
Annual EEO Public File Report Form

[WUTV/WNYO-Buffalo]

Annual EEO Public File Report

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): [Station Call Sign(s) and Communities of License] and is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning **February 1, 2011** to and **January 31, 2012** (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately 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 Sections 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 numbers listed on Appendix 2 under the column entitle “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone, or by e-mail.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from **February 1, 2010** to **January 31, 2011**

Station(s) Comprising Station Employment Unit: **[WUTV/WNYO-Buffalo, New York]**

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	(2) New Business Sales Account Executive	2 Employee Referrals	9
2	(2) Master Control Operators	1 www.wutv.com 1 Sinclair website (sbginet.com)	6
3	(1) Master Control Operator	Careerbuilder	1

Total Number of Persons Interviewed During Applicable Period: **16**

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 2/1/2011 to 1/31/2012

Station(s) Comprising Station Employment Unit: WUTV/WNYO-Buffalo, NY

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	African American Cultural Center 350 Masten Avenue Buffalo, NY 14208 c/o Tammy Gaines Aacc@wzrd.com 716-884-2013	0 0	New Business AE MCO .
B	Bryant & Stratton Business Institution c/o Diane Westbrook 465 Main Street Buffalo, NY 14203 dwestbrook@bryantstratton.edu 716-884-9120	0 0	New Business AE MCO
C	Buffalo Federation of Neighborhood Centers c/o Jan Peters 97 Lemon Street Buffalo, NY 14204 716-856-0363	0 0	New Business AE MCO .
D	Buffalo State College c/o Lisa August/Career Development Center 1300 Elmwood Avenue Buffalo, NY 14222 716-878-5811 askcdc@buffalostate.edu	0 0	New Business AE MCO

E	Buffalo Urban League 15 Genesee Street Buffalo, NY 14203 c/o Joan King JKing@buffalourbanleague. org 716-854-7625	0 0	New Business AE MCO
F	Canisius College c/o Barbara Irwin 2001 Main Street Buffalo, NY 14208 716-883-7000	0 0	New Business AE MCO
G	Careerbuilder 8401 Greensboro Dr, Ste 250 McLean, VA 22102 c/o Brian Maggio /AE	0 1	New Business AE MCO .
H	CNY Newspaper Group Binghamton, Ithaca, Elmira c/o Misty Lou Finch 607-798-1271 Mfinch#gannett.com	0 0	New Business AE MCO .
I	Community Action Organization of Erie County. Inc. c/o Paulette Fields/Human Resources 70 Harvard Street Buffalo, NY 14209 716-881-5150	0 0	New Business AE MCO
J	Crisis Services c/o Jessica Pirro 2969 Main Street Buffalo, NY 14214 www.crisisservices.org 716-834-1144	0 0	New Business AE MCO
K	Educational Opportunity Center c/o Margot Keysor 465 Washington Street Buffalo, NY 14203 716-849-6727 x 168 keysor@buffalo.edu	0 0	New Business AE MCO
L	Employee Referrals	7 0	New Business AE MCO
M	Erie Community College Main & Youngs Road Williamsville, NY 14221 c/o Joseph Abbarno 716-851-1484 snedden@ecc.edu	0 0	New Business AE MCO

N	Erie County Division of EEO 95 Franklin Street Buffalo, NY 14202 c/o Jane Macras 716-858-7542	0 0	New Business AE MCO
O	Everywoman Opportunity Ctr. 237 Main Street – Suite 330 Buffalo, NY 14203 c/o Ivy Diggs Washington 716-847-1120 www.everywoman.org iwashington@everywoman.org	0 0	New Business AE MCO
P	Greater Buffalo Partnership 300 Main Place Tower Buffalo, NY 14202 attn: Ca-Rin Miles 716-852-541-1775 cmiles@thepartnership.org	0 0	New Business AE MCO
Q	Hispanics United of Buffalo 254 Virginia Street Buffalo, NY 14201 c/o Michael Rivera 716-856-7110	0 0	New Business AE MCO
R	Internal Applicants	0 0	New Business AE MCO
RI	Indeed.com	0 0	New Business AE MCO

S	JOBSapalooza CareerFest Career Services 259 Capen Hall University at Buffalo Buffalo, NY 14260-1635 c/o Judith Applebaum 716-645-2231	0 0	New Business AE MCO
T	Linkedin Corporate Solutions 2029 Stierlin Ct, Mountain View, CA 94043 Account Manager is: Danielle Anderson http://www.linkedin.com/company/sinclair-broadcast-group/	0 0	
U	Medaille College Career Development 18 Agassiz Circle Buffalo, NY 14214 c/o Ron Beiter 716-880-2210 ronald.j.beiter@medaille.edu	0 0	New Business AE MCO
V	www.Monster.com	0	New Business AE

		0	MCO	
W	New York State Broadcasters Association, Inc. 1805 Western Avenue Albany, NY 12203 c/o Sandy Messineo 518-456-8888 www.nysbroadcastersassn.org	0 0	New Business AE MCO	
X	New York State Dept. of Labor/Job Resources/Job Bank 284 Main Street Buffalo, NY 14202 www.labor.state.ny.us 716-851-2694 jobbank.buffalo@labor.ny.gov	0 2	New Business AE MCO	
Y	Niagara Community Action Program 316 Thompson Street North Tonawanda, NY 14120 c/o Linda Harrington 716-694-9727	0 0	New Business AE MCO	
Z	Niagara Falls Church of Christ c/o Eddie J. Cornelius 2011 Tennessee Ave. Niagara Falls, NY 14305 716-285-6534	0 0	New Business AE MCO	
AA	Niagara University P.O. Box 2041 Niagara University, NY 14109 c/o Career Services 716-286-8500 careers@niagara.edu	0 0 0 0	New Business AE MCO	Account Executives Master Control Operators
BB	Norfolk State University Paula C. Briggs, Ph.D. Associate Professor Dept. of Mass Communications & Journalism 700 Park Ave. Norfolk, VA 23504 (757) 823-2384 Office pcbriggs@nsu.edu	0 0		
CC	Opportunities Unlimited of Niagara Factory Outlet Blvd. Niagara Falls, NY 14304 c/o Kim Wagner 716-297-6400 x354 kwagner@opportunitiesunlimited.org	0 0	New Business AE MCO	

DD	Seneca Nation of Indians c/o Geraldine Memmo 1510 Route 438 Irving, NY 14081 716-532-9221	0 0	New Business AE MCO
EE	Seventy Eight Restoration attn: Henrietta Coleman 38 Emerson Street Buffalo, NY 14209 716-884-0815	0 0	New Business AE MCO
FF	Sinclair Broadcast Group www.sbg.net 10706 Beaver Dam Road Cockeysville, MD 21030	1 2	New Business AE MCO
GG	SUNY at Buffalo Career Services 259 Capen Hall Buffalo, NY 14260 716-645-2231 Megan Stewart ub-careers.buffalo.edu	0 0	New Business AE MCO
HH	SUNY College @ Fredonia Career Development Fredonia, NY 14263 716-673-3327	0 0	New Business AE MCO
II	TV Jobs Mark Holloway Broadcast Employment Svcs. www.tvjobs.com	0 0	New Business AE MCO
JJ	Workforce Consortium/ Greater Buffalo Works c/o Phil Dicarolo 237 Main Street-Ste 900 Buffalo, NY 14203 pdicarolo@wdcinc.org 716-845-6003	0 0	New Business AE MCO
KK	WUTV-TV & WNYO-TV (:30 sec) On-Air Spots 699 Hertel Avenue – Suite 100 Buffalo, NY 14207 716-447-3202	0 0	New Business AE MCO
LL	www.WNYJobs.com	0 0	New Business AE MCO
MM	www.wutv.com	1 2	New Business AE MCO

- **WUTV and WNYO looks for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer to**

job opportunities we may have. From February 1, 2011 to January 31, 2012 no organizations have requested notification of vacancies.

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 2/1/11 to 1/31/2012

Station(s) Comprising Station Employment Unit WUTV/WNYO

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
WUTV/WNYO-BUFFALO, NY

JOB FAIR

Date of Station Participation: Friday, March 4, 2011 from 1:30pm-5pm
Participating Employees: Dianne Fancher/Human Resources Manager
Host/Sponsor of Activity: CareerFest The Job & Internship Fair/University at Buffalo

Description of the activities: Attended by more than 1300 students and alumni, CareerFest is an established and well publicized event, providing an opportunity to meet with a diverse pool of talented candidates for job and internship openings within organizations.

JOB FAIR

Date of Station Participation: Wednesday, March 23, 2011 from 2pm-4pm
Participating Employees: Dianne Fancher/Human Resources Manager
Host/Sponsor of Activity: Niagara University's Career Expo 2011

Description of the activities: Over 300 students attended the event. And, over 35 companies participated.

JOB FAIR

Date of Station Participation: Wednesday, November 2, 2011 from 11am-2pm
Participating Employees: Dianne Fancher/Human Resources Manager
Host/Sponsor of Activity: NCCC Fall 2011 Job Fair

Description of the activities: Over 400 students participated in the event and over 32 companies were also in attendance.

JOB FAIR

Date of Station Participation: Wednesday, November 16, 2011 from 3pm-6pm

Participating Employees: Dianne Fancher/Human Resources Manager

Host/Sponsor of Activity: Western New York Association of College Career Centers/Job Quest

Description of the activities: JobQuest is a dynamic event designed to allow organizations to informally interview potential candidates from Western New York Colleges and Universities in all majors. Over 400 students, including students from other colleges and universities in the Western New York area attended. Over 30 companies participated at the event.

JOB FAIR

Date of Station Participation: Tuesday, January 10, 2012 from 10am-2pm

Participating Employees: Dianne Fancher/Human Resources Manager

Host/Sponsor of Activity: Cheektowaga Chamber of Commerce Job Fair 2012

Description of the activities: The Cheektowaga Chamber of Commerce and CCC Charities, Inc. in conjunction with the Walden Galleria Mall held their annual Job Fair. The event was very successful with hundreds of job seekers attended the event.

New York State's Broadcasters Association Internship for 2011!

WUTV/WNYO was selected to proceed with the hiring of an intern from a local college institution. A total of 200 stations expressed interest in the program. From those 200 stations thirty-one stations were chosen at random.

For twenty-eight consecutive years, the New York State Office of Children & family Services and New York State Broadcasters Association, have jointly sponsored an employment/training program to offered by radio and television members of New York State Broadcasters Association to students.

It is the intention of this program to provide participating students (to be known as "interns") the opportunity to witness and experience "first hand" the operational procedures of a radio or television station.

Eligibility Requirements:

It is the intent of the program to actively recruit and hire interns that are:

- at least 17 years of age;
- high school or undergraduate college students;
- residents of NYS or attending school in NYS;

- first time entrants into program;
- relatives of employees are ineligible to participate.

The Selection Process:

A narrative explaining the program is mailed to all local colleges and institutes. All students interested should apply for the program internship via written letter of application, in addition to the station's normal hiring procedure. There's a reimbursement for training. WUTV hired Don Jordan a senior at Lancaster High School hoping to major in Finance.

EDUCATIONAL EVENT

Date of Station Participation: November 17, 2011

Host/Sponsor of Activity: Lancaster High School

Participating Employees: Ed Kilgore/GSM

Our General Sales Manager attended spoke to two classes of business students at Lancaster High School on "Do's and Don't's" of the Interview process. Two 40 minute lectures on topics including dress, answering & asking questions, and resume tips.

EDUCATIONAL EVENT

Date of Station Participation: December 9, 2011

Host/Sponsor of Activity: Lancaster High School

Participating Employees: Ed Kilgore/GSM

Our General Sales Manager conducted final round interview for Lancaster High School Academy of Finance 2011 Mock Interview Contest. Conducted interviews with three finalists judging them on 1st Impression, Answering Questions and Follow-up.

EDUCATIONAL EVENT

Date of Station Participation: January 18, 2012

Host/Sponsor of Activity: Lancaster High School

Participating Employees: Ed Kilgore/GSM

Our General Sales Manager conducted job interviews for internship placement for Lancaster High School Academy of Finance students. Ed interviewed nine candidates on behalf of Russell's Steaks, Salvatore's and the Lancaster High School Academy of Finance Advisory Board.

TRAINING

SBG, Inc and its stations (WNYO / WUTV) is an equal opportunity employer. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all

individuals, employment decisions at SBG and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status, Acquired-Immune Deficiency Syndrome (AIDS), AIDS-Related Complex (ARC), veteran status or any other category protected by law.

Further, in keeping with this commitment to equal employment opportunity, SBG Inc. offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace harassment to all new employees and managers.