

**2019 – 2020
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, 2020 the stations filled the following full-time vacancies:

Bookkeeper
Bookkeeper/Office Manager

The station interviewed a total of 13 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:

Buffalo News	0
Buffalojobfinder.com	0
Job Finder Weekly	0
Indeed.com	9
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
The Challenger	0
African American Cultural Center	0
Buffalo Urban League	0
Education Opportunity Center	0
Word of Mouth/Industry Referral	3
On-Air TV Spots	0
Joinhandshake.com	0
Walk-in	1

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:

Catherine Miller
WBBZ-TV
4545 Transit Road
Suite 750
Williamsville, NY 14221
(716) 630-9229
catherine.miller@wbbz.tv

Full-Time Vacancy EEO Information

Job Title of Vacancy: Bookkeeper

Recruitment Source That Referred the Hiree:
Industry Referral

Date Filled: 7/9/19

Total Number of Persons Interviewed for the
Vacancy: 7

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?
Buffalo News	One News Plaza P.O. Box 14240	Renee Mickler	716-849- 5438		No
Buffalobfinder.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
Indeed.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849- 5438	6	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
Industry Referral/Word of Mouth				1	No
The Challenger Thechallengernews.com	1337 Jefferson Ave Buffalo, NY 14208	Leah Hamilton	716-881- 1051		No
Walk-In		Catherine Miller	716-630- 9229		No

*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.

Full-Time Vacancy EEO Information

Job Title of Vacancy: Bookkeeper/Office Manager

Recruitment Source That Referred the Hiree:
Industry Referral

Date Filled: 12/9/19

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?
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
Indeed.com	One News Plaza P.O. Box 14240	Renee Mickler	716-849-5438	3	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
Industry Referral/Word of Mouth				2	No
The Challenger Thechallengernews.com	1337 Jefferson Ave Buffalo, NY 14208	Leah Hamilton	716-881-1051		No
Walk-In		Catherine Miller	716-630-9229		No

*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 2019 – 2020

- **On March 2, 2019 Chris Musial attended the Buffalo Broadcasters Association Broadcasting Job Fair at the Millennium Hotel to inform interested professionals about WBBZ and potential opportunities with the station.**
- **On September 18, 2019 Chris Musial participated in a panel discussion held by the Medaille College Alumni Association and the TRiO Student Support Services Program. The panel shared career insights with the students**
- **On October 7, 2019 Catherine Miller participated in a panel of notable broadcast professionals for students at Daemen College. In this event students learned important information from media professionals who have grown their careers through the many technical advancements, challenges and changes in the media landscape throughout the years.**
- **On November 20, 2019 Chatham Marcolini participated as a panelist for the Medaille College Communication Program annual alumni panel luncheon. Discussion centered around the careers of the panelist and offered current students opportunities to meet professionals who are advanced in the industry and ask questions.**
- **On December 2, 2019 Catherine Miller was requested to speak with a Media Studies group at in the Buffalo State College Media Department. She discussed the unique landscape as navigated by a woman in what had previously been primarily a man's industry.**
- **On December 16, 2019 students from Nardin Academy visited WBBZ for a tour and to learn how a live TV program is produced. Students participated as on-camera subjects during the experience.**
- **On January 16, 2020 Account Executives from WBBZ-TV attended a webinar from the Media Audit on Demographic Research. In this session, Beverly Lolande discussed how to research and develop the necessary information to best serve WBBZ customers to reach their marketing goals.**
- **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 2019 WBBZ-TV offered a diverse group of students an opportunity to learn and grow at our independent television station.

(Fall 2019)

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.