

Annual EEO Public File Report Form
WSYT/W16AX/WNYS (LMA) – SYRACUSE, NY
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): WSYT/W16AX/WNYS (LMA) – SYRACUSE, NY and is required to be placed in the public inspection files of these station, and posted on their web site, if they have a web site.

The information contained in this Report covers the time period beginning February 1, 2015, to and including January 31, 2016 (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, 2015 - January 31, 2016

Station Comprising Station Employment Unit: WSYT/W16AX/WNYS (LMA)

Section 1: Vacancy by Job Title

<u>FULL-TIME POSITIONS FILLED BY JOB TITLE</u>	<u>RECRUITMENT SOURCE OF HIREE</u>	<u>TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION</u>
Account Executive	Craigslist	1
Account Executive	Referral	2
Account Executive	Syracuse.com	5
Account Executive	Indeed.com	2
Account Executive	Syracuse University	2
Master Control Operator	Craigslist	4
Master Control Operator	Indeed.com	2
Master Control Operator	Syracuse University	4
Master Control Operator	Onondaga Community College	1
Master Control Operator	Cayuga Community College	1

Total number of persons interviewed during the applicable period: 24

Appendix 2

to

Annual EEO Public File Report Form

Covering the Period from February 1, 2015 - January 31, 2016

Station Comprising Station Employment Unit: WSYT/W16AX/WNYS (LMA)

Section 2: Recruitment Source Information

	<u>Recruitment Source</u>	<u>Full-Time Positions for which this Source was utilized</u>	<u>Total number of Interviewees this Source has provided</u>
1	Arise, Inc.		0
	David Borst		0
	635 James Street, Ste 110		0
	Syracuse, NY 13203		
	315-472-3171		
2	CCC/Planning Student Development Center		0
	Meg Osborne	Master Control	1
	197 Franklin Street		0
	Auburn, NY 13021		
	315-255-1743		
	Fax:315-255-2117		
3	CNY WORKS		0
	Judith Shanley		0
	443 North Franklin Street		0
	Syracuse, NY 13202		
	315-473-8250		
	Fax:315-477-6996		
4	Cornell Career Services		0
	Cornell University		0
	Norma Cancellari		0
	103 Barnes Hall		
	Ithaca, NY 14853		
5	Internal Application		0
			0

6	Ithaca College		0
	John Fracchis, Asst. Dir. Recruiting Coordinator		0
	1101 Gannett Cneter		0
	Ithaca, NY 14850		
7	LeMoyne College		0
	Linda McGraw, Director of Career Services		0
	1419 Salt Springs Road		0
	Syracuse, NY 13214-1399		
	315-445-4100		
8	New House School of Communication		0
	Bridget Lichtinger, Dir. Of Career Development		0
	215 University Place		0
	Syracuse, NY 13244-2100		
	315-443-4493		
9	NYS Dept. of Labor		0
	Judy Shanley		0
	c/o CNY Works		0
	443 N. Franklin Street		
	Syracuse, NY 13204		
	315-473-8250		
	Fax:315-477-6996		
10	OCM BOCES Career Training Center		0
	Harriet Silverman, Employment Specialist		0
	4500 Crown Road		0
	Liverpool, NY 13090		
11	Onondaga Community College		0
	Electronic Media Communication Dept.	Master Control	1
	Nancy Licata, Radio & TV Department		0
	4941 Onondaga Road		
	Syracuse, NY 13215		
	315-498-2541		
12	Onondaga Community College/Business		0
	Lisa Woolner		0
	Academic 1, Room 254		0
	Syracuse, NY 13215-2099		
	315-498-2550		

13	Referral		
		Account Executive	2
			0
14	Syracuse Newspapers		0
	PO Box 4915		0
	Syracuse, NY 13221		0
	Attn: Michelle Martin		
	315-470-2043		
15	Syracuse University		0
	Ed Pulaski	Account Executive	2
	Crouse Hinds School of Management Bldg., Ste. 310	Master Control	4
	Syracuse, NY 13244		
	315-443-3616		
16	The Spanish Action League		0
	Maritza Alvarado		0
	700 Oswego Street		0
	Syracuse, NY 13204		
	315-475-6153		
17	Non-listed source:		
	Indeed.com	Account Executive	2
	Indeed.com	Master Control	2
	Essential NY Jobs		0
	Craigslist.com	Account Executive	1
	Craigslist.com	Master Control	4
	Syracuse.com	Account Executive	5
	Total number of Interviewees		24
* This station employment unit broadcasts and publishes notices asking organizations that want to be notified of job vacancies to contact us.			

Appendix 3 to
Annual EEO Public File Report Form
Covering the Period from February 1, 2015 to January 31, 2016
Station Comprising Station Employment Unit WSYT and WNYS (LMA)

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WSYT and WNYS (LMA) – Syracuse.

1. Internship Program

The station employment unit has an internship program as defined below:

Program Goal:

The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry.

Program Objectives:

- Develop links with universities and colleges to promote the Station Employment Unit as a prospective employer.
- Create a symbiotic relationship between interns and Station Employment Unit employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

Eligibility Requirements:

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.
- The applicant must be at least 18 years of age.
- The applicant must be in good academic standing, as defined by his or her academic institution.
- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the station employment unit's eligibility requirements.

Applicants can contact the station employment unit for information on how to apply for an internship as well as contacting their schools' intern offices.

2. Participation in four (3) events or programs sponsored by educational institutions relating to career opportunities in broadcasting

Event A:

Date of Event: April 24, 2015

Participating Employee: Vinny Lopez, Director of Engineering

Location: Onondaga Community College

Contact Person: Mandi Salsbury, Electronic Media Communications Department
Onondaga Community College, Suite W150
4585 West Seneca Turnpike, Syracuse, NY 13215
315-498-2321 E-mail: m.j.salsbury@sunyocc.edu

Mr. Lopez served on the Electronic Media Communications Department Advisory Board. The board is comprised of Industry professionals that recommend goals, curriculum, and programs of study for the EMC department at OCC. He and the panel discussed how best to prepare students who want to be in the broadcasting industry, about jobs available, ways to find jobs, education levels required and skills students will need. Mr. Lopez specifically spoke about engineering careers. The event had a mixed cultural and racial base.

Event B:

Date of Event: December 23, 2015.

Participating Employees: Andrew Brazill - Creative Director

Location: East Syracuse Minoa High School (ESM)

Contact Person: Michael Ferris (Communications Teacher at ESM)

Students in the Multimedia class at ESM were visited by Andrew Brazill to discuss a program set up by the school and the TV station to discuss marketing, networking, research, branding, and developing creative ideas. As part of a general discussion Mr. Brazill expanded on the employment opportunities that are available in the broadcast industry and specifically the type of job openings that are available with the station employment unit. There was a broad range of multi-cultural and mutli-racial students in attendance. Mr. Brazill also collaborated with the students to create a thirty second PSA.

Event C:

Date of Event: December 6 to December 31, 2015

Participating Employees: Leslie Baycura, Promotions Manager

Location: Online at FoxSyracuse.com

Local students and job seekers were invited to attend the station's Online Job Fair during the month of December. The station aired promotional spots that directed viewers to informational pages. Syracuse University was highlighted as the number one employer in the area. A link was provided to Syracuse University job postings as well as to other major area employers. Included were links to local and national online want ads, job banks, resume building websites, interview skills websites and links to job opportunities. The Job Fair was also promoted during TV shows that appealed to women and viewers from multi-racial backgrounds.

3. Community Event Participation

Event A:

AIDS Walk

Date: June 7, 2015

Location: Beaver Lake Nature Center, Baldwinsville, NY

Host/Sponsor of Activity: AIDS Community Resources

Media Sponsors: WSYT/WNYS (LMA)

Participating Employees: Leslie Baycura – Promotion Manager, Blythe Dawson - Producer

Brief Description of Activity and Station Employment Unit Participation:

A community and station employment unit event to raise the awareness of AIDS in the community and to raise donations to fund the support programs developed and maintained by the AIDS Community Resource organization. Promotional spots ran in the weeks leading up to the event, inviting the public to participate and/or attend the event. The Station Employment Unit staff members were on hand to give handouts relating to career opportunities in the broadcasting industry as well as station specific job openings. The event attracted well over 1,200 participants, including substantial numbers of minorities and raised over \$150,000.

Event B:

Elephant Extravaganza

Date: August 22, 2015

Location: Rosamond Gifford Zoo, Burnet Park, Syracuse, NY

Host/Sponsor of Activity: Rosamond Gifford Zoo

Media Sponsors: WSYT/WNYS (LMA)

Participating Employees: Blythe Dawson – Producer, Mike Cupplo - Producer.

Brief Description of Activity and Station Employment Unit Participation:

Each year the Rosamond Gifford Zoo holds this community event to elevate the awareness of the zoo along with raising funds to help subsidize the expense of the zoo. The Station Employment Unit promotes this event several weeks ahead of the event date to encourage the communities' attendance and participation. The Station Employment Unit attends the event with the presence of a signed tent manned with station employment unit personnel. The personnel distribute hand-outs with information relating to career opportunities in the broadcast industry as well as station specific job openings. The event attracts several thousand attendants with a large representation of minorities.

4. Training

Bristlecone Broadcasting LLC and its station, WSYT and WNYS are equal opportunity employers. 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 Bristlecone 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, and 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, Bristlecone Broadcasting offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace hiring practices to its management within 90 days of hire.