

# ANNUAL EEO PUBLIC FILE REPORT

**WROC**

**February 1, 2014 – January 31, 2015**

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

**WROC**

The information contained in this Report covers the time period beginning February 1, 2014 to and including January 31, 2015 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), 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 Section 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 alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from February 1, 2014 - January 31, 2015

Station(s) Comprising the Station Employment Unit: WROC

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Position Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Receptionist/ Operations Assistant	2/10/14	A	4	A-FF
2	Traffic Assistant	2/17/14	S	1	A-FF
3	Production Assistant	5/20/14	A	5	A-FF
4	Director	6/23/14	S	6	A-FF
5	Reporter	7/14/14	D	8	A-FF
6	Reporter	7/21/14	D	7	A-FF
7	Photojournalist	7/28/14	D	4	A-FF
8	Production Assistant	8/04/14	R	4	A-FF
9	Production Assistant	8/11/14	DD	4	A-FF
10	Weekend Meteorologist	9/01/14	D	7	A-FF
11	Digital Sales Manager	9/08/14	V	3	A-FF
12	Reporter	9/15/14	A	7	A-FF
13	Traffic Coordinator	10/13/14	A	3	A-FF
14	Producer	10/27/14	Z	1	A-FF
15	Traffic Coordinator	11/03/14	S	1	A-FF
16	Production Assistant	11/07/14	A	1	A-FF
17	Photographer	11/10/14	A	2	A-FF
18	Master Control Operator	11/18/14	P	6	A-FF
19	Master Control Operator	11/19/14	O	6	A-FF
20	Chief Editor	11/30/14	S	5	A-FF
21	Traffic Coordinator	12/01/14	R	1	A-FF
22	Anchor/Reporter	12/02/14	D	3	A-FF
23	Assistant Chief Engineer	12/02/14	A	3	A-FF

Total Number of Persons Interviewed During Applicable Period: 92

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2014 - January 31, 2015

Station(s) Comprising the Station Employment Unit: WROC

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Source Entitled to Vacancy Notification? (Yes/No)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	Nexstar.tv	Terri Bush	545 E. John Carpenter Frwy #700 Irving, TX 75062	972-373-8800	N	34
B	Monster.com	None	Website	None	N	0
C	Craigslist.com	None	Website	None	N	0
D	TV Jobs.com	Mark C. Holloway	<a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a> markh@tvjobs.com PO Box 4116 Broadcast Employment Services Oceanside, CA 92052	800-374-0119	N	20
E	Glassdoor.com	Terri Bush	The source is through Nexstar's job posting system	972-373-8800	N	0
F	Twitter JobWatch (USA only)	Terri Bush	The source is through Nexstar's job posting system	972-373-8800	N	0
G	Trovit	Terri Bush	The source is through Nexstar's job posting system	972-373-8800	N	0

H	SimplyHired	Terri Bush	The source is through Nexstar's job posting system	972-373-8800	N	0
I	Recruit.net	Terri Bush	The source is through Nexstar's job posting system	972-373-8800	N	0
J	Oodle.com	Terri Bush	The source is through Nexstar's job posting system	972-373-8800	N	0
K	Job Inventory	Terri Bush	The source is through Nexstar's job posting system	972-373-8800	N	0
L	Jooble	Terri Bush	The source is through Nexstar's job posting system	972-373-8800	N	0
M	602 Communications	Sandy Lizik	<a href="mailto:slizik@602communications.com">slizik@602communications.com</a> 602 Communications 4349 E. Colter Street Phoenix, AZ 85018	585-292-0700	N	0
N	Ithaca College	John Fracchia	<a href="mailto:jfracchia@ithaca.edu">jfracchia@ithaca.edu</a> 953 Danby Road Ithaca, NY 14850	607-274-3365	N	0
O	Monroe Community College	Sherry Sweet	<a href="mailto:jobconnection@monroecc.edu">jobconnection@monroecc.edu</a> Brighton Campus Building 3, Room 108 1000 East Henrietta Road Rochester, NY 14623	585-292-2368	N	6
P	NYS Dept. of Labor Job Bank	Jason Kirchhoff	<a href="mailto:Jason.Kirchhoff@labor.ny.gov">Jason.Kirchhoff@labor.ny.gov</a> Rochester Job Bank 276 Waring Road Rochester, NY 14609	585-258-8843	Y	3

Q	Rochester Institute of Technology	Cathy Slocum	<a href="mailto:cmsoce@rit.edu">cmsoce@rit.edu</a> Office of Career Services and Cooperative Education 57 Lomb Memorial Drive Rochester, NY 14623	585-475-5473	N	2
R	Referrals	None	None	None	N	7
S	Internal Postings/Interns	None	None	None	N	9
T	CareerBuilder	None	Website	None	N	0
U	Indeed	None	Website	None	N	1
V	Linked In	None	Website	None	N	2
W	Saint John Fisher College	Jean Skuse	<a href="mailto:career@sjfc.edu">career@sjfc.edu</a> Career Center L-104 3690 East Avenue Rochester, NY 14618	585-385-8000	N	1
X	Roberts Wesleyan College	Mary Flaherty	<a href="mailto:flahertym@roberts.edu">flahertym@roberts.edu</a> Career Services 2301 Westside Dr. Rochester, NY 14624	585-594-6540	N	0
Y	SUNY Geneseo	Kim Wilcox	<a href="mailto:jobs@geneseo.edu">jobs@geneseo.edu</a> Erwin Building 116 1 College Circle Geneseo, NY 14454	585-245-5721	N	0
Z	Saint Bonaventure University	Pam Ferman	<a href="mailto:career@sbu.edu">career@sbu.edu</a> St. Bonaventure 3261 West State Rd Olean, NY 14778	716-375-2384	N	1

AA	Spots N Dots (Media Recruiter)	Gene McKay	<a href="mailto:ads@spotsndots.com">ads@spotsndots.com</a> SND Publishing LLC 1635 Old Highway 41NW, Suite 112-338 Kennesaw, GA 30152	888-884-2630	N	0
BB	Rick Gevers & Associates	Rick Gevers	<a href="mailto:rick@rickgevers.com">rick@rickgevers.com</a> 355 E. Ohio St. #303 Indianapolis IN 46204	317-769-7900	N	0
CC	Job Fairs	None	None	None	N	0
DD	External Networking	None	None	None	N	6
EE	Walk ins	Alison Johnson	201 Humboldt Street Rochester, NY 14610	585-287-8003	N	0
FF	Nazareth College	Michael Kahl	<a href="mailto:careers@naz.edu">careers@naz.edu</a> Career Services Office 4245 East Avenue Rochester, NY 14618	585-389-2890	N	0

Total Number of Persons Interviewed During Applicable Period: 92

Appendix 3 to Annual EEO Public File Report

Covering the Period from February 1, 2014 - January 31, 2015

Station(s) Comprising the Station Employment Unit: WROC

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WROC

	Recruitment Initiative	Description
1	An internship program designed to assist members of the community to acquire skills needed for broadcast employment.	<p>The station has an internship program designed to help members of the community and university students acquire skills for broadcast employment. During this reporting period, the station provided internship and job shadow opportunities to university and high school students. These internships provide work experience in the areas of our operations, including News, Production, Creative Services, Sports, Sales and Business departments.</p> <p>Spring semester: the station hosted one intern each from Monroe Community College, SUNY Geneseo, and University of Rochester.</p> <p>Summer semester: the station hosted one intern each from St. Bonaventure University, Syracuse University, and SUNY Fredonia.</p> <p>Fall semester: the station hosted one intern each from Wake Forest University, Monroe Community College.</p>
2	Participation in activities designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities	WROC airs two commercials created to promote recruitment for the station. One commercial targets job seekers. The second commercial targets associations interested in receiving station vacancies.

3	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	<p>Station WROC attended four job fairs during the reporting period which encompassed recruitment efforts across multiple groups. The job fairs attended by the Regional Business Manager, Assistant Regional Business Manager, and Regional Accounts Receivable Supervisor are referenced below:</p> <p><u>Rochester Area Career Expo</u> Hosted by Rochester Area Development Association Date: February 27, 2014 - The job fair included seventeen area colleges and universities and their alumni, as well as the general public.</p> <p><u>St John Fisher College Career &amp; Internship Fair</u> Hosted by Saint John Fisher College Date: March 19, 2014</p> <p><u>Finger Lakes Spring Job Fair</u> Hosted by Finger Lakes East Job Service Employer Committee Date: April 2, 2014</p> <p><u>2014 National Veteran's Job Expo</u> Hosted by the Veterans Outreach Center Inc. Date: October 8, 2014</p>
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