

ANNUAL EEO PUBLIC FILE REPORT

WROC

February 1, 2015 – January 31, 2016

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WROC

The information contained in this Report covers the time period beginning February 1, 2015 to and including January 31, 2016 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from February 1, 2015 - January 31, 2016

Station(s) Comprising the Station Employment Unit: WROC

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Position Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Production Assistant	2/16/2015	QQ	7	A-YY
2	Production Assistant	2/16/2015	QQ	7	A-YY
3	Producer	2/18/2015	A	3	A-YY
4	Account Executive	2/23/2015	A	5	A-YY
5	Account Executive	3/9/2015	CC	3	A-YY
6	Digital Marketing Services Account Executive	3/16/2015	CC	9	A-YY
7	Production Assistant	3/23/2015	KK	8	A-YY
8	Assignments Editor	4/4/2015	O	5	A-YY
9	Producer	6/1/2015	CC	5	A-YY
10	Photographer	6/10/2015	PP	5	A-YY
11	Photographer	6/15/2015	PP	3	A-YY
12	Accounts Payable Clerk	6/15/2015	QQ	8	A-YY
13	Main Co-Anchor	6/29/2015	A	7	A-YY
14	Special Projects Administrator	7/20/2015	E	6	A-YY
15	Producer	7/27/2015	A	8	A-YY
16	Producer	7/27/2015	PP	2	A-YY
17	Multi-Media Journalist	8/17/2015	KK	3	A-YY
18	Photographer	9/1/2015	A	5	A-YY
19	Photographer	9/9/2015	PP	4	A-YY
20	Assignments Editor	9/10/2015	A	2	A-YY
21	Web Manager	9/23/2015	PP	4	A-YY
22	Producer	9/24/2015	A	5	A-YY
23	IT Technician	10/5/2015	CC	3	A-YY
24	Account Executive	10/5/2015	A	5	A-YY
25	Commercial Video Editor	10/14/2015	UU	5	A-YY

	Full-Time Positions Filled by Job Title	Date Position Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
26	Morning News Anchor /Reporter	10/16/2015	QQ	10	A-YY
27	Account Executive	11/23/2015	PP	5	A-YY
28	Digital Sales Manager	12/1/2015	QQ	3	A-YY
29	Production Assistant	12/7/2015	QQ	1	A-YY
30	Accounts Receivable Analyst	12/7/2015	UU	10	A-YY
31	News Director	12/18/2015	A	4	A-YY
32	Photographer	1/6/2016	QQ	6	A-YY

Total Number of Persons Interviewed During Applicable Period: 166

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2015 - January 31, 2016

Station(s) Comprising the Station Employment Unit: WROC

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Source Entitled To Vacancy Notification? (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Nexstar.tv	Terri Bush	545 E. John Carpenter Frwy #700 Irving, TX 75062	972-373-8800	No	36
B	Glassdoor.com	Terri Bush	No Longer available as a job board posting option when HireCentric was replaced (Effective 7/15/15)	972-373-8800	No	4
C	Twitter JobWatch (USA only)	Terri Bush	Tweet from WROC-TV8 Twitter account	972-373-8800	No	0
D	Trovit	Terri Bush	Not a direct option when HireCentric was replaced by HRSmart. Postings to Trovit.com are required to be done by recruiter.	972-373-8800	No	0
E	SimplyHired	Terri Bush	No Longer available as a job board posting option when HireCentric was replaced (Effective 7/15/15)	972-373-8800	No	1
F	Recruit.net	Terri Bush	No Longer available as a job board posting option when HireCentric was replaced (Effective 7/15/15)	972-373-8800	No	0
G	Oodle.com	Terri Bush	Not a direct option when HireCentric was replaced by HRSmart. Postings to Oodle.com are required to be done by recruiter.	972-373-8800	No	0
H	Job Inventory	Terri Bush	No Longer available as a job board posting option when HireCentric was replaced (Effective 7/15/15)	972-373-8800	No	0

I	Jooble	Terri Bush	No Longer available as a job board posting option when HireCentric was replaced (Effective 7/15/15)	972-373-8800	No	0
J	Alfred University	Marianne Walsh	cdc@alfred.edu 1 Saxon Drive Alfred, NY 14802	607-871-2164	No	1
K	Binghamton University	Brandy Smith	hirebing@binghamton.edu 4400 Vestal Parkway East Binghamton, NY 13902	607-777-2553	No	2
L	Finger Lakes Community College	Tammie Woody	careerservices@flcc.edu https://app.purplebriefcase.com/pb/account/login/ 3325 Marvin Sands Drive Canandaigua, NY 14424	585-785-1274	No	5
M	Ithaca College	John Fracchia	https://app.joinhandshake.com/login jfracchia@ithaca.edu 953 Danby Road Ithaca, NY 14850	607-274-3365	No	0
N	Keuka College	Meredith Richel	www.myinterfase.com/keuka/employer/home.aspx career@keuka.edu 141 Central Ave Keuka Park, NY 14478	315-279-5472	No	0
O	Monroe Community College	Sherry Sweet	jobconnection@monroecc.edu https://app.purplebriefcase.com/pb/account/login/ Brighton Campus Building 3, Room 108 1000 East Henrietta Road Rochester, NY 14623	585-292-2368	No	2
P	Nazareth College	Michael Kahl	careers@naz.edu Career Services Office 4245 East Avenue Rochester, NY 14618	585-389-2890	No	0
Q	Roberts Wesleyan College	Mary Flaherty	flahertym@roberts.edu Career Services 2301 Westside Dr. Rochester, NY 14624	585-594-6540	No	0

R	Rochester Institute of Technology	Cathy Slocum	cmsoce@rit.edu Office of Career Services 57 Lomb Memorial Drive Rochester, NY 14623	585-475-5473	No	0
S	Saint John Fisher College	Jean Skuse	career@sjfc.edu Career Center, L-104 3690 East Avenue Rochester, NY 14618	585-385-8050	No	0
T	SUNY Brockport	Helen Wunderlich	https://www.myinterfase.com/brockport/employer/ Career Development & Placement 350 New Campus Drive Brockport, NY 14420	585-395-2159	No	0
U	SUNY Geneseo	Phyllis Wixom	jobs@geneseo.edu Erwin Building 116 1 College Circle Geneseo, NY 14454	585-245-5721	No	0
V	SUNY Oswego	Mallory Bower	career@oswego.edu 145 Marano Center Oswego, NY 13126	315-312-2255	No	0
W	Syracuse University	Sue Casson	careers@syr.edu Career Services 235 Schine Center 303 University Place Syracuse, NY 13244	315-443-2009	No	0
X	University of Buffalo	Judith Applebaum	jca@buffalo.edu 250 Capen Hall Buffalo, NY 14260	716-645-4642	No	0
Y	University of Rochester	Cheryl Koepke	https://app.joinhandshake.com/login The Gwen M. Greene Career and Internship Center 4-200 Dewey Hall Box 270028 Rochester, NY 14627	585-275-2366	No	4
Z	602 Communications	Sandy Lizik	slizik@602communications.com 602 Communications 4349 E. Colter Street	602-954-8373	No	0

			Phoenix, AZ 85018			
AA	Craigslist.com		www.craigslist.com	None	No	8
BB	Indeed		www.indeed.com	None	No	4
CC	Linked In		www.linkedin.com	None	No	12
DD	Emma Bowen Foundation for Minority Interests In Media	Sandra Rice	sandra.rice@nbcuni.com 524 West 57th Street New York, NY 10019	212-664-3486	No	0
EE	Leadership Institute	Anysley Harrison	www.conservativejobs.com Employment Placement 1001 North Highland St. Arlington, VA 22201	703-247-2000	No	0
FF	NYS Broadcasters Association	Carolyn Jung	cjung@nysbroadcasters.org 1805 Western Ave Albany, NY 12203	518-456-8888	No	0
GG	NYS Dept. of Labor Job Bank	Jason Kirchhoff	Jason.Kirchhoff@labor.ny.gov , rochesterjobbank@labor.state.ny.us Rochester Job Bank 276 Waring Road Rochester, NY 14609	585-258-8843	Yes	6
HH	NWT	Cathy Younkin	cyounkin@theNWTgroup.com 2110 Elmwood Bryan, TX 77802	817-987-3600	No	1
II	Rick Gevers & Associates	Rick Gevers	rick@rickgevers.com 355 E. Ohio St. #303 Indianapolis, IN 46204	317-769-7900	No	0
JJ	Spots N Dots (Media Recruiter)	Gene McKay	ads@spotsndots.com SND Publishing LLC 1635 Old Highway 41NW Suite 112-338 Kennesaw, GA 30152	888-884-2630	No	0
KK	TV Jobs.com	Mark Holloway	jobs@tvjobs.com markh@tvjobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052	800-374-0119	No	8

LL	TVNewsCheck	Patty Hersh	phersh@newscheckmedia.com 24 W. Lancaster Avenue, Suite 205 Ardmore, PA 19003	610-420-6003	No	0
MM	The Urban League of Rochester	Jay Aldrich	hrjobs@ulr.org 265 N. Clinton Avenue Rochester, NY 14605	585-397-7362	No	0
NN	Veterans Outreach Center	Nena Siverd	Nena.Siverd@veteransoutreachcenter.org 459 South Avenue Rochester, NY 14620	585-546-1081 (ext. 7818)	No	0
OO	YWCA of Rochester and Monroe County	Chrissie Irish	cirish@ywcarochester.org 175 N Clinton Avenue Rochester, NY 14604	585-368-2261	No	0
PP	Referrals	None	None	None	No	32
QQ	Internal Postings/Interns	None	None	None	No	22
RR	Job Fairs	None	None	None	No	1
SS	External Networking	None	None	None	No	0
TT	Walk ins	Scott McElwee	201 Humboldt Street Rochester, NY 14610	585-287-8004	No	0
UU	WROC On-Air Commercials	Ed Crony	201 Humboldt Street Rochester, NY 14610	585-287-8050	No	3
VV	Talent Agencies	Various	Various	585-287-8004	No	6
WW	ZipRecruiter.com	Scott McElwee	Various	585-287-8004	No	2
XX	Monster.com	Terri Bush	Post directly via Nexstar.tv	972-373-8800	No	5
YY	Careerbuilder.com	Terri Bush	Various	972-373-8800	No	1

Total Number of Persons Interviewed During Applicable Period: 166

Appendix 3 to Annual EEO Public File Report

Covering the Period from February 1, 2015- January 31, 2016

Station(s) Comprising the Station Employment Unit: WROC

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WROC

	Recruitment Initiative	Description
1	An internship program designed to assist members of the community and university students to acquire skills needed for broadcast employment.	<p>The station has an internship program designed to help members of the community and university students acquire skills for broadcast employment. During this reporting period, the station provided internship and job shadow opportunities to university and high school students. These internships provide work experience in the areas of our operations, including News, Production, Creative Services, Sports, Sales and Business Departments.</p> <p>Spring semester: the station hosted one intern each from St. John Fisher College and SUNY Brockport.</p> <p>Summer semester: the station hosted one intern from SUNY Oswego.</p>
2	Participation in activities designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	WROC and Bounce-TV airs two commercials created to promote recruitment for the station. One commercial targets job seekers. The second commercial targets associations interested in receiving station vacancies.

3	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions.	<p>WROC attended six job fairs during the reporting period which, encompassed recruitment efforts across multiple groups. The job fairs attended by the Regional Business Manager and Regional Accounts Receivable Supervisor are referenced below:</p> <p><u>Greece Community Education Community Job Fair</u> Hosted by: Greece Community Education Learning Center Date: February 19, 2015</p> <p><u>St John Fisher College Career & Internship Fair</u> Hosted by: Saint John Fisher College Date: March 18, 2015</p> <p><u>Keuka College Job Fair</u> Hosted by: Keuka College Date: April 8, 2015</p> <p><u>2015 National Veterans Job Expo</u> Hosted by: The Veterans Outreach Center Inc. Date: October 7, 2015</p> <p><u>2015 SUNY Brockport College Fair</u> Hosted by: SUNY Brockport College Date: October 28, 2015</p> <p><u>Rochester Educational Opportunity Center Career Fair 2015</u> Hosted by: Rochester Educational Opportunity Center (REOC) Location: Joseph A. Floreano Rochester Riverside Convention Center Date: November 10, 2015</p>
---	---	--