

**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, 2014 the stations filled the following full-time vacancies:

Account Executive (5)
Traffic Manager
Vice President of Sales*

The station interviewed a total of 39 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 | 25 |
| Buffalojobfinder.com | 0 |
| Job Finder Weekly | 0 |
| Monster.com | 4 |
| New York State Department of Labor/Job Bank | 0 |
| Erie Community College | 0 |
| New York State Broadcasters Association, Inc. | 0 |
| African American Cultural Center | 0 |
| Buffalo Urban League | 0 |
| Education Opportunity Center | 0 |
| Word of Mouth/Referral | 9 |
| Walk-Ins | 0 |
| Internal Candidate | 1 |

*This position was considered exigent and, therefore, no recruiting was done for this vacancy.

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

Full-Time Vacancy EEO Information

Job Title of Vacancy: Account Executive (2)

Recruitment Source That Referred the Hiree:
Word of Mouth (1) / Buffalo News (1)

Date Filled: 4/8/13 & 4/15/13

Total Number of Persons Interviewed for the
 Vacancy: 6

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 |
| 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 |
| Walk-In | | | | | No |

Full-Time Vacancy EEO Information

Job Title of Vacancy: Broadcast Traffic Manager

Recruitment Source That Referred the Hiree:

Internal Candidate Promotion

Date Filled: 4/18/13

Total Number of Persons Interviewed for the
Vacancy: 6

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 | 4 | 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 |
| Walk-In | | | | | No |
| Internal Candidate | | | | 1 | No |

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: 10/7/13

Total Number of Persons Interviewed for the
 Vacancy: 4

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 | 2 | 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 | 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 | | | | 1 | No |
| Walk-In | | | | | No |

Full-Time Vacancy EEO Information

Job Title of Vacancy: Account Executive (2)

Recruitment Source That Referred the Hiree:
Referral (1) / Buffalo News (1)

Date Filled: 1/20/13 & 1/27/14

Total Number of Persons Interviewed for the
 Vacancy: 23

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 | 14 | 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 | 3 | 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 | | | | 6 | No |
| Walk-In | | | | | No |

Outreach Activities 2013-2014

- WBBZ brought in representatives from Media Audit to conduct a training session for Account Executives. The purpose of these training sessions was both to train new hires and improve existing employee's proficiency with the software.
 - September 4, 2013
Participating in this training session: Evan Cominsky, Account Executive; Michael Magnafici, Account Executive; Reva Wolski, Account Executive; Anthony Christie, Account Executive; Reva Wolski, Account Executive
Highlights from this training session: How to fully utilize Media Audit's reporting functions, including how to pull data by trends, demographics & socioeconomics.
- WBBZ-TV is an Equal Opportunity Employer and accepts interns to get college and scholastic credit for on the job training at our television station.

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 2013, WBBZ-TV offered a diverse group of students an opportunity to learn and grow at our independent television station.

- Kelly Brown

Kelly was with WBBZ-TV from June 2013 until October 2013. Kelly was referred to WBBZ-TV from the Coordinator of the ARP (Audio Recording and Production) Certificate Program at Niagara County Community College. Kelly was a student in the technical area with practical application of audio and video equipment.

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 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.

- Chris Montante

Chris was with WBBZ-TV from June 2013 until September 2013. Chris was referred to WBBZ-TV From the Coordinator of the ARP (Audio Recording and Production) Certificate Program at Niagara County Community College. Kelly was a student in the technical area with practical application of audio and video equipment.

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 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 Leidig**

Adam was with WBBZ-TV from May 2013 until August 2013. Adam was referred to WBBZ-TV from his internship advisor at the University at Buffalo. Adam earned credit toward his Bachelor of Arts in Communication Studies.

Description: Adam assisted in technical promotion, production and administrative tasks.

- **Timothy Marcolini**

Timothy was with WBBZ-TV as an intern from January 2013 until May 2013. Timothy was referred to WBBZ-TV by his internship advisor at Canisius College. Timothy earned credit toward his Bachelor of Science in Digital Media Arts, graduating in May 2013.

Description: Timothy assisted in technical support and digital editing. Because of his skill sets, Timothy was fired as a part time digital technician in October of 2013.