

WWNY-TV/WNYF-CD/WWNY-CD
EEO PUBLIC FILE REPORT
February 1, 2022 – January 31, 2023¹

I. VACANCY LIST

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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Technical Media Producer/Commercial Producer	1, 2, 7-9, 11	8
Multimedia Journalist	1, 2, 7, 9	2
Multimedia Journalist	1, 2, 7, 9	2
Multimedia Journalist	1, 2, 7, 9	2
Technical Media Producer	1, 2, 7, 9, 12, 18	2
Technical Media Producer	1, 2, 7, 9, 12, 18	12
Technical Media Producer	1, 2, 7, 9, 12, 18	2
Account Executive	1, 2, 7, 9, 11	9
Account Executive	1, 2, 7, 9, 11	9
Multimedia Journalist (St. Lawrence County)	1, 2, 4, 7, 9, 11, 17	2

¹ This report was amended in May 2023 to address reporting discrepancies.

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Indeed.com	N	0
2	Gray.TV (Posts automatically to Indeed.com)	N	6
3	Syracuse University – Newhouse School https://newhouse.syr.edu/career-development/employers/post-job-or-internship	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	2
8	Internal candidate	N	2
9	WWNY TV Facebook and LinkedIn	N	4
10	Penn State jobs website, met.psu.edu	N	0
11	On-Air Announcements	N	0
12	Employee Referral	N	2
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 www.nysbroadcastersassn.org 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 aclements@stlawu.edu	N	0
18	Job Fair	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			17

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Sponsor an event/program for or on behalf of an educational institution	On April 22, 2022, five students and a teacher from Jefferson Community College came to the station for a tour and an inside look at television broadcasting. Students watched a live newscast and discussed career paths and job functions with SEU employees.
2	Host an internship program	<p>From February to August 2022, 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>Journalism internships. Four students from SUNY Oswego and Utica College participated in internships learning the basics of television journalism from news gathering to on-air presentation and everything in between.</p> <p>Weather internship. A U.S. Army soldier preparing to transition back to civilian life participated in an internship program with our weather department. The soldier learned about meteorology and forecasting techniques and we helped her develop her resume tape.</p>
3	Participate in an event/program for or on behalf of an educational institution	On March 2, 2022, our SEU participated in the SUNY Oswego Spring Career Fair. SEU staff spoke to students interested in a career path in the broadcasting industry and also conducted interviews.
4	Participate in an event/program for or on behalf of a community organization	<p>On May 26, 2022, the Jefferson Lewis Workplace Development Board hosted the 6th Annual Career Jam, a career information event, at the Watertown Municipal Area. The event was held at the Municipal Arena in Watertown for students interested in communications and media careers.</p> <p>Students were able to ask questions about careers in the television industry as well as participate in</p>

		hands-on activities that included mock newscasts with students portraying themselves as anchors and reporters. SEU staff set up a teleprompter for students to read from and then provided feedback.
5	Participate in a career fair	On September 27, 2022, our SEU participated in the 10 th Annual Jefferson-Lewis Job Fair held at the Hilton Garden Inn. During the event SEU staff spoke to participants about current job openings at the SEU, answered questions from job seekers, and collected resumes.
6	Participate in a career fair	On October 12, 2022, our SEU participated in the SUNY Oswego Career and Internship Fair. During the event SEU staff spoke to participants about current job openings at the SEU, answered questions from job seekers, and collected resumes.
7	Participate in an event/program sponsored by an educational institution	On November 9, 2022, 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.