

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

This EEO Public File Report is filed in the stations' 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, 2016 the stations filled the following full-time vacancies:

Account Executive (3)  
Bookkeeper/Office Assistant (1)  
\*Vice President of Sales  
\*Director of Engineering  
\*Vice President /General Manager

The station interviewed a total of 17 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	7
Buffalojobfinder.com	0
Job Finder Weekly	0
Monster.com	5
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	4
Walk-Ins	0
Temporary Employee	1

\*These positions were considered exigent and, therefore, no recruiting was done for these vacancies.

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 (2)

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

Date Filled: 2/19/15 & 3/17/16

Total Number of Persons Interviewed for the  
Vacancy: 7

### 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	4	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

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

## Full-Time Vacancy EEO Information

Job Title of Vacancy: Bookkeeper/Office Assistant

Recruitment Source That Referred the Hiree:  
Temporary Employee Promoted to Permanent

Date Filled: 4/13/16

Total Number of Persons Interviewed for the  
Vacancy: 7

### 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	5	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	1	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
Temporary Employee				1	

## Full-Time Vacancy EEO Information

Job Title of Vacancy: Account Executive

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

Date Filled: 8/18/16

Total Number of Persons Interviewed for the  
 Vacancy: 3

### 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
Buffalobjobfinder.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
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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

## Outreach Activities 2015-2016

- **School Outreach:**

The station made two major appearances at schools in 2015/2016:

March 3, 2015

WBBZ President & General Manager Chris Musial spoke at the annual Medaille College media lunch to an assembly of senior students to discuss the station, media opportunities, and take questions.

January 6, 2016

WBBZ-TV welcomed the Harkness BOCES students and teachers to a taping of "Bragging Rights" to see how the station operates -and discuss internship opportunities.

- 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 2015, WBBZ-TV offered a diverse group of students an opportunity to learn and grow at our independent television station.

- **Chris Gates**  
(Fall 2015)

Chris was a student at Canisius College. Internship Director Catherine Foster 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.

- **Brianna Feggins**  
(Winter 2015)

Brianna was a student as 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.

○ **Ian Rees**  
**(Winter 2015)**

Ian was a student 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.

○ **Shantina Addison**  
**(Spring 2015)**

Shantina was a student 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.