

**EEO Public File Report  
For Television Station  
WBBZ-TV  
Buffalo, NY**

This EEO Public File Report is filed in the station's public inspection file pursuant to Section 73.2080 (c) (6) of the Federal Communications Commission's ("FCC") rules.

During the period ending on January 31, 2015 the stations filled the following full-time vacancies:

Account Executive (5)

The station interviewed a total of 16 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

Buffalo News	11
Buffalojobfinder.com	0
Job Finder Weekly	0
Monster.com	0
New York State Department of Labor/Job Bank	0
Erie Community College	0
New York State Broadcasters Association, Inc.	0
University at Buffalo Career Development Center	0
African American Cultural Center	0
Buffalo Urban League	0
Education Opportunity Center	0
Word of Mouth/Referral	5
Walk-Ins	0

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number.
- The recruitment source that referred the hiree for each full-time vacancy.
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu options activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

If your organization would like to be contacted regarding future vacancies, please contact:

Diane Breen  
WBBZ-TV  
4545 Transit Road  
Suite 750  
Williamsville, NY 14221  
(716) 929-9079  
[diane.breen@wbbz.tv](mailto:diane.breen@wbbz.tv)

## Full-Time Vacancy EEO Information

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree:  
Industry Referral/Word of Mouth

Date Filled: 4/14/14

Total Number of Persons Interviewed for the  
Vacancy:   1  

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Buffalo News	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Buffalojobfinder.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Job Finder Weekly	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Monster.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Buffalo Urban League	15 Genesee St. Buffalo, NY 14203	Joan King	716-854-7625		No
African American Cultural Center	350 Masten Avenue, Buffalo, NY 14209	Alicia Banner	716-884-2013		No
New York State Broadcasters, Inc	1805 Western Ave. Albany, NY 12203	Sandy Messineo	518-456-8888		No
Erie Community College	6205 Main St. Williamsville, NY 14221	Joseph Abbarno	716-851-1484		No
Educational Opportunity Center	465 Washington St. Buffalo, NY 14203	Margot Keysor	716-849-6727		No
University at Buffalo Career Development Center	259 Capen Hall Buffalo, NY 14222	Megan Stewart	716-645-2231		No
New York State Dept. of Labor/Job Bank	284 Main St. Buffalo, NY 14202		716-581-2694		No
Industry Referral/Word of Mouth				1	No

## Full-Time Vacancy EEO Information

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree:

Buffalo News

Date Filled: 4/21/14

Total Number of Persons Interviewed for the

Vacancy:   1  

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Buffalo News	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438	1	No
Buffalojobfinder.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Job Finder Weekly	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Monster.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Buffalo Urban League	15 Genesee St. Buffalo, NY 14203	Joan King	716-854-7625		No
African American Cultural Center	350 Masten Avenue, Buffalo, NY 14209	Alicia Banner	716-884-2013		No
New York State Broadcasters, Inc	1805 Western Ave. Albany, NY 12203	Sandy Messineo	518-456-8888		No
Erie Community College	6205 Main St. Williamsville, NY 14221	Joseph Abbarno	716-851-1484		No
Educational Opportunity Center	465 Washington St. Buffalo, NY 14203	Margot Keysor	716-849-6727		No
University at Buffalo Career Development Center	259 Capen Hall Buffalo, NY 14222	Megan Stewart	716-645-2231		No
New York State Dept. of Labor/Job Bank	284 Main St. Buffalo, NY 14202		716-581-2694		No
Industry Referral/Word of Mouth					No

## Full-Time Vacancy EEO Information

Job Title of Vacancy: Account Executive (2)

Recruitment Source That Referred the Hiree:  
Industry Referral/Word of Mouth (2)

Date Filled: 5/28/14 & 6/3/14

Total Number of Persons Interviewed for the  
 Vacancy: 12

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Buffalo News	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438	10	No
Buffalojobfinder.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Job Finder Weekly	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Monster.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Buffalo Urban League	15 Genesee St. Buffalo, NY 14203	Joan King	716-854-7625		No
African American Cultural Center	350 Masten Avenue, Buffalo, NY 14209	Alicia Banner	716-884-2013		No
New York State Broadcasters, Inc	1805 Western Ave. Albany, NY 12203	Sandy Messineo	518-456-8888		No
Erie Community College	6205 Main St. Williamsville, NY 14221	Joseph Abbarno	716-851-1484		No
Educational Opportunity Center	465 Washington St. Buffalo, NY 14203	Margot Keysor	716-849-6727		No
University at Buffalo Career Development Center	259 Capen Hall Buffalo, NY 14222	Megan Stewart	716-645-2231		No
New York State Dept. of Labor/Job Bank	284 Main St. Buffalo, NY 14202		716-581-2694		No
Industry Referral/Word of Mouth				2	No
WBBZ-TV On-Air Spots (551 total)	4545 Transit Rd., Suite 750 Williamsville, NY 14221	Diane Breen	716-929-9079		No

*\*Note: 2 individuals were hired from one pool of interviewees.*

## Full-Time Vacancy EEO Information

Job Title of Vacancy: Account Executive (1)

Recruitment Source That Referred the Hiree:  
Industry Referral/Word of Mouth

Date Filled: 12/8/14

Total Number of Persons Interviewed for the  
 Vacancy: 2

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Buffalo News	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438	1	No
Buffalobfinder.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Job Finder Weekly	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Monster.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		No
Buffalo Urban League	15 Genesee St. Buffalo, NY 14203	Joan King	716-854-7625		No
African American Cultural Center	350 Masten Avenue, Buffalo, NY 14209	Alicia Banner	716-884-2013		No
New York State Broadcasters, Inc	1805 Western Ave. Albany, NY 12203	Sandy Messineo	518-456-8888		No
Erie Community College	6205 Main St. Williamsville, NY 14221	Joseph Abbarno	716-851-1484		No
Educational Opportunity Center	465 Washington St. Buffalo, NY 14203	Margot Keysor	716-849-6727		No
University at Buffalo Career Development Center	259 Capen Hall Buffalo, NY 14222	Megan Stewart	716-645-2231		No
New York State Dept. of Labor/Job Bank	284 Main St. Buffalo, NY 14202		716-581-2694		No
Industry Referral/Word of Mouth				1	No

## Outreach Activities 2014-2015

- **School Outreach:**

The station made two major appearances at schools in 2014:

- WBBZ-TV owner Phil Arno and General Manager Bob Koshinski spoke at Medaille College on Monday, March 17, 2014. The audience was comprised of Medaille students, studying Media and Arts Communication.
- WBBZ-TV Promotion Manager John DiSciullo spoke to a Public Affairs Senior Class at Clarence Central High School on Friday, December 19, 2014. The presentation engaged students on how topics are covered on television news.

- **WBBZ held multiple training sessions for Account Executives in Media Audit software. The purpose of these training sessions was both to train new hires and to improve existing employees' proficiency with the software. The dates of these training sessions were, as follows:**

- Wednesday, February 19, 2014
- Wednesday, May 7, 2014
- Wednesday, October 8, 2014 (Web Seminar)
- Wednesday, November 12, 2014 (Web Seminar)

Participants in these training sessions included: Ed Bassler, Louanne Wenerski, Kim Snopkowski, Rick Gattone, Theresa Cottrell, Colleen Cannon, Mike Andrei & Zachary Sheldon.

- **WBBZ-TV is committed to giving college students a hands-on internship experience that includes working on local station productions, social media promotion, event coordination and general assignments.**

WBBZ-TV has officially reached out to internship coordinators at Medaille College; the University at Buffalo; Buffalo State College; Canisius College, Niagara County Community college; Erie Community College and Daemen College seeking interns. WBBZ-TV has also fielded inquiries from students at other colleges interested in participating with the station.

In 2014, WBBZ-TV offered a diverse group of students an opportunity to learn and grow at our independent television station.

- **Adam Dikeman  
(February – May 2014)**

Adam was a junior at Medaille College. Professor Lou Pozintides connected with WBBZ-TV to secure internship opportunities for this student.

Description: Interns for WBBZ-TV work on many projects tied to locally-produced programs and commercials. Interns have an opportunity to get “hands on” experience with studio and remote field cameras for live productions. Interns assist in producing segments, booking guests, social media promotion and doing research for a variety of subjects ranging from sports to public affairs. In addition, interns get an opportunity to work with the Sales Department in understanding the business of television and interacting with clients.

- **Adam Dikeman  
(June – August 2014)**

Adam continued his internship on a part-time basis in between semesters at Medaille College.

Description: Interns for WBBZ-TV work on many projects tied to locally-produced programs and commercials. Interns have an opportunity to get “hands on” experience with studio and remote

field cameras for live productions. Interns assist in producing segments, booking guests, social media promotion and doing research for a variety of subjects ranging from sports to public affairs. In addition, interns get an opportunity to work with the Sales Department in understanding the business of television and interacting with clients.

- **Aaron Lazik**

**(June – August 2014)**

Aaron was a junior at Erie Community College. Prof. John Harrington connected with WBBZ-TV to secure internship opportunities for this ECC student.

**Description: Interns for WBBZ-TV work on many projects tied to locally-produced programs and commercials. Interns have an opportunity to get “hands on” experience with studio and remote field cameras for live productions. Interns assist in producing segments, booking guests, social media promotion and doing research for a variety of subjects ranging from sports to public affairs. In addition, interns get an opportunity to work with the Sales Department in understanding the business of television and interacting with clients.**

- **Michelle Hale**

**(June – August 2014)**

Michelle was a junior at SUNY Fredonia. Prof. David Seldor from SUNY Fredonia coordinated this internship based on Michelle’s desire to work at the station.

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- **Alyssa McGee**

**(September – November 2014)**

Alyssa was a junior at Medaille College. Professor Lou Ponzintedes connected with WBBZ-TV to secure internship opportunities for this student.

**Description: Interns for WBBZ-TV work on many projects tied to locally-produced programs and commercials. Interns have an opportunity to get “hands on” experience with studio and remote field cameras for live productions. Interns assist in producing segments, booking guests, social media promotion and doing research for a variety of subjects ranging from sports to public affairs. In addition, interns get an opportunity to work with the Sales Department in understanding the business of television and interacting with clients.**

- **Victoria Ashley Pane**

**(December 2014)**

Victoria is a senior at Syracuse University. Victoria reach out to the station to coordinate a concentrated internship over the Winter Break, approved by the Newhouse School of Communications.

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