

**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, 2019 the stations filled the following full-time vacancies:

Account Executive (1)

The station interviewed a total of 6 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:

Indeed	6
Buffalo News	0
Buffalojobfinder.com	0
Job Finder Weekly	0
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
African American Cultural Center	0
Buffalo Urban League	0
Education Opportunity Center	0
On-Air TV Spots	0
Joinhandshake.com	0

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:

Diane Breen  
WBBZ-TV  
4545 Transit Road  
Suite 750  
Williamsville, NY 14221  
(716) 929-9079  
[diane.breen@wbbz.tv](mailto:diane.breen@wbbz.tv)

## Full-Time Vacancy EEO Information

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree:  
Indeed

Date Filled: 4/10/17

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?
Indeed.com (Sponsored Job)	Indeed.com		Indeed.com	6	No
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
Monster.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438		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
New York State Broadcasters, Inc	1805 Western Ave. Albany, NY 12203	Sandy Messineo	518-456-8888		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
WBBZ-TV On-Air Announcements	4545 Transit Rd. #750 Williamsville, NY 14092	Angelo Cicatello	716-929-9075		

\*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 2018-2019

- On April 10, 2018, Account Executives from WBBZ-TV attended a webinar from the New York State Broadcasters Association on Powerful Relationship Selling. In this session, Paul Weyland discussed relationship selling, how to turn a prospect into a life-long customer and friend. He discussed how relationship selling transcends ratings and format or programming changes and how to establish long-term relationships with your clients.
- On Tuesday, 11/6/18 & 11/13/18, WBBZ Account Executives attended a training session with Mike Krupa, former GM of Metro Traffic Networks. They learned more about “prospecting” and the 4 different “buyer types.”
- 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 2018, WBBZ-TV offered a diverse group of students an opportunity to learn and grow at our independent television station.

**(Spring 2018)**

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 2018)**

WBBZ-TV hosted an intern from University at Buffalo

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 2018)**

WBBZ-TV hosted an intern from State University of New York at Fredonia

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.