

WGRZ
EEO PUBLIC FILE REPORT
January 20, 2015 - January 21, 2016

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
WGRZ Research Director	1-9, 11, 14-28, 30-41, 43-48	19
Digital Sales Specialist	1, 3, 5-9, 11-12, 14-17, 20, 22-28, 30-32, 34-36, 38-41, 43-48	12
National Account Manager - WGRZ	1-3, 5-9, 11-18, 20, 22-28, 30-32, 34-36, 38-41, 43-48	12
Account Executive	1, 3, 5-9, 11, 13-18, 20, 22-27, 29-32, 34-36, 38-41, 43-48	18
Chief Meteorologist - WGRZ	1-3, 5-9, 11-17, 20, 22-27, 29-32, 34-36, 38-41, 43-48	12
Digital Media Account Executive - WGRZ	1-3, 5-9, 11, 13-18, 20-27, 29-32, 34-36, 38-41, 43-48	21
Associate Producer - WGRZ	1, 3, 5-9, 11-18, 20, 22-27, 29-32, 34-36, 38-41, 43-48	12
Multi-Media Producer -WGRZ	1-3, 5-9, 11, 13-17, 20, 22-27, 29-36, 38-41, 43-48	33
Sales Assistant -WGRZ	1, 3, 5-9, 11, 13-18, 20, 22-27, 29-32, 34-36, 38-41, 43-48	18
Multi-Media Producer -WGRZ	1-3, 5-9, 11, 13-18, 20, 22-27, 29-32, 34-36, 38-48	18
Associate Producer - WGRZ	1-3, 5-9, 11-18, 20, 22-27, 29-32, 34-36, 38-48	42
Associate Producer - WGRZ	1, 3, 5-9, 11, 13-17, 20, 22-27, 29-36, 38-48	42
Digital Account Executive - WGRZ	10, 18, 21	10
Digital Account Executive - WGRZ	12, 37	12

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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	Canisius College 2001 Main Street Buffalo, New York Phone : 716-888-2475 Url : www.collegecentral.com/canisius Email : jones11@canisius.edu Career Development Office	N	0
5	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	0
6	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

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7	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
8	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
9	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
10	Corporate Recruiter	N	1
11	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
12	Employee Referral	N	8
13	Gannett.com 7590 Jones Branch Drive Mc, Virginia 22017 HR Department Manual Posting	N	3
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 : huocreruit@gmail.com Fax : 1-202-462-4267 Career Service	N	0
18	Indeed.com	N	14
19	Job posting on internet	N	1
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	5
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.nataskgl.org Email : administrator@nataskgl.org Fax : 1-440-546-1903 Dennis Thatcher	N	0
29	National Association of Television Arts & Sciences 3487 Center Road, Suite 6C Brunswick, Ohio Phone : (330) 273-5756 Url : www.nataskgl.org Email : administrator@nataskgl.org Fax : 1-440-546-1903 Dennis Thatcher	N	0
30	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
31	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlgja.org Email : info@nlgja.org Career Service	N	0
32	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
33	Non-Employee Referral	N	5

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34	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
35	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
36	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
37	Other Source	N	2
38	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
39	Society of Broadcast Engineers 8445 Keystone Crossing Suite 140 Indianapolis, Indiana 46240 Phone : 317 846 9000 Email : kjones@sbe.org Scott Jones	N	0
40	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

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41	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
42	Station Website	N	3
43	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
44	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
45	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
46	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	0

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47	University of New York at Fredonia SUNY Fredonia Fredonia, New York 14063 Phone : 716-673-3327 Email : careers@fredonia.edu Christopher LaGrow	N	0
48	WGRZ-TV Website New York Career Service Manual Posting	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			42

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	1/22/2015	Establishment of training programs for station personnel	WGRZ sales staff received training on New and boarding process for DMS	9	Sales Staff
2	1/28/2015	Establishment of an intern program designed to assist members of the community	<p>WGRZ -TV internship program offers college students active participation in a professional broadcast organization so they gain work skills needed to later obtain employment in the broadcast industry. Internships are available primarily but not limited to the News department.</p> <p>Interns are selected based on the application, relevant coursework, work experience and references. Students can earn academic credit for their participation in the program. Internships are available year round and generally last one semester. During the reporting period WGRZ has a one student for the Spring 2015 semester</p>	1	Intern
3	2/5/2015	Establishment of training programs for station personnel	WGRZ sales staff received training on how to bridge between products on sales call. How to cover TV and digital in the first meeting to show the importance of both without confusing clients.	10	Sales Staff
4	2/19/2015	Establishment of training programs for station personnel	WGRZ Sales staff received training on how to sell interstitial ads on wgrz.com and bridge training and role plays against Home Advisor.	8	Sales Staff
5	3/10/2015	Participation in Job Fairs	Job and Internship Expo Fredonia state University of New York.	2	Regional Accounting Supervisor, Accounting/Finance HR Business Partner
6	4/1/2015	Establishment of training programs for station personnel	Producers at WGRZ received Script training for the ELC change over.	10	Producers
7	4/7/2015	Participation in Job Fairs	Participation in the Job and Internship fair at Buffalo State University	2	Regional Accounting Supervisor, Accounting/Finance HR Business Partner
8	4/7/2015	Establishment of training programs for station personnel	The Sales staff at WGRZ received continued training to present TV and Digital in one proposal.	11	Sales Staff

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9	4/15/2015	Participation in events or programs sponsored by educational institutions	The Newhouse Network Mentorship Program Program started in 2012 and partners soon-to-be graduated Newhouse School Senior with Successful alumni in the desired career path.	1	News Anchor
10	5/1/2015	Establishment of training programs for station personnel	WGRZ Sales Staff received training on selling Twitter package/prospect. Pitched Sunday night football package.	9	Sales Staff
11	6/12/2015	Establishment of training programs for station personnel	WGRZ Sales staff received training on How to address" younger people don't watch TV Anymore" Thought and introduction of targeted email blast by category and toll out of pre done customized packages for the Gannett email blasts.	8	Sales Staff
12	7/8/2015	Establishment of training programs for station personnel	WGRZ News staff received new software training: Videolicious . Given by K De George at the meeting table or at their desk individually.	55	Newsroom Employees
13	8/21/2015	Establishment of training programs for station personnel	WGRZ Sales staff received training on how to pitched Rio Olympics presentation.	8	Sales Staff
14	8/21/2015	Establishment of training programs for station personnel	Training for the entire news dept at 9:30 AM and 3:30 PM. Tegnvision Training	52	Newsroom Employees

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15	9/14/2015	Establishment of an intern program designed to assist members of the community	<p>WGRZ -TV internship program offers college students active participation in a professional broadcast organization so they gain work skills needed to later obtain employment in the broadcast industry. Internships are available primarily but not limited to the News department.</p> <p>Interns are selected based on the application, relevant coursework, work experience and references. Students can earn academic credit for their participation in the program. Internships are available year round and generally last one semester.</p> <p>During the reporting period WGRZ has a three student for the Fall 2015 semester</p>	3	Intern Intern Intern
16	9/18/2015	Establishment of training programs for station personnel	Members of the WGRZ sales staff traveled to Cleveland and recieved Sales Digital Training at WKYC	6	Sales Staff
17	10/16/2015	Establishment of training programs for station personnel	Members of WGRZ sales staff received training on - How to sell Facebook Ads	9	Sales Staff
18	10/30/2015	Establishment of training programs for station personnel	Members of WGRZ sales staff received training on a TEGNA sales program, Hatch presentation 2 the future campaign.	9	Sales Staff
19	10/30/2015	Establishment of training programs for station personnel	The Weather team at WGRZ, New Director and IT attended the software application training on the new WSI.	8	anchors News Director IT Administrator
20	11/12/2015	Establishment of training programs for station personnel	News staff received Videolicious training. Done in 3 seasons 7:45 AM 10 AM and 3 PM.	61	Newsroom Employees

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21	1/4/2016	Establishment of a mentoring program	<p>TEGNA Marketing has created a shadowing / Mentoring program. In this cycle a Promotions Producer was mentored by the Marketing Director at WGRZ.</p> <p>The T3 mentorship program at TEGNA is a minimum commitment of one year with the intention that the relationship will continue after the program expires. The goal of this program is to provide feedback that encourages the Mentee to continue to set the bar higher. Explains how the broadcast and marketing industry works and impacts critical knowledge to the mentee and acts as a resource. Treats the mentorship as a two-way street and listen to what the mentee has to say and respond to their concerns.</p>	1	Marketing Director
22	1/6/2016	Participation in events or programs sponsored by educational institutions	WGRZ hosted a station visit with the Buffalo Academy of Science. The tour included a discussion and tour of the station. including information on the industry and careers.	1	Station and Community Coordinator
23	1/20/2016	Establishment of an intern program designed to assist members of the community	<p>WGRZ -TV internship program offers college students active participation in a professional broadcast organization so they gain work skills needed to later obtain employment in the broadcast industry. Internships are available primarily but not limited to the News department.</p> <p>Interns are selected based on the application, relevant coursework, work experience and references. Students can earn academic credit for their participation in the program. Internships are available year round and generally last one semester.</p> <p>During the reporting period WGRZ has a one student for the Spring 2016 semester</p>	1	Intern

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24	1/21/2016	Provision of training to management	Halogen Performance Management training session for Managers. This session was specific for managers and trained on the New common review cycle, performance management, goal setting and constructing employee development plan.	6	President and General Manager Regional Accounting Supervisor VP of technology Local Sales Mgr