Employees: Andrew Brazill - Producer

Location: East Syracuse Minoa High School (ESM)

Contact Person: Michael Ferris (Communications Teacher at ESM)

Students in the Multimedia class at ESM were visited by Andrew Brazill to discuss a program set up by the school and the TV station to discuss marketing, networking, research, branding, and developing creative ideas. As part of a general discussion Mr. Brazill expanded on the employment opportunities that are available in the broadcast industry and specifically the type of job openings that are available with the station employment unit. There was a broad range of multi-cultural and mutli-racial students in attendance.

Event B:

Date of Event: December 6 to December 31, 2013

Participating Employees: Leslie Baycura, Promotions Manager

Location: Online at FoxSyracuse.com and My43.tv

Local students and job seekers were invited to attend the station's Online Job Fair during the month of December. The station aired promotional spots that directed viewers to informational pages. Syracuse University was highlighted as the number one employer in the area. A link was provided to Syracuse University job postings as well as to other major area employers. Included were links to local and national online want ads, job banks, resume building websites, interview skills websites and links to job opportunities. The Job Fair was also promoted during TV shows that appealed to women and viewers from multi-racial backgrounds.

3. Community Event Participation

No Community Events took place during the time period of November 22, 2013 – January 31, 2014

4. Training

Bristlecone Broadcasting LLC and its station, WSYT and WNYS are equal opportunity employers. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at Bristlecone and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, and sex national origin, age, disability, veteran status, Acquired-Immune Deficiency syndrome (AIDS), AIDS - related complex (ARC), veteran status or any other category protected by law.

Further, in keeping with this commitment to equal employment opportunity, Bristlecone Broadcasting offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace hiring practices to its management. All employees must complete the training within 90 days of hire.