

WGRZ
EEO PUBLIC FILE REPORT
January 22, 2016 - January 20, 2017

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive	1, 3-8, 10-12, 14-17, 20, 22-31, 33-39, 41-43, 45-47	11
Digital Account Executive - WGRZ	1-8, 10-11, 14-17, 20-31, 33-39, 41-43, 45-47	11
Meteorologist - WGRZ	1-8, 10-12, 14-17, 20, 22-31, 33-39, 41- 43, 45-47	11
Digital Sales Specialist - WGRZ	1-8, 10, 13-18, 20-39, 41-43, 45-47	32
Account Executive	1-8, 10-11, 14-17, 20-31, 33-43, 45-47	40
Sales Assistant	1, 3-8, 10, 13-18, 20, 22-31, 33-39, 41- 43, 45-47	18
Digital Producer	1-8, 10-11, 14-18, 20, 22, 24-31, 33-39, 41-47	18
Multi-Skilled Journalist	1, 3-8, 10, 14-18, 20, 22, 24-31, 33-39, 41-43, 45, 47	45
News Director	1-10, 14-17, 20, 22, 24-31, 33-43, 45, 47	40
Sales Manager	1-8, 10-11, 14-17, 20, 22, 24-31, 33-39, 41-43, 45, 47	11
Producer	1, 3-8, 10-11, 14-17, 20, 22, 24-31, 33- 43, 45, 47	11
Digital Producer	1-8, 10-11, 14-18, 20, 22, 24-31, 33-39, 41-43, 45, 47	11
Sales Assistant	4, 13, 19, 40, 44, 47	40

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Buffalo City Hall 65 Niagara Square Buffalo, New York Phone : 716-851-4200 Fax : 1-716-851-5401 Olivia Licata	N	0
2	Buffalo State College 1300 Elmwood Avenue Buffalo, New York Phone : 716-878-5811 Fax : 1-716-878-3152 Nanette Tramont , Muriel Howard, Claire Jones	N	0
3	Buffalo Urban League Inc 15 E. Genesee Street Buffalo, New York Phone : 716-250-2405 Email : jking@buffalourbanleague.org Joan King	N	0
4	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.CareerBuilder.com Career Service Manual Posting	N	2
5	Case Western Reserve University 10900 Euclid Ave Cleveland, Ohio 44106 Phone : 216 368 4446 Url : http://www.cwru.edu/ Email : employers@case.edu Tasha Fryfogle	N	0
6	Central State University PO Box 1004 Wilberforce, Ohio 45384 Phone : 216 431 3423 Url : http://www.centralstate.edu/index.php Email : careerservices@centralstate.edu Career Services	N	0

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7	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
8	Colored Musicians Club 145 Broadway Street, P.O. Box 706 Buffalo, New York Phone : 716-885-9383 Email : gscott2679@aol.com George Scott	N	0
9	Current Employee	N	1
10	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : Sandra.Rice@nbcuni.com Fax : 1-212-975-5884 Sandra Rice	N	0
11	Employee Referral	N	8
12	Gannett.com 7590 Jones Branch Drive Mc, Virginia 22017 HR Department Manual Posting	N	0
13	Glassdoor.com Glassdoor.com Sausalito, California Glassdoor.com N/A Manual Posting	N	2
14	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com Email : slizik@602communications.com Career Services	N	0

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15	Hampton University 546 E Queen St Hampton, Virginia 23668 Phone : 757 727 5993 Url : http://www.hamptonu.edu/ Email : joy.mcdonald@hamptonu.edu Joy McDonald	N	0
16	Hispanics United of Buffalo 254 Virginia Street Buffalo, New York Phone : 716-852-2359 Url : www.hispanicsunitedofbuffalo.com Fax : 1-716-856-9617 Flor Aber	N	0
17	Howard University, Student Resource Center C.B. Powell Building, 525 Bryant Street, NW Washington, District of Columbia Phone : 202-806-7513 Email : huocrecruit@gmail.com Fax : 1-202-462-4267 Career Service	N	0
18	Indeed.com	N	11
19	JuJu.com Juju.com New York, New York Juju.com Job Search Engine Manual Posting	N	0
20	Kent State University P.O. Box 5190 Kent, Ohio Phone : (330) 672-2360 Url : http://career.kent.edu/home/index.cfm Email : cscjobs@kent.edu Fax : 1-330-672-2057 Robin Pijor	N	0
21	Linked In	N	3
22	Malone University 2600 Cleveland Ave. NW Canton, Ohio 44709 Phone : 330-471-8321 Email : careerdevelopment@malone.edu Colleen Winney	N	0

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23	Marietta College 215 Fifth St Marietta, Ohio 45704 Phone : 740 376 4645 Url : http://www.marietta.edu/ Email : iadicicn@marietta.edu Natalie Ladicco	N	0
24	Medaille College, Career Development Center 18 Agassiz Circle Buffalo, New York Phone : 716-880-2210 Url : http://www.collegecentral.com/medaille Email : ccullinan@medaille.edu Carol Cullinan	N	0
25	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
26	NAACP (National Assoc. for Advancement of Colored People) 1490 Jefferson Avenue Buffalo, New York Phone : 716-884-7242 or home 716- Email : naacp@apollo3.com Fax : 1-716-884-7243 Frank Mesiah	N	0
27	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0

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28	National Association of Television Arts & Sciences 3487 Center Road, Suite 6C Brunswick, Ohio Phone : (330) 273-5756 Url : www.nataslgl.org Email : administrator@nataslgl.org Fax : 1-440-546-1903 Dennis Thatcher	N	0
29	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : membership@ncnw.org Cassandra Wint	N	0
30	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlaja.org Career Service	N	0
31	Niagara University, Office of Career Development P.O. Box 2041 Niagara University, New York Phone : 716-286-8535 Url : www.niagara.edu/ Email : careers@niagara.edu Fax : 1-716-286-8457 Mike Skowronski	N	0
32	Non-Employee Referral	N	1
33	North Carolina Central University 1801 Fayetteville St Durham, North Carolina 27707 Phone : 919-530-6198 Url : http://www.nccu.edu/ Email : nccucareerservices@nccu.edu Career Services	N	0

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34	NYS Broadcasters Association 1805 Western Avenue Albany, New York Phone : 518-456-8888 Url : www.nysbroadcastersassn.org Email : sandy@nysbroadcasters.org David Donovan	N	0
35	Ohio State School of Journalism 3016 Derby Hall 154 Oval Mall Columbus, Ohio 43210 Phone : 614 292 7055 Email : asccareer@osu.edu Career Services	N	0
36	Seneca Nation of Indians 1510 Route 438 Irving, New York Phone : 716-532-9221 Email : Darcy.kettle@sni.org Fax : 1-716-532-0497 Darcy Kettle	N	0
37	Society of Broadcast Engineers 8445 Keystone Crossing Suite 140 Indianapolis, Indiana 46240 Phone : 317 846 9000 Email : kjones@sbe.org Scott Jones	N	0
38	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
39	State University of NY at Fredonia, Career Dev. Office – 2nd Floor Gregory Hall Fredonia, New York Phone : 716-673-3327 Email : careers@fredonia.edu Fax : 1-716-673-3593 Christopher LaGrow	N	0
40	Station Website	N	4

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41	Stillman College PO Box 1430 Tuscaloosa, Alabama 35403 Phone : 205 366 8894 Url : http://www.stillman.edu/ Email : jcurrie@stillman.edu J Currie	N	0
42	SUNYAB (State University of NY at Buffalo) 732 Clemens Hall Buffalo, New York Phone : 716-645-2082 Fax : 1-716-645-5976 Debra Tate	N	0
43	Syracuse University, Career Services 235 Schine Student Center, 303 University Place Syracuse, New York Phone : 315-443-3616 Email : careers@syr.edu Fax : 1-315-443-2805 Mike Cahill	N	0
44	TEGNA 7950 Jones Branch Dr McLean, Virginia 22107 Phone : 216-344-3362 Url : TEGNA.Com Anna Avelar Manual Posting	N	1
45	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	1
46	University of New York at Fredonia SUNY Fredonia Fredonia, New York 14063 Phone : 716-673-3327 Email : careers@fredonia.edu Christopher LaGrow	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
47	WGRZ-TV Website New York Career Service Manual Posting	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			34

WGRZ**EEO PUBLIC FILE REPORT****January 22, 2016 - January 20, 2017****III. RECRUITMENT INITIATIVES**

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	1/29/2016	Participation in events or programs sponsored by educational institutions	A member of the WGRZ News staff attended an event sponsored by the Orchard Park Police as a guest speaker. The event included information about their career as a journalist and the importance of making right choices. Connecting the principles that they learned in the DARE program continue to impact their life and career today.	1	Reporter
2	1/30/2016	Participation in events or programs sponsored by educational institutions	A member of the WGRZ News Staff participated as a panelist for the Buffalo Association of Black Journalist. This event was held a Merriweather Library. The discussion included the rise of black media professional and the necessity of them. The panel will include some of Buffalo's leading black media professionals.	1	Reporter
3	2/1/2016	Establishment of an intern program designed to assist members of the community	<p>WGRZ-TV Spring 2016 Internship program offers college students active participation in a professional broadcast organization. The primary goal is for the participating intern gain work experience needed to later obtain employment in the broadcasting industry. Internships are primarily available in the News Dept.</p> <p>Interns are selected for the program upon review of their application, relevant coursework, work experience, and references. Students have an opportunity to earn academic credit for their participation in the program. Internships are available year round and generally last for a period of one semester. During the reporting period, WGRZ-TV had three 2016 Spring interns.</p>	3	Intern Intern Intern
4	2/1/2016	Establishment of training programs for station personnel	The Marketing Director at WGRZ-TV enrolled in a six-week training course offered through TEGNA Marketing. The six-week course was comprised of a series of webinar training sessions targeted to highlight the difference between Content Marketing versus Traditional Promotional Marketing.	1	Director of Marketing

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5	2/1/2016	Establishment of training programs for station personnel	The Marketing Director at WGRZ enrolled in a training course offered by the TEGNA Media Marketing dept. This was a six-week class, Social Media Master Class. The course objective was to take an in-depth look into the best marketing practices and uses of social media.	1	Director of Marketing
6	2/3/2016	Participation in events or programs sponsored by educational institutions	A WGRZ reporter/anchor served as a mentor to several high school students. Each student had an opportunity to come into the station and meet the team. Each student was mentored on the different career paths available within broadcasting.	1	Anchor/Reporter
7	2/10/2016	Participation in events or programs sponsored by educational institutions	WGRZ hosted a station visit with the Beechwood Continuing Care. The tour included a discussion and tour of the station. including information on the industry and careers.	1	Station and Community Coordinator
8	3/1/2016	Establishment of training programs for station personnel	WGRZ News employee received one on one editing software training.	2	Anchor/ Reporter Chief Photog
9	3/9/2016	Participation in events or programs sponsored by educational institutions	A Member of the WGRZ News Staff presented to a Mass Media Class at Sweet Home High School. Topics of discussion to the class included relevant high school and college course work, relevant internships. Discussed a day in the life of an Anchor and Multi-media Journalist. Also discussed ways to stay relevant on TV while many people now are using the social platform as a way to get the news.	1	Anchor
10	3/14/2016	Participation in events or programs sponsored by educational institutions	A WGRZ Anchor/Reporter participated in a school organized assembly on the "importance of reading" and the role it plays in her career as a News Anchor. The event had about 250 kids attend that were between the ages of 5-11 yrs old.	1	Reporter/Anchor
11	4/1/2016	Participation in events or programs sponsored by educational institutions	Anchor/ reporter participated in speaking engagement at Buffalo State University. This was a college level reporting class. The discussion included topics on their career and the television news industry.	2	Anchor/ Reporter Executive Director

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12	4/6/2016	Participation in events or programs sponsored by educational institutions	.WGRZ hosted a small group of students from West Seneca West High School. They toured the station and watched the Mid Day news in the studio	1	Station and Community Coordinator
13	4/8/2016	Participation in events or programs sponsored by educational institutions	On April 8, 2016, two of WGRZ's employees participated in a panel discussion held at Buffalo Law School. Topics discussed included the Media's relationship with both prosecutors and defense attorneys and protocol that is often followed when reporting on legal matters.	2	Anchor/Reporter Executive Director
14	4/12/2016	Listing of each upper-level category opening in a job bank or newsletter	WGRZ reporter participated as a panelist at the Buffalo School Board Debate held at the Burcherfield Penny Art Center. This event was sponsored by the Buffalo Association of Black Journalist. Candidates for the Buffalo Board of Education's six district seats debated and answered questions from both journalist and residents in a public forum.	1	Reporter
15	4/12/2016	Participation in events or programs sponsored by educational institutions	WGRZ Hosted a group of students from Christian Central Academy to watch the mid day news and tour the station.	1	Station and Community Coordinator
16	4/19/2016	Participation in events or programs sponsored by educational institutions	WGRZ hosted a group of students from Lewiston Porter High School.. They tour the station and watched the Mid Day News in the studio	1	Station and Community Coordinator
17	4/20/2016	Participation in events or programs sponsored by educational institutions	WGRZ hosted a group of students from Erie Boces-Harkness Center. They toured the station and had a discussion about the industry and career opportunities.	1	Station and Community Coordinator
18	4/26/2016	Participation in events or programs sponsored by educational institutions	A group of students from Westminister Charter School toured the studio and watched the Mid Day news .	1	Station and Community Coordinator
19	4/26/2016	Participation in events or programs sponsored by educational institutions	A group of students from Canisius College came to the station for a tour and watched the 5PM news in the studio.	1	Station and Community Coordinator

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20	4/28/2016	Establishment of training programs for station personnel	Local Sales Manager received Digital advertising training. This session was hosted by TEGNA in Phoenix, AZ. Topics discussed include: creating integrated solutions for clients, keyword search, customized websites, how to increase revenue in the legal and auto category and targeted e-mail.	1	Local Sales Manager
21	4/28/2016	Establishment of training programs for station personnel	On Thursday, April 28, 2016 the entire News Room Staff attended one of three TEGNA Vision training classes. The purpose of this training was to strengthen the skill set needed to flip video that has not been on the air and convert it to the web.	50	News Director
22	5/4/2016	Participation in events or programs sponsored by educational institutions	A group of students from Alden High School took a tour of the studio and watched the Mid Day News.	1	Station and Community Coordinator
23	5/5/2016	Participation in events or programs sponsored by educational institutions	A group of 10 students from Maple Grove High School (Government and Economic Class) toured the studio and spoke with Michael Wooten and watched the 5PM newscast.	2	Station and Community Coordinator Anchor
24	5/16/2016	Establishment of an intern program designed to assist members of the community	<p>WGRZ-TV Summer 2016 Internship program offers college students active participation in a professional broadcast organization. The primary goal is for the participating intern gain work experience needed to later obtain employment in the broadcasting industry. Internships are primarily available in the News Dept.</p> <p>Interns are selected for the program upon review of their application, relevant coursework, work experience, and references. Students have an opportunity to earn academic credit for their participation in the program. Internships are available year round and generally last for a period of one semester. During the reporting period, WGRZ-TV had two 2016 Summer interns.</p>	2	Intern Intern

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25	6/6/2016	Participation in events or programs sponsored by educational institutions	A group of students from Charter Middle School for Applied Technologies toured the station and watched the Mid Day News.	1	Station & Community Coordinator
26	6/7/2016	Participation in events or programs sponsored by educational institutions	A group of students from Cleveland Hill High School. (The Cleve Hill LMC Eagle TV News Crew) Toured the station and watched mid day news in the studio, This group does the morning announcements for their school each day.	1	Station & Community Coordinatio
27	6/8/2016	Sponsorship of events in the community designed to increase public awareness	WGRZ hosted a group of students from Salamanca High School for a station visit. The students were able to spend time in the News department, watch the Mid Day News production, learn about the operation of the station and all the connecting departments. Students learned about all the possible career options available in the broadcasting industry.	1	Community Relations Coordinator
28	6/14/2016	Establishment of training programs for station personnel	A member of the WGRZ News Staff received specific training on the production of photo galleries, posting stories to the web as well as how to add images and video to the web.	2	Digital Director News Editor
29	6/20/2016	Participation in events or programs sponsored by educational institutions	A WGRZ News Anchor was invited to participate as a guest speaker at the Cattaraugus County Youth Citizenship Awards. She addressed the honorees of high school age and their families. She talked about her role at WGRZ and how her life experiences, activities and education prepared her for a job in television news. There were about 200 people in attendance.	1	Reporter/ Anchor
30	6/23/2016	Establishment of training programs for station personnel	Marketing Director attended PROMAX. This marketing conference is where the world's most innovative creative, marketers, strategists, designers and thought leaders gather to share unprecedented insights, business secrets and revolutionary tools that will help staff and the company grow.	1	Director of Marketing

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31	8/18/2016	Participation in events or programs sponsored by educational institutions	WGRZ hosted a group of students from Lockport Community TV. The students received a station tour, watched a live production of the 5PM News and learned about careers within the station.	1	Community Relations Coordinator
32	9/26/2016	Establishment of training programs for station personnel	Marketing Director, New Director and Digital Producer all attended the 2016 TEGNA Content Transformation Summit. This conference is targeted towards the News Director, Marketing Directors and Digital leaders across all TEGNA stations. The main focus of discussion at this conference was how to not only survive but thrive in a changing local News industry. The was a three-day conference held at the TEGNA Corporate office.	3	Director of Marketing News Director News Producer
33	12/8/2016	Establishment of training programs for station personnel	All of the Multi-skilled Journalist received Visual Storytelling Tips and Tools. This training is specifically targeted for the current journalist on staff to learn about new ways to capture an audience and tell a story with little to no sound. This was a 2-hour long training session that was offered for two days on-site.	47	