

**WWNY/WNYF-CD/WWNY-CD**  
**EEO PUBLIC FILE REPORT**  
**February 1, 2021 – January 31, 2022<sup>1</sup>**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Broadcast Technician	1, 2, 8, 9	8
Broadcast Technician	1, 2, 8, 9	2
Morning Show Producer	1, 2, 9	2
Multimedia Journalist	1, 2, 9	2
Master Control Supervisor	1, 2, 8, 9	8
Marketing Sales Assistant	1, 2, 9, 12	12
Account Executive	1, 2, 9, 11	11
Technical Media Producer	1, 2, 9	2

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<sup>1</sup> This report was amended in May 2023 to address reporting discrepancies.

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Indeed.com	N	0
2	Gray.TV/careers posts automatically to Indeed.com	N	13
3	Syracuse University – Newhouse School <a href="https://newhouse.syr.edu/career-development/employers/post-job-or-internship">https://newhouse.syr.edu/career-development/employers/post-job-or-internship</a>	N	0
4	Journalismjobs.com	N	0
5	TVJobs.com	N	0
6	Watertown Daily Times 260 Washington St. Watertown NY 13601 Attn: Lori Coburn 782-1000	N	0
7	WWNYTV.com	N	0
8	Internal candidate	N	4
9	On-Air Announcements	N	0
10	Penn State jobs website, <a href="http://met.psu.edu">met.psu.edu</a>	N	0
11	Self-Referral	N	1
12	Employee referral	N	1
13	Jefferson Community College Career Placement Services 1220 Coffeen St., Watertown, NY 13601 Michelle Gefell, Exec. Dir. 786-2269	N	0
14	SUNY College of Tech Career Services Cornell Drive, FOB 232, Canton, NY 13617 Joel Bixby, Exec. Dir. 386-7119	N	0
15	NYS Broadcasters <a href="http://www.nysbroadcastersassn.org">www.nysbroadcastersassn.org</a> Contact: Sandy@nysbroadcasters.org	N	0
16	Syracuse Post Standard PO Box 4915, One Clinton Sq., Syracuse, NY 13221-4915 Attn: Classified desk 470-0032	N	0
17	St. Lawrence University Center for Career Excellence Attn: Anne Clements <a href="mailto:aclements@stlawu.edu">aclements@stlawu.edu</a>	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>19</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>1</b>	Participate in an event/program sponsored by an educational institution	On March 10, 2021, one of our MMJ/Reporters was a guest speaker at the Copenhagen Central School Career Day. She presented to three groups of high school students about what it is like to be a reporter, what kind of skills a person should have to be a reporter, and the kind of education a student might need to pursue a career as a reporter. Our MMJ/Reporter prepared a Powerpoint and video to show students the range of things a reporter can do. She also brought in her camera equipment so students could see first-hand what it's like to be an MMJ. Students were also able to ask questions.
<b>2</b>	Host an internship program	<p>From March to May, 2021, our SEU hosted an internship program that allowed college students to gain real-world broadcasting experience by working directly on our newscasts. We ran following internship programs during this reporting year:</p> <p>Production Internship. Three students from Utica College and Syracuse University worked directly with various news teams to learn how to produce a newscast, including writing and editing stories.</p> <p>Sports internship. One student from Brooklyn College learned what is involved in producing a sports segment for local news.</p> <p>Students were supervised by members of our Production and Sports departments.</p>
<b>3</b>	Sponsor an event/program for or on behalf of an educational institution.	From February to June 2021, our SEU hosted a mentorship program for a broadcast TV class at SUNY Oswego. Various station employees worked directly with students to assist in producing a news show that aired weekly. The students' work was critiqued and they were provided feedback on how to continue to advance.
<b>4</b>	Participate in an event/program sponsored by an	On November 5, 2021, our Creative Outreach Coordinator spoke to groups of students from South

	educational institution	Lewis Middle School about working at WWNY and jobs in the media. Sessions were 25 minutes in length and included Q&A opportunities for the students.
5	Participate in a career fair	On January 5, 2022, our Creative Outreach Coordinator participated in a virtual job fair sponsored by The New York State Department of Labor. Via a sophisticated online platform, job seekers were connected to our SEU and businesses in real time. Job seekers were able to submit their resumes, interview, and network.