

Longer - Term Recruiting Initiatives

EEO Public File Report

Imagicomm Communications

EEO Public File Report Part 3

WSYT-TV/WNYS-CD Syracuse, NY

Reporting Cycle: 2/01/2024 – 1/31/2025

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	19-Sep-24	Participation in TVB Forward Conference	Several members of the staff attended and participated in this Annual Conference. This conference offered sessions in Advertising Categories, Business Development, Industry Outlook and an Awards Presentation.	On-Line Annual Conference	General Sales Manager, National Sales Manager, Account Managers, Sales Support Coordinator
2	30-Oct-24	Antitrust Compliance Training	This training was designed to make sure all persons involved in sales transactions understood the rules and requirements regarding anti-trust.	1 hour of Annual Antitrust Compliance Training provided by Imagicomm Communications	General Manager, General Sales Manager, Sales Support Coordinator, Traffic Manager, Account Executives, Traffic Support, Business Manager
3	Monthly	Participation in local Chapter 22 Society of Broadcast Engineers	Director of Engineering and Assistant Chief of Engineering attend the local Chapter 22 Society of Broadcast Engineers meeting every month.	Participated in various events and conferences, networking	Director of Engineering , Assistant Chief of Engineering
4	Quarterly	Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	Students in the Multimedia class at ITC (Institute of Technology at Syracuse Central) to discuss a program set up by the school to discuss marketing, networking, research, branding and developing creative ideas. As part of the general discussion, Mr. O'Connor 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 multi-racial students in attendance.	Interaction with students discussing career opportunities in the field of Broadcasting.	General Manager
5	Quarterly	Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	Explaining the job of General Sales Manager and how ratings figures are used by salespeople to attract potential clients to advertise. Spoke of how getting from an education at Oswego to my current position, and then from there we talked about the day-to-day of advertising sales, including how ratings data is used. Students will be encouraged to ask you questions.	Interaction with students discussing career opportunities in the field of Advertising/Broadcast Sales	General Sales Manager
6	Quarterly	Participation with Board of Directors from Center State CEO	Attended Quarterly Board Meetings to discuss, collaborate and plan events for local business in the community.	Interact with various businesses and local Board members.	General Manager