

## **WENY-TV EEO Public Inspection File Report**

**Period:** February 1, 2016 - January 31, 2017

**Station:** The station included in the Employment Unit covered by this report **WENY-TV, ELMIRA, NY**

### **Vacancy-Specific Recruitment Information:**

During the period covered by this report, the Employment Unit had 18 vacancies for full-time positions at the station. The following table presents information on those vacancies and the recruitment sources used to fill those vacancies. The alphabetical references in the table regarding recruitment sources refer to the lettered Recruitment Source List attached as Exhibit A to this report.

### **Job Vacancies and Recruitment Information:**

Job title	Recruitment Sources Utilized	Recruitment Sources of Interviewees (number of interviewees)	Recruitment Source of Hired
(8) Master Control Operator	A,C-G,J,L-O	(14) A,G,J,L,L,L,M,M,M,M,N,O,O,O	J,L,L,L,M,M,O,O
(2) News Producer	A,C-H,J-M,O,Q-R	(5) K,L,M,O,R	M,O
(2) News Reporter	A,C-H,J-M,O,Q	(7) E,H,K,K,M,M,O	K,M
(2) Sports Reporter	A,C-H,J-M,O,Q	(5) A,K,K,M,M	M,M
(2) Sales Account Executive	C-D,G,L-O	(5) D,G,M,O,O	M,O
(2) Traffic Assistant	B-D,G,L-Q	(8) B,D,LM,P,P,P,P	D,P
		Total: 44	Total: 18

### **Employment Unit Outreach Efforts:**

The Employment Unit completed the following outreach activities during reporting period covered by this report:

- A. **Internship Program**-In 2016 WENY-TV had 5 interns, from various schools.
- B. **High School Tours**-In 2016 WENY-TV hosted One (1) High School tour for Horseheads High School and One (1) GST BOCES Classes. Where the students received a station tour provided by our Creative Services Associates and witnessed the full operation of the departments at the station including discussions of each department.
- C. **Boy & Girl Scout Tours**- In 2016 WENY-TV hosted two (2) Local Area Boy & Girl Scout troops from the Chemung, Stueben, and Schuyler, Counties. The Scouts received a tour of the station.
- D. **Job Shadowing**- In 2016 WENY-TV hosted Five (5) students from GST BOCES, Horseheads Schools and Odessa Montour Schools. The students shadowed a particular individual from the station in their field of Interest. (News-Reporter, News Producer, and Engineering)

## Exhibit A

	<b>Recruitment Source</b>	<b>#of interviewees referred by source</b>
<b>A</b>	Corning Community College Academic Drive Corning, NY. 14830	2
<b>B</b>	Elmira Business Institute 303 N. Main St. Elmira, NY 14901	1
<b>C</b>	Elmira College 1 Park Place Elmira, NY. 14901	
<b>D</b>	Internal Postings	2
<b>E</b>	Internship	1
<b>F</b>	Ithaca College recruitment website www.erecruitingnetwork.com	
<b>G</b>	Lilly Broadcasting LLC/SJL of Pennsylvania Websites	2
<b>H</b>	Mansfield University Mansfield, PA. 16993	1
<b>I</b>	Sound Communications Radio Advertising 21 E Market St, #101, Corning, NY	
<b>J</b>	Tompkins Cortland Community College PO Box 139 Dryden, NY 13053	1
<b>K</b>	TVJobs.com	5
<b>L</b>	WENY-TV Advertising 474 Old Ithaca Rd. Horseheads, NY 14845	5
<b>M</b>	WENY-TV Website www.weny.com	11
<b>N</b>	Walk in applicants	1
<b>O</b>	Word of mouth referrals	7
<b>P</b>	Careerbuilder.com Website	4
<b>Q</b>	Gannett Media of CNY	
<b>R</b>	StationIndex.com	1
Total:		44

**\* None of the above organizations are entitled to vacancy notifications.**



WENY-TV  
474 Old Ithaca Road  
Horseheads, NY 14845

Lilly Broadcasting, LLC, the licensee of WENY, has executed broad and inclusive outreach campaigns during the previous year. Specifically, WENY participated in the following activities designed to widely disseminate information about careers in broadcasting:

1. **Internship Program.** WENY also maintains an ongoing internship program with the following local area colleges and high schools:

Corning Community College  
Corning HS  
Elmira School District  
Elmira Business Institute  
GST BOCES  
Ithaca College  
Mansfield University  
Odessa-Montour HS

2. **Website Recruitment.** WENY has posted recruiting advertisements on the following websites:

Elmira College  
Ithaca College  
Mansfield University  
Tompkins Cortland Community College  
WENY-TV Station Website  
Lilly Broadcasting Stations Websites  
Careerbuilder.com

3. **Events with Educational Institutions.**

WENY has hosted tours and job shadowing for local area high school student designed to inform them about careers in broadcasting. As well as tours for the local Boy & Girl Troops. WENY also sponsors The Mark Twain Literacy Project in conjunction with Elmira College to provide school aged children with books and a chance to take a field trip to visit Mark Twain's Study. Staff has also participated in Alumni Networking Events with colleges and panel discussions with high school students at local high schools.