

ANNUAL EEO PUBLIC FILE REPORT

WROC

February 1, 2016 – January 31, 2017

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, 2016 to and including January 31, 2017 (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, 2016 - January 31, 2017

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	National Sales Assistant	2/3/2016	L	1	A-ZZ
2	New Producer	2/22/2016	T	6	A-ZZ
3	Master Control Operator	2/23/2016	UU	4	A-ZZ
4	Accounts Receivable Analyst	2/24/2016	BB	6	A-ZZ
5	Web Manager	2/29/2016	RR	4	A-ZZ
6	News Reporter	2/29/2016	PP	4	A-ZZ
7	Account Executive	3/10/2016	W	5	A-ZZ
8	News Reporter	3/31/2016	W	5	A-ZZ
9	Staff Accountant	3/31/2016	W	4	A-ZZ
10	Traffic Coordinator	4/6/2016	L	3	A-ZZ
11	Assistant Promotions Manager	4/14/2016	L	4	A-ZZ
12	Production Assistant	5/4/2016	K	5	A-ZZ
13	Production Assistant	5/6/2016	L	5	A-ZZ
14	Master Control Operator	5/11/2016	BB	4	A-ZZ
15	News Anchor/Reporter	5/23/2016	L	1	A-ZZ
16	Production Assistant	5/23/2016	BB	6	A-ZZ

17	Weekend Meteorologist	5/27/2016	BB	2	A-ZZ
18	Production Assistant	5/27/2016	R	7	A-ZZ
19	Accounts Receivable Analyst	5/31/2016	W	9	A-ZZ
20	Traffic Coordinator	6/7/2016	UU	3	A-ZZ
21	Integrated Digital Specialist	6/14/2016	R	10	A-ZZ
	Full-Time Positions Filled by Job Title	Date Position Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
22	News Reporter	6/15/2016	W	7	A-ZZ
23	Weekend Sports Anchor/Reporter	7/21/2016	BB	6	A-ZZ
24	Staff Accountant	8/5/2016	W	4	A-ZZ
25	Human Resources/Payroll Coordinator	8/12/2016	W	4	A-ZZ
26	Staff Accountant	8/14/2016	L	4	A-ZZ
27	Staff Accountant	8/17/2016	L	5	A-ZZ
28	Accounts Receivable Analyst	8/21/2016	L	5	A-ZZ
29	Accounts Receivable Analyst	8/22/2016	BB	5	A-ZZ
30	Accounts Receivable Analyst	8/22/2016	W	5	A-ZZ
31	News Producer	9/14/2016	BB	4	A-ZZ
32	Accounting Assistant	9/15/2016	W	8	A-ZZ
33	News Executive Producer	9/15/2016	L	4	A-ZZ
34	Photographer	9/18/2016	L	3	A-ZZ
35	News Reporter	9/19/2016	W	3	A-ZZ
36	News Producer	11/7/2016	W	5	A-ZZ

37	News Reporter	11/21/2016	L	6	A-ZZ
38	Commercial Video Editor	12/5/2016	W	4	A-ZZ
39	Weekend Meteorologist	1/9/2017	W	4	A-ZZ
40	Human Resources/Payroll Coordinator	1/20/2017	L	2	A-ZZ
41	News Reporter	1/30/2017	L	5	A-ZZ

Total Number of Persons Interviewed During Applicable Period: 191

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2016 - January 31, 2017

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	602 Communications	Sandy Lizik	slizik@602communications.com 602 Communications, 4349 E. Colter Street Phoenix, AZ 85018	602-954-8373	No	
B	Alfred University	Marianne Walsh	cdc@alfred.edu 1 Saxon Drive Alfred, NY 14802	607-871-2164	No	
C	Binghamton University	Brandy Smith	hirebing@binghamton.edu 4400 Vestal Parkway East Binghamton, NY 13902	607-777-2553	No	
D	Broadcasting & Cable Magazine Multichannel News	Zach Kalish	28 East 28th Street, 12th Floor New York, New York 10016 zkalish@nbmedia.com	212-378-0455	No	
E	Careerbuilder.com	Terri Bush	Various	972-373-8800	No	3
F	Craigslist.com		www.craigslist.com	None	No	3
	Emma Bowen Foundation		sandra.rice@nbcuni.com			

G	Emma Bowen Foundation for Minority Interests In Media	Sandra Rice	524 West 57th Street New York, NY 10019	212-664-3486	No	
H	External Networking	None	None	None	No	12
I	Facebook	None	www.facebook.com	None	No	
J	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	1
K	Former Employee/ Internship	None	None	None	No	6
L	Internal Postings	None	None	None	No	33
M	Ithaca College	John Fracchia	https://app.joinhandshake.com/login jfracchia@ithaca.edu 953 Danby Road Ithaca, NY 14850	607-274-3365	No	
N	Jewish Community Center of Greater Rochester	Christine O'Rourke	1200 Edgewood Avenue Rochester, New York 14618 corourke@jccrochester.org	585-461-2000	No	
O	Job Fairs	None	None	None	No	1
P	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	4
Q	Leadership Institute	Anysley	www.conservativejobs.com Employment Placement	703-347-3000	No	

Q	Leadership Institute	Harrison	1001 North Highland St. Arlington, VA 22201	703-247-2000	NO	
R	LinkedIn		www.linkedin.com	None	No	6
S	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	1
T	Monster.com	Terri Bush	Post directly via Nexstar.tv	972-373-8800	No	2
U	National Association of Black Journalists	Lisa Waldschmitt	1100 Knight Hall, Suite 3100 College Park, MD 20742 www.nabj.org	301-405-0248	No	
V	Nazareth College	Michael Kahl	careers@naz.edu Career Services Office 4245 East Avenue Rochester, NY 14618	585-389-2890	No	1
W	Nexstar.tv	Terri Bush	545 E. John Carpenter Frwy #700 Irving, TX 75062	972-373-8800	No	74
X	NWT	Cathy Younkin	cyounkin@theNWTgroup.com 2110 Elmwood Bryan, TX 77802	817-987-3600	No	
Y	NYS Broadcasters Association	Carolyn Jung	cjung@nysbroadcasters.org 1805 Western Ave Albany, NY 12203	518-456-8888	No	
			Jason.Kirchhoff@labor.ny.gov rochesterjobbank@labor.state.ny.us			

Z	NYS Dept. of Labor Job Bank	Jason Kirchhoff	Rochester Job Bank 276 Waring Road Rochester, NY 14609	585-258-8843	Yes	1
AA	Radio Television Digital News Association (RTDNA)	Derrick Hinds	529 14th Street, NW Suite 1240 Washington DC, 20045 derrickh@rtdna.org	202-495-8730	No	
BB	Referrals	None	None	None	No	25
CC	Rick Gevers & Associates	Rick Gevers	rick@rickgevers.com 355 E. Ohio St. #303 Indianapolis, IN 46204	317-769-7900	No	
DD	Roberts Wesleyan College	Mary Flaherty	flahertym@roberts.edu Career Services, 2301 Westside Dr., Rochester, NY 14624	585-594-6540	No	
EE	Rochester Institute of Technology	Cathy Slocum	cmsoce@rit.edu Office of Career Services 57 Lomb Memorial Drive Rochester, NY 14623	585-475-5473	No	
FF	Saint John Fisher College	Jean Skuse	career@sjfc.edu Career Center, L-104, 3690 East Avenue, Rochester, NY 14618	585-385-8050	No	2
GG	Society of Broadcaster Engineers	Scott Jones	9102 N. Meridian Street Suite 150 Indianapolis, In 46260 jones@sbe.org	317-846-9000	No	
			ads@spotsndots.com			

HH	Spots N Dots (Media Recruiter)	Gene McKay	SND Publishing LLC 1635 Old Highway 41NW Suite 112-338 Kennesaw, GA 30152	888-884-2630	No	
II	SUNY Brockport	Helen Wunderlich	https://www.myinterfase.com/brockport/employer/ Career Development & Placement 350 New Campus Drive Brockport, NY 14420	585-395-2159	No	1
JJ	SUNY Geneseo	Phyllis Wixom	jobs@geneseo.edu Erwin Building 116 1 College Circle Geneseo, NY 14454	585-245-5721	No	2
KK	SUNY Oswego	Mallory Bower	career@oswego.edu 145 Marano Center Oswego, NY 13126	315-312-2255	No	
LL	Syracuse University	Sue Casson	careers@syr.edu Career Services 235 Schine Center, 303 University Place Syracuse, NY 13244	315-443-2009	No	
MM	Talent Agencies	Various	Various	585-287-8004	No	3
NN	The Urban League of Rochester	Jay Aldrich	hrjobs@ulr.org 265 N. Clinton Avenue Rochester, NY 14605	585-397-7362	No	

OO	Trovit	Terri Bush	Postings to Trovit.com are required to be done by recruiter.	972-373-8800	No	
PP	TV Jobs.com	Mark Holloway	jobs@tvjobs.com markh@tvjobs.com Broadcast Employment Services PO Box 4116, Oceanside, CA 92052	800-374-0119	No	7
QQ	TVNewsCheck	Patty Hersh	phersh@newscheckmedia.com 24 W. Lancaster Avenue, Suite 205 Ardmore, PA 19003	610-420-6003	No	
RR	Twitter	Terri Bush	Tweet from WROC-TV8 Twitter account	972-373-8800	No	1
SS	University of Buffalo	Judith Applebaum	jca@buffalo.edu 250 Capen Hall Buffalo, NY 14260	716-645-4642	No	
TT	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	
UU	Veterans Outreach Center	Nena Siverd	Nena.Siverd@veteransoutreachcenter.org 459 South Avenue Rochester, NY 14620	585-546-1081 (ext. 7818)	No	2
VV	Walk ins	Shellyan Manhertz	201 Humboldt Street Rochester, NY 14610	585-287-8006	No	

WW	WROC - Internship	Shellyan Manhertz	201 Humboldt Street Rochester, NY 14610	585-287-8006	No	
XX	WROC On-Air Commercials	Ed Crony	201 Humboldt Street Rochester, NY 14610	585-287-8050	No	
YY	YWCA of Rochester and Monroe County	Chrissie Irish	cirish@ywarochester.org 175 N Clinton Avenue Rochester, NY 14604	585-368-2261	No	
ZZ	ZipRecruiter.com	Shellyan Manhertz	Various	585-287-8006	No	

Total Number of Persons Interviewed During Applicable Period: 191

Appendix 3 to Annual EEO Public File Report

Covering the Period from February 1, 2016- January 31, 2017

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, and Sales Departments.</p> <p>Spring semester: the station hosted three interns each from Finger Lakes Community College, Monroe Community College and Nazareth College.</p> <p>Summer semester: the station hosted seven interns from Ithaca College, SUNY Geneseo, SUNY Brockport, Rochester Institute of Technology, Monroe Community College and Finger Lakes Community College.</p> <p>Fall semester: the station hosted two interns from Saint John Fisher College and Nazareth College.</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 five job fairs during the reporting period which, encompassed recruitment efforts across multiple groups. The job fairs attended by the Regional Business Manager and Creative Services Manager are referenced below:</p> <p><u>Ithaca College Job & Internship Fair</u> Hosted by: Ithaca College Date: February 24, 2016</p> <p><u>St John Fisher College Career & Internship Fair</u> Hosted by: Saint John Fisher College Date: March 16, 2016</p> <p><u>Keuka College Job Fair</u> Hosted by: Keuka College Date: March 16, 2016</p> <p><u>Finger Lakes East Job Service Employer Committee Job Fair</u> Hosted by: Finger Lakes JSEC, NYS Department of Labor Date: April 6, 2016</p> <p><u>2016 National Veterans Job Expo</u> Hosted by: The Veterans Outreach Center Inc. Date: November 11, 2016</p>
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