

**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, 2021 the stations filled the following full-time vacancies:

Account Executive (1)
Shooter/Editor (3) *

The station interviewed a total of **5** 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	0
Buffalojobfinder.com	0
Job Finder Weekly	0
Indeed.com	4
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
The Challenger	0
African American Cultural Center	0
Buffalo Urban League	0
Education Opportunity Center	0
Word of Mouth/Industry Referral	1
On-Air TV Spots	0
Joinhandshake.com	0
Walk-in	1

*These positions were considered exigent due to Pandemic 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:

Kathryn Mauro
WBBZ-TV
4545 Transit Road
Suite 750
Williamsville, NY 14221
(716) 630-9229
kathryn.mauro@wbbz.tv

Full-Time Vacancy EEO Information

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree: Indeed

Date Filled: 8/28/20

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		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
Indeed.com				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
The Challenger	1337 Jefferson Ave Buffalo, NY 14208	Leah Hamilton	716-881-1055		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
New York State Dept. of Labor/Job Bank	284 Main St. Buffalo, NY 14202		716-581-2694		No
Industry Referral/Word of Mouth		Ben Porcari		1	No
WBBZ-TV On-Air Announcements	4545 Transit Rd. #750 Williamsville, NY 14221	Ben Porcari	716-929-9075		
Walk-In	4545 Transit Rd. #750 Williamsville, NY 14221	Ben Porcari	716-929-9075	1	No

*WBBZ-TV uses joinhandshake.com to recruit talent from the following universities: Ithaca College, Hofstra University, Cornell University, Stony Brook University, University at Buffalo, University at Albany, Canisius College, University of Rochester & Houghton College.

Outreach Activities 2019-2020

- **WBBZ arranged a training session for Account Executives with a representative from The Media Audit. The purpose of the session was to train both new hires and to improve existing employees' proficiency with the software.**
 - **Participants included Thomas Mauro, COO and Sales Manager, Lou Anne Wenerski, Senior Account Executive, Susan Schmid, Account Executive, and Christopher Whittingham, Account Executive.**
 - **Participants learned how to utilize The Media Audit's reporting functions to substantiate data trends through supportive demographic and socioeconomic information.**
- **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 2020, WBBZ-TV offered an extremely limited number of internship opportunities due to the Covid-19 Pandemic.

(Spring 2020)

WBBZ-TV hosted an intern from 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.

(Spring 2020)

WBBZ-TV hosted an intern from the Adult Student Program 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.

(Fall 2020)

WBBZ-TV hosted three (3) interns from 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.

