

**WGRZ**  
**EEO PUBLIC FILE REPORT**  
**January 22, 2010 - January 21, 2011**

**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	7-10, 18, 21, 23, 28, 37, 44, 48, 51-54, 58, 66, 71, 75, 79-82, 87, 90-91	58
Regional Sales Manager	4, 7-10, 18, 21, 23, 25-26, 28, 37-38, 40, 44, 48, 51-54, 57, 59, 66, 71, 74, 78-82, 87-89, 91	89
Multi-Media Reporter	2, 4, 6-10, 15-16, 18, 20-26, 28-32, 37-38, 40-41, 44, 46, 48, 50-54, 57, 59-61, 66-68, 71-72, 74, 77-82, 84, 87-91	81
Multi-Media Producer/Reporter	4, 7-10, 18, 21-23, 25-26, 28, 31, 37-38, 40, 44, 48, 51-54, 57, 59, 66, 71, 74, 78-82, 87-89, 91	81
Sales Assistant/Receptionist	4, 7-10, 18, 21-23, 25-26, 28, 31, 37-38, 40, 44, 48, 51-54, 56-57, 59, 66, 71, 74, 78-82, 87-89, 91	22
PRODUCTION ASSISTANT	1-5, 7-16, 18-19, 21, 23, 25-28, 31-35, 37-45, 47-53, 55, 57, 59-66, 69-74, 76, 78-82, 84-92	89
PRODUCTION ASSISTANT	1-5, 7-16, 18-19, 21, 23, 25-28, 31-35, 37-45, 47-53, 55, 57, 59-66, 69-74, 76, 78-82, 84-92	89
On-Air Talent/Web Producer	2, 6-10, 15-16, 18, 20-26, 28-32, 37-38, 40-41, 44, 48, 50-53, 57, 59-61, 66-68, 71-72, 74, 77-78, 80-82, 84, 87-91	22
Multi Media Journalist	1-5, 7-16, 18-19, 21-23, 25-28, 31-35, 37-45, 47-53, 55, 57, 59-60, 62-66, 69-74, 76, 78, 80-82, 84-92	22
Community Web Producer	1-5, 7-16, 18-19, 21, 23, 25-28, 31-45, 48-53, 55, 57, 59-61, 63-66, 69-74, 76, 78, 80-82, 84-92	89
Account Executive	1-3, 5, 7-16, 18-19, 21-23, 25-28, 31-45, 48-53, 55, 57-61, 63-66, 69-74, 76, 78-92	89

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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	AARP Senior Community Services 4614 Prospect Ave, #211 Cleveland, Ohio 44103 Phone : 216-881-1155 Email : scmwillis@aol.com Fax : 1--- Betty Turner	N	0
2	Akron Urban League 440 Vernon Odem Blvd Akron, Ohio Phone : (234) 542-4157 Email : tprice@akronurbanleague.org Fax : Tracy Price	N	0
3	Ashland University 401 College Ave Ashland , Ohio 44805 Phone : 419-289-5064 Email : cardev@ashland.edu Fax : 1--- Karen Hagans	N	0
4	Broadcast Cable Financial Management Association (BCFM) 5500 Frontage Road #360 Northfield, Illinois Phone : Email : info@bcfm.com Fax : 1--- Career Service	N	0
5	Bryant & Stratton College 1700 E. 13th Street Cleveland, Ohio 44092 Phone : 216 771 1700 Email : jmnelly@bryantstratton.edu Fax : 1--- Robert Laheta	N	0
6	Buffalo City Hall 65 Niagara Square Buffalo, New York Phone : 716-851-4200 Email : Fax : 1-716-851-5401 Olivia Licata	N	0

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7	Buffalo State College 1300 Elmwood Avenue Buffalo, New York Phone : 716-878-4000 716-878-43 Email : tramont@buffalostate.ed Fax : 1--- Nanette Tramont , Muriel Howard, Claire Jones	N	0
8	Buffalo Urban League Inc 15 E. Genesee Street Buffalo, New York Phone : 716-854-7625 Email : jking@buffalourban.org Fax : 1--- Joan King	N	0
9	Canisius College 2001 Main Street Buffalo, New York Phone : 716-888-2475 Email : jones11@canisius.edu Fax : Career Development Office	N	0
10	Career Builder New York Phone : 773-867-7173 Email : Fax : Manual posting Career Service	N	2
11	Case Western Reserve University 10900 Euclid Ave Cleveland, Ohio 44106 Phone : 216 368 4446 Email : employers@case.edu Fax : 1--- Tasha Fryfogle	N	0
12	Central State University PO Box 1004 Wilberforce, Ohio 45384 Phone : 216 431 3423 Email : careerservices@centralstate.edu Fax : 1--- Career Services	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
13	Cleveland Career Center 1020 Bollivar Cleveland, Ohio 44114 Phone : 216 664 4673 Email : rhill@city.cleveland.oh.us Fax : 1--- Randy Hill	N	0
14	Cleveland Chapter of Society for Human Resources Management PO Box 32148 Cleveland, Ohio 44132-0148 Phone : 216 556 3855 Email : cshrm@sbcglobal.net Fax : 1--- na na	N	0
15	Cleveland Marketing Job Bank 407 St. Andrews Lane Broadview Heights, Ohio Phone : (440) 877-9736 Email : kblazek@nls.net Fax : Kelly Blazek	N	0
16	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio Phone : (216) 687-5534 Email : a.rufyoung@csuohio.edu Fax : Anita Ruf-Young	N	0
17	Cleveland State University 2121 Euclid Avenue Cleveland, Ohio 44115 Phone : 216 687 2233 Email : careers@csuohio.edu Fax : 1--- Career Services	N	0
18	Colored Musicians Club 145 Broadway Street, P.O. Box 706 Buffalo, New York Phone : 716-885-9383 Email : gscott2679@aol.com Fax : 1--- George Scott	N	0

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
19	DeVry Institute of Technology 1350 Alum Creek Drive Columbus , Ohio 43209 Phone : 614 253 7291 x1624 Email : careerservices@devrycols.edu Fax : 1--- Heather Hughes	N	0
20	Educational Opportunity Center 465 Washington Street Buffalo, New York 14203-1707 Phone : 716-849-6727 Email : Fax : 1-716-849-6705 Dr. Sherryll Weems	N	0
21	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
22	Employee referral	N	9
23	Erie Community College S-4041 Southwestern Blvd Orchard Park, New York Phone : 716-648-5400 ext 1184 Email : stewartp@ecc.edu Fax : Michael Golebiewski /Patricia Stewart	N	0
24	Erie County Personnel Department Rath Building – Room 1651, 95 Franklin Street Buffalo, New York Phone : 716-858-8484 Email : Fax : 1-716-858-8445 Tammy Burns	N	0

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25	Everywoman Opportunity Center, Inc. 237 Main St., Suite 330 Buffalo, New York Phone : 716-847-1120 Email : Fax : 1-716-847-1550 Myrna Young	N	0
26	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Phone : Email : slizik@602communications.com Fax : 1--- Career Services	N	0
27	Hampton University 546 E Queen St Hampton, Virginia 23668 Phone : 757 727 5993 Email : joy.mcdonald@hamptonu.edu Fax : 1--- Joy McDonald	N	0
28	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0
29	Hispanics United of Buffalo 254 Virginia Street Buffalo, New York Phone : 716-852-2359 Email : Fax : 1-716-856-9617 Flor Aber	N	0
30	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

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31	ITT Technical Institute 2295 Millersport Highway, P.O. Box 327 Getzville, New York Phone : 716-689-2200 Email : cpratt@itt-tech.edu Fax : 1-716-689-0822 Christine Pratt	N	0
32	Kent State University P.O. Box 5190 Kent, Ohio Phone : (330) 672-2360 Email : cscjobs@kent.edu Fax : 1-330-672-2057 Robin Pijor	N	0
33	Lorain City Urban League 401 Broad Street #B Elyria, Ohio 44035 Phone : 440 323 3364 Email : barnold@lcul.org Fax : 1--- Benita Arnold	N	0
34	Lorain County Community College 1005 Abbe Rd N Elyria, Ohio 44035 Phone : 440 336 7563 Email : mfield@lorainccc.edu Fax : 1--- Career Services Center	N	0
35	Malone University 2600 Cleveland Ave. NW Canton, Ohio 44709 Phone : 330-471-8321 Email : careerdevelopment@malone.edu Fax : 1--- Colleen Winney	N	0
36	Marietta College 215 Fifth St Marietta, Ohio 45704 Phone : 740 376 4645 Email : iadicicn@marietta.edu Fax : 1--- Natalie Ladicco	N	0

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37	Medaille College, Career Development Center 18 Agassiz Circle Buffalo, New York Phone : 716-880-2145 Email : rbeiter@medaille.edu Fax : 1--- Ron Beiter	N	0
38	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
39	Miami of Ohio University 241 Hoyt Hall Oxford, Ohio 45056 Phone : 513 529 3831 Email : careerservices@muohio.edu Fax : 1--- Cathy Metcalfe	N	0
40	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
41	NAACP – Cleveland 2131 Stokes Blvd Cleveland, Ohio Phone : (216) 231-6260 Email : dwilliams@clevelandnaacp.org Fax : 1-216-231-5659 Neisha Jackson	N	0
42	NAHJ Parity Project 1000 National Press Bldg, 529 14th Street NW Washington DC, District of Columbia 20045 Phone : Email : kolivas@nahj.org Fax : 1--- Kevin Olivas	N	0

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43	NAHJ Parity Project 2 1000 National Press Bldg. 529 14th St NW Washington, District of Columbia 20045 Phone : Email : lsalazar@nahj.org Fax : 1--- L Salazar	N	0
44	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
45	NATAS - Lower Great Lakes Chapter 7650 Chippewa Rd Ste 305 Brecksville, Ohio 44141 Phone : 440 526 3669 Email : administrator@natasgl.org Fax : 1--- Dennis Thatcher	N	0
46	National Asso. of Black Journalists University of Maryland 8701-A Adelphi Road Adelphi, Maryland 20783-1716 Phone : 866-479-6225 Email : Fax : 1-301-445-7101 Career Services	N	0
47	National Association of Black Accountants na Cleveland, Ohio Phone : Email : nabacleveland@ameritech.net Fax : 1--- na na	N	0
48	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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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
49	National Association of Broadcasters 1771 N St NW Washington , District of Columbia 20036 Phone : 202-429-5428 Email : rsultana@nab.org Fax : 1-202-429-3930 Rumana Sultana	N	0
50	National Association of Television Arts & Sciences 3487 Center Road, Suite 6C Brunswick, Ohio Phone : (330) 273-5756 Email : administrator@nataslgl.org Fax : 1-440-546-1903 Dennis Thatcher	N	0
51	National Black Media Coalition 1738 Elton Rd. #314 Silver Spring, Maryland Phone : (301) 445-2600 Email : webmaster@nbmc.org Fax : 1-301-593-3604 Pluria W. Marshall	N	0
52	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0
53	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Email : info@nljja.org Fax : 1--- Career Service	N	0
54	Native American Journalists Association 555 Dakota Street, Al Neuharth Media Center Vermillion, South Dakota Phone : (605) 677-5282 Email : info@naja.com Fax : 1-866-694-4264 Career Service	N	0

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55	NCCU 1801 Fayetteville St Durham, North Carolina 27707 Phone : 919-530-6198 Email : nccucareerservices@nccu.edu Fax : 1--- Career Services	N	0
56	New York State Department of Labor 247 West 54th St. 2nd Floor New York, New York 10019 Phone : 212-621-0761 Email : Fax : Personnel Director Personnel Director	N	1
57	Niagara University, Office of Career Development P.O. Box 2041 Niagara University, New York Phone : 716-286-8535 Email : careers@niagara.edu Fax : 1-716-286-8457 Mike Skowronski	N	0
58	Non-Employee Referral	N	3
59	NYS Broadcasters Association 1805 Western Avenue Albany, New York Phone : 518-456-8888 Email : sandy@nysbroadcasters.org Fax : 1--- Joseph Reilley	N	0
60	Office of Equal Opportunity 604 Lakeside Avenue, #204 Cleveland, Ohio 44114 Phone : (216) 664-2491 Email : kharden@city.cleveland.oh.us Fax : 1-216-664-3489 Kim Harden	N	0

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61	Ohio Association of Broadcasters (OAB) 88 East Broad Street, #1180 Columbus, Ohio Phone : (614) 228-4052 Email : oab@oab.org Fax : 1-614-228-8133 Patty -	N	0
62	Ohio Association of Broadcasting 88 Broad St Columbus, Ohio 43215 Phone : 614 228 4052 Email : oab@oab.org Fax : 1--- Patti Geary	N	0
63	Ohio Center for Broadcasting 9000 Sweet Valley Drive Valley View, Ohio 44125 Phone : 216 447 9117 Email : gary@geonair.com Fax : 1--- Gary James	N	0
64	Ohio Department of Job and Family Services 30 E Broad St 32nd floor Columbus, Ohio 43215 Phone : 614 466 6282 Email : sturtv@odjfs.state.oh.us Fax : 1--- na na	N	0
65	Ohio State School of Journalism 3016 Derby Hall 154 Oval Mall Columbus, Ohio 43210 Phone : 614 292 7055 Email : asccareer@osu.edu Fax : 1--- Career Services	N	0
66	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Email : Fax : 1-202-223-4007 Karen Gregory	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
67	Rainbow/PUSH Coalition – Buffalo Chapter (multi-racial intl. org.) St. John Baptist Church 184 Goodell Street Buffalo, New York Phone : 716-852-4504 Email : Fax : 1-716-852-1520 Joyce Livingston	N	0
68	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
69	Services for Independent Living 25100 Euclid Ave Cleveland, Ohio 44117 Phone : 216 731 1529 Email : zehe@sil.org Fax : 1--- Christopher Zehe	N	0
70	Society of Broadcast Engineers 8445 Keystone Crossing Suite 140 Indianapolis, Indiana 46240 Phone : 317 846 9000 Email : kjones@sbe.org Fax : 1--- Scott Jones	N	0
71	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Email : saja@columbia.edu Fax : 1--- Career Service	N	0
72	Spanish American Committee 4407 Lorain Ave Cleveland, Alabama 44113 Phone : 216 961 2100 Email : yanikan@spanishamerican.com Fax : 1--- Monica Chmko	N	0

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
73	Specs Howard School 19900 W Nine Mile Rd Southfield, Michigan 48075 Phone : 248 358 9000 Email : nladouceur@specshoward.com Fax : 1--- Nicole Ladouceur	N	0
74	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
75	Station Employee Referral	N	2
76	Stillman College PO Box 1430 Tuscaloosa, Alabama 35403 Phone : 205 366 8894 Email : jcurrie@stillman.edu Fax : 1--- J Currie	N	0
77	SUNYAB (State University of NY at Buffalo) 732 Clemens Hall Buffalo, New York Phone : 716-645-2082 Email : Fax : 1-716-645-5976 Debra Tate	N	0
78	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

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79	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0
80	Tonawanda Band of Senecas 7027 Meadville Road Basom, New York Phone : 716-542-4244 Email : tonseneca@buffnet.net Fax : Chief Emerson	N	0
81	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	8
82	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
83	University of New York at Fredonia SUNY Fredonia Fredonia, New York 14063 Phone : 716-673-3327 Email : careers@fredonia.edu Fax : 1--- Christopher LaGrow	N	0
84	Urban League of Greater Cleveland 1255 Euclid Ave Cleveland, Ohio 44125 Phone : 216 622 0999 x240 Email : dsantiago@ulcleveland.org Fax : 1--- Dorothea Santiago	N	0

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85	Ursuline College 2550 Lander Rd Pepper Pike, Ohio 44124 Phone : 440 646 8329 Email : gsullivan@ursuline.edu Fax : 1--- Gerri Sullivan	N	0
86	Vocational Guidance Services 2239 E 55th St Cleveland, Ohio 44103 Phone : 216 881 6089 Email : kathypiotrowski@vgsjob.org Fax : 1--- Kathy Piotrowski	N	0
87	Western New York Job Bank, New York State Dept. of Labor 284 Main Street Buffalo, New York Phone : 716-851-2694 Email : jobbank.buffalo@labor.state.ny.us Fax : 1-716-851-2702 Mr. Ed Gaska	N	2
88	WGRZ-TV Phone Job Line New York Phone : 716-849-7634 Email : Fax : Manual posting Career Service	N	0
89	WGRZ-TV Website New York Phone : Email : Fax : Manual posting Career Service	N	16
90	Women in Communications 3337 Duke Street Alexandria, Virginia 22314 Phone : 703-370-7436 Email : Fax : 1-703-342-4311 Career Service	N	0

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91	Women in Film and Video 1233 20th St. NW #401 Washington, District of Columbia Phone : Email : Fax : Manual posting Meghann Devine	N	0
92	Wooster College 1189 Beall Avenue Wooster, Ohio 44691 Phone : 330 263 2496 Email : lkastor@wooster.edu Fax : 1--- Lisa Kasto	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>43</b>

**WGRZ****EEO PUBLIC FILE REPORT****January 22, 2010 - January 21, 2011****III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
1	1/22/2010	Listing of each upper-level category opening in a job bank or newsletter	As part of our commitment to wide dissemination of our job opportunities, WGRZ-TV posts all positions with NAACP, Hispanics of Buffalo, National Association of Hispanic Journalists, Tonawanda Band of Senecas, National Association of Black Journalists, Buffalo Urban League, Howard University, and Everywoman Opportunity Center Inc., among other organizations	0		1.00

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### III. RECRUITMENT INITIATIVES

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>	<b>Points</b>
2	1/23/2010	Participation in events or programs sponsored by educational institutions	<p>Participation in programs sponsored by education institutions relating to career opportunities in broadcasting.</p> <p>1/29/2010 Promotion Assistant gave a station tour to 10 Cub Scouts, answering questions about careers in broadcasting and station operations.</p> <p>2/5/2010 A group of 25 second graders from Fredonia Wheelock Elementary School along with their teachers participated in a station tour given by the Promotion Assistant. Covering each department, what they do in different positions and career options in broadcasting.</p> <p>2/17/2010 The Promotion Assistant provided a station tour to a group of four Girl Scouts and their parents. They discussed careers in broadcasting and watched the broadcast of the mid-day news cast.</p> <p>3/17/2010 Twelve students from the Boys &amp; Girls Clubs of the Northtowns – Careers in Technology &amp; Engineering Program participated in a station tour given by the Promotion Assistant. She answered questions about careers in broadcasting and station operations.</p> <p>3/24/2010 Promotion Assistant provided a station tour to about thirty students from Cayuga Heights Elementary School. They learned about careers in broadcasting and watched the mid day news broadcast live.</p> <p>3/26/2010 Eight students from the Digital Media Arts Class at Cattaraugus Little Valley High School tour the station. The Promotion Assistant provided the tour of</p>	3	<p>Promotion Assistant</p> <p>Business Manager</p> <p>Producer</p>	0.25

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			<p>the station and answered questions on careers in broadcasting.</p> <p>3/30/2010 The Promotion Assistant provided a station tour for 30 media students from Genesee Community College discussing careers in broadcasting and station operations.</p> <p>3/31/2010 Thirty students from Cayuga Heights Elementary School participated in a station tour given by the Promotion Assistant. Covering each department, what they do in different positions and career options in broadcasting.</p> <p>4/2/2010 A group of eight brownies toured the station. The Promotion Assistant discussed careers in broadcasting and station operations.</p> <p>4/7/2010 The Promotion Assistant provided a group of students from Orchard Park Middle School a tour of the station. She discussed careers in broadcasting and station operations.</p> <p>4/14/2010 Thirty-six students from Cayuga Heights Elementary School participated in a station tour given by the Promotion Assistant. She discussed careers in broadcasting and stations operations.</p> <p>4/15/2010 The Promotion Assistant provided a station tour to a group of business leaders from Niagara County's Leadership Niagara.</p> <p>5/5/2010 Ten students from Lewiston Porter Middle School participated in a station tour. The Promotion Assistant</p>			

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			<p>discussed careers in broadcasting and station operations.</p> <p>5/12/2010 A large group of second graders from Cayuga Heights Elementary School toured the station. The Promotion Assistant covered each department, what the jobs entail and answered questions.</p> <p>05/19/2010 Promotion Assistant provided a tour to twelve seniors from Amherst High School. She covered the departments involved in television broadcasting and station operations.</p> <p>5/28/2010 The Promotion Assistant provided a station tour to 10 students from Eden Central School. The tour covered each department and the careers in broadcasting.</p> <p>6/22/2010 A group of ten individuals from Habitat for Humanity fundraiser toured the station. The Promotion Assitant provided the tour which included all departments, industry information and career options in broadcasting.</p> <p>7/21/2010 Fifteen students from the Lockport TV Summer Youth Program participated in a station tour given by the Promotion Assistant. The tour covered each department and the career opportunities in broadcasting.</p> <p>8/18/2010 The Business Manager provided a station tour to fifteen students from the Lockport TV Summer Youth Program answering questions about careers in broadcasting and station operations.</p> <p>10/11/2010</p>			

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			<p>Twenty-two students from Eden Central High School participated in a station tour provided by our Promotion Assistant. The tour covered various department and careers in broadcasting and they watched the mid-day news live.</p> <p>10/19/2010 The Promotion Assistant provided a station tour to forty students from Depew Middle School's Junior Honor Society. The tour covered careers in broadcasting and an overview of the departments involved in television.</p> <p>10/26/2010 A group of seven cub scouts toured the station today. The Promotion Assistant provided the tour which covered the departments involved in broadcasting and they watched the live broadcast of the 5pm news.</p> <p>11/16/2010 A group of ten from the Heritage Center participated in a station tour given by the Promotion Assistant.</p> <p>11/19/2010 Twenty-five students from Buffalo State College participated in a station tour given by the Promotion Assistant. The tour covered careers in broadcasting and the different departments involved in television.</p> <p>12/15/2010 The Promotion Assistant provided a tour of the station to a group of Cub Scouts from East Aurora.</p> <p>1/5/2011 A station tour was given by the Promotion Assistant to twenty-five students from Springville High School. The tour covered careers in broadcasting, all departments involved in television and they watched the mid-</p>			

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			<p>day News live in the studio.</p> <p>1/7/2011 A Producer guided a tour for twenty students from West Seneca East High School. The tour covered each department, careers in broadcasting and they watched the mid-day news in studio.</p>			
3	1/25/2010	Establishment of an intern program designed to assist members of the community	<p>WGRZ-TV offers student interns active participation in a professional broadcast organization. Our goal is to provide students with educational development and acquire skills needed for broadcast employment. The intern learns to apply classroom theories in a live work environment. Interns earn academic credit and internships last for one semester. During the reporting period January 22, 2010 to January 21, 2011 we had eleven (11) interns. Our interns attended the following colleges: Buffalo State College, Canisius College, Connecticut School of Broadcasting, Syracuse University and University of New York at Buffalo.</p>	4	<p>Producer</p> <p>Editor</p> <p>Reporter</p> <p>Multi-media Journalist</p>	1.00

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4	1/25/2010	Participation in events or programs sponsored by educational institutions	<p>WGRZ staff spoke to students at the following:</p> <p>1/25/2010 Anchor was a guest speaker for a lunch and learn series addressing students, faculty and staff about broadcasting and the challenges journalists face today.</p> <p>10/26/2010 Programming Manager spoke at Fredonia State College. Covering aspects of television programming and careers in programming.</p>	2	Anchor Programming Manager	0.25
5	2/5/2010	Establishment of a mentoring program	One station employee was involved in a year long mentoring program which paired this individual with a manager from another Gannett location. This program was designed by the Leadership and Diversity Council to develop and retain top talent.	1	Executive Producer	1.00

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6	2/19/2010	Establishment of training programs for station personnel	<p>Provide training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <p>2/19/2010 Two station employees participated and graduated from the Communication, Personal Development and Project Management Program offered thru Element K.</p> <p>2/23/2010 A total of eleven employees composed of managers, sales staff, promotions and traffic attended the 3 day long GTO training.</p> <p>3/8/2010 Ten employees attended a four day long Weather System Implementation Training Seminar.</p> <p>3/23/2010 One Meteorologist attended the 2 day 18th Annual Canada/US Great Lakes Operational Meteorology Workshop.</p> <p>6/08/2010 Twenty-five employees were trained on Google Earth.</p> <p>6/09/2010 One station employee attended a training session regarding the issue of Freedom of Information requests.</p> <p>7/08/2010 All Account Executives participated in STAR introductory webinar which covered prospecting, presenting and engaging our customers.</p> <p>7/14/2010 - 7/15/2010 Thirty station employees attended social media (Twitter) training.</p>	57	Employees from All Departments	1.00

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			<p>9/14/2010 - 9/16/2010 The News Director and a Producer attended a "Grow Your Numbers" conference with broadcast news directors and marketing directors to make sure we are working in unison to develop our on-air, on-line and social media status in our respective markets.</p> <p>11/4/2010 The sales staff participated in a Health Care Webinar covering the digital revenue opportunity surrounding health care advertising.</p> <p>11/18/2010 The sales staff attended a marketing conference: Getting to the Docs: 18 Things You Must Know about Health Care Marketing.</p> <p>1/13/2011 - 1/14/2011 The sales staff attended two half day training sessions covering E-2011 Digital Training.</p>			

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7	3/31/2010	Provision of training to management	<p>3/2010 through 2/2011: Broadcast Learning Community. All department heads participated in an online group learning experience. This included all top managers in Gannett Broadcasting taking the same five courses over the course of a year and sharing their learning as a group. Courses include: Applying Leadership Principles: Developing Critical Leadership Skills, Performance Management, Effective Management: Cultivating Great Teams, Harnessing Innovation within Teams: Being an Innovator, and Creating &amp; Maintaining Life Balance.</p> <p>4/6- 4/8 Winning in Sales Meetings: One Sales Manager participated in 2 ½ days of seminars intended to enhance his Training &amp; Development as a Manager. This included sessions on Attracting &amp; Retaining Talent, Generating Ideas, Multi*Platform &amp; Digital Ideas, Brain*Board Solutions, Running Teams, Accountability and Training &amp; Development. The session on Attracting &amp; Retaining Talent included topics on: Sourcing Candidates, Recruiting Diverse Candidates, FCC Applicant Tracking Requirements, Legal Interview Questions, and Interviewing Tools.</p> <p>4/27/2010 Eleven department managers attended an hour long web conference on wage and hours.</p> <p>July 13-15, 2010: General Manager participated in Gannett's General Manager meetings in McLean, Va. Some of the topics covered included: growing and nurturing star employees and Sales Force growth and development.</p>	10	Managers	1.00

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8	5/19/2010	Participation in scholarship programs	As a part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2010 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2010. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1		1.00
9	8/25/2010	Establishment of training programs for station personnel	One On-Air Personality attended an Introduction to Meteorology and Physical Geography semester long class at a local University.	1	On-Air Talent	1.00
10	9/21/2010	Establishment of training programs for station personnel	Three Managers attended the Gannett Leadership Program. This training is designed to provide managers with enhanced leadership knowledge and skills to lead their respective operations. Four key areas focused on were: Building Gannett Leadership Competencies, Engaging Employees, Leading Change and Leading Innovation. The sessions were held over a three day period.	3	Local Sales Manager Online Sales Manager Sales Executive	1.00
<b>TOTAL POINTS OVER REPORTING PERIOD:</b>						<b>8.50</b>