

2014-2015 WKBW EEO REPORT

Period Covered: June 16, 2014 – January 31, 2015
(Scripps Media, Inc. and the former licensee consummated the assignment of Station WKBW-TV's license on June 16, 2014)

STATION WKBW-TV
FACILITY ID: 54176
Licensee: Scripps Media, Inc.
Address: 7 Broadcast Plaza, Buffalo, NY 14202
Community of License: Buffalo, NY

1. The following are all full time job vacancies filled between June 16, 2014 and January 31, 2015, identified by job title and indicating the recruitment source that referred the successful candidate.

<u>Position</u>	<u>Referring Recruitment Source</u>
Multi-Media Journalist (7 positions)	3 recruited by News Director 2 internal candidates 2 recruited by General Manager
Assignment Editor	Recruited by News Director
Assistant News Director	Recruited by News Director
Director	Referred by a current employee
News Producer	Recruited by News Director
Account Executive (2 positions)	Recruited by Sales Manager Referred by a current employee
Associate Account Executive	Recruited by Scripps HR Recruiter

2. Total number of persons interviewed for full-time vacancies between June 16, 2014 and January 31, 2015: 36

3. Except where noted, every source listed below was contacted for each of the station's open positions between June 16, 2014 and January 31, 2015:

Recruitments sources which have requested notification regarding employment are indicated with an asterisk (*)

MARY WATKINS
BAPTIST MINISTERS CONFERENCE OF BUFFALO
C/O CALVARY BAPTIST CHURCH
1184 GENESEE STREET
BUFFALO, NEW YORK 14211

896-9483

DR. JUDY JONES
BLACK LEADERSHIP FORUM
21 FORDHAM DRIVE
BUFFALO, NEW YORK 14216
825-3618

JOE LEONARD JR.
BLACK LEADERSHIP FORUM
633 PENNSYLVANIA AVENUE NW
WASHINGTON DC 20004
202-689-1965

MR. JOHN E. SMITH
BLACK MEDIA COALITION
225 HASTINGS
BUFFALO, NEW YORK 14215
835-0242

MS. BRENDA MCDUFFIE
BUFFALO URBAN LEAGUE
15 E. GENESEE STREET
BUFFALO, NEW YORK 14203
854-7625

THE CHALLENGER
1337 JEFFERSON AVENUE
BUFFALO, NEW YORK 14208
897-0442

MRS. BARBARA SHAW, PRESIDENT
COALITION OF 100 BLACK WOMEN
56 GAIL AVENUE
BUFFALO, NEW YORK 14215
832-1834

PAULETTE FIELDS
COMMUNITY ACTION ORGANIZATION
OF ERIE COUNTY, INC.
70 HARVARD PLACE
BUFFALO, NEW YORK 14209
881-5150

THE CRITERION
623-625 WILLIAM STREET
BUFFALO, NEW YORK 14206
853-2973

DAVE RUBY
DIGITAL WAVE PRODUCTIONS
FAIRFAX ACADEMY
3500 OLD LEE HWY.
FAIRFAX, VA 22030
703-219-2249

FRAN SCHMIDT, DIRECTOR
D'YOUVILLE COLLEGE CAREER DEVELOPMENT CENTER
320 PORTER AVENUE
BUFFALO, NEW YORK 14201
829-8000

ANN WALIGORA
DIRECTOR OF WORKFORCE DEVELOPMENT
ECC CAST PROGRAM
295 MAIN STREET
ROOM 733
BUFFALO, NEW YORK 14203
851-1230

JOHN CAPPELLINO
ERIE COUNTY INDUSTRIAL DEVELOPMENT AGENCY (ECIDA)
275 OAK STREET
BUFFALO, NEW YORK 14203
856-6525

ADRIAN RODRIGUEZ
EQUAL EMPLOYMENT OPPORTUNITY DIVISION OF ERIE COUNTY (EEO)
95 FRANKLIN STREET, ROOM 1651
BUFFALO, NEW YORK 14202
858-7542
858-8464 (FAX)

AMY DVORAK
ERIE COUNTY DEPT. OF SOCIAL SERVICES
EMPLOYMENT DIVISION
478 MAIN STREET
2ND FLOOR
BUFFALO, NY 14202
858-1622

KHALIMAH A. HALIM, COORDINATOR
FAMILY SELF-SUFFICIENCY PROGRAM
RENTAL ASSISTANCE CORPORATION OF BUFFALO
470 FRANKLIN STREET
BUFFALO, NY 14202
(716)882-0063 X128

FORTY PLUS OF BUFFALO
282 WALNUT STREET
EAST AURORA, NEW YORK 14052-2949
856-0491

MINISTER BRENDA SHERMAN
GOD HEARS YOUR CRY
WORDS OF ENCOURAGEMENT
247 WYOMING AVENUE
BUFFALO NY 14215
713-0929

MR. ALBERTO J. DELVALLE, EXECUTIVE DIRECTOR
HISPANICS UNITED OF BUFFALO
254 VIRGINIA STREET
BUFFALO, NEW YORK 14201
856-7110

MISS LINDA HILBIJ
CAREER TRANSITION SPECIALIST
IROQUIS JOB CORPS. CENTER
11780 TIBBETS ROAD
MEDINA, NEW YORK 14103
585-798-7000

JOB REFERRAL MINISTRY
159 GRIDER STREET
BUFFALO NY 14215
894-2971
895-8178 (FAX)

MR. MICHAEL HILL
EXECUTIVE DIRECTOR
LANGSTON-HUGHES INSTITUTE
617 MAIN STREET, SUITE 203
BUFFALO, NEW YORK 14203
881-3266

REVEREND KENYATTA COBB
MT. OLIVE WORKFORCE READINESS MINISTRY
701 EAST DELAVAN AVENUE
BUFFALO, NY 14215
895-7494
895-7619 (FAX)

MAYNARD INSTITUTE
663 13TH STREET

SUITE 200
OAKLAND, CA 94612-1275
510-891-9202

MR. MESIAH
NAACP
1490 JEFFERSON AVENUE
BUFFALO, NEW YORK 14208
884-7242

MICHAEL MEYER
NATIVE AMERICAN COMMUNITY SERVICES
1005 GRANT STREET
BUFFALO, NY 14207
874-4460

LEELA SHEGONNEE
NATIVE AMERICAN INDEPENDENT LIVING SERVICES
3108 MAIN STREET
BUFFALO, NY 14214-1384
836-0822 X111

MS. PATRICIA BLAKEMORE
CAREER SERVICES
NEW ENGLAND INSTITUTE OF TECHNOLOGY
2500 POST ROAD
WARWICK, RHODE ISLAND 02886
401-739-5000

MR. GREG ROSS
NIAGARA FALLS GAZETTE
310 NIAGARA STREET
NIAGARA FALLS, NEW YORK 14303
284-9944
282-2311

MR. PAUL DEMAIN, PRESIDENT
NEWS FROM INDIAN COUNTRY
ROUTE 2, BOX 2900-A
HAYWARD, WISCONSIN 54843
715-634-5226

OPERATION PUSH, BUFFALO WASHINGTON, D.C. 20036
930 50TH STREET
CHICAGO IL 60615
312-375-3366

REV. MICHAEL CHAPMAN
PROGRESSIVE NATIONAL BAPTIST CONVENTION
ST. JOHN BAPTIST

184 GOODELL STREET
BUFFALO, NEW YORK 14204
852-4504

HENRIETTA COLEMAN
78 RESTORATION CORPORATION
41 EMERSON PLACE
BUFFALO, NEW YORK 14209
884-0815

DEVONE GARDNER
HR DEPT.
SENECA NATION OF INDIANS
1490 ROUTE 438
IRVING, NEW YORK 14081
532-4900

MS. BRENDA SHERMAN
SOUTHERN CHRISTIAN LEADERSHIP CONFERENCE
P.O. BOX 1191, ELLICOT TSTATION
BUFFALO NY 14205
892-7529

KAREN HANNAH
SUPPORTED EMPLOYMENT DEVELOPMENT
SPECIALIZED SPORTS SERVICES, INC.
2495 MAIN STREET
SUITE 439
BUFFALO, NEW YORK 14214
836-7235
831-8091

BARBARA A. NEVERGOLD, PH.D.
STATE UNIVERSITY OF NEW YORK @ BUFFALO
EDUCATIONAL OPPORTUNITY CENTER
465 WASHINGTON STREET
BUFFALO, NEW YORK 14203
849-6744

BRIDGET LICHTINGER
CAREER DEVELOPMENT CENTER
SYRACUSE UNIVERSITY
215 UNIVERSITY PLACE
SYRACUSE, NEW YORK 13244
315-443-1870

TURNING THE WORLD UPSIDE DOWN MINISTRIES
ELIM CHRISTIANFELLOWSHIP
P.O. BOX 146

BUFFALO, NY 14215
832-7698

AMES KULBACKI, DIRECTOR
AND BARBARA ZIP
WELFARE TO WORK EMPLOYMENT & TRAINING PROGRAM
478 MAIN STREET
ROOM 210
BUFFALO, NEW YORK 14202
858-7481/858-7754

Faxed or e-mailed To:

Posted Internally

Buffalo State College – Joe Marren marrenjj@buffalostate.edu and Nanette Tramont
tramonn@buffalostate.edu

Connecticut Schools of Broadcasting – johnnyo@gocsb.com Johnny Olsen

New England College – Gene Durkee, Director edurkee@nec.edu 603-428-2358

Genesee Community College – career@genesee.edu This address sends notices to John
McGowan jmmcgowan@genesee.edu 585-343-0055, ext 6383 and Sharon Burns
sburns@genesee.edu 585-345-6842

Erie Community College – Marlene Snedden snedden@ecc.edu; abbarno@ecc.edu

Olmstead Center for Sight* – Linda Wiecek lwiecek@olmstedcenter.org 888-4590

Graeme Newell – slizik@602communications.com

American Broadcasting School* – Michelle McConnell, Job Placement Director
817-695-2474 michelle@radioschool.com

University at Buffalo/ Buffalo State – jobs@buffalo.edu

Villa Maria College - dakrzy@villa.edu

Niagara County Community College - jschickling@niagaracc.suny.edu Jared
Schickling, Susan Kottke – skottke@niagaracc.suny.edu

Niagara University – careers@niagara.edu

National Association of Hispanic Journalists – Kevin Olivas kolivas@nahj.org as per Anna
Lopez Buck Alopez@nahj.org, 1050 Connecticut Avenue, NW 10th Floor,
Washington DC 20036 202-662-7482 (v) 202-662-7144 (f) (Multimedia Journalist
positions, Assignment Editor position, Assistant News Director position, Director
position and Producer position only)

Fredonia State College – careers@fredonia.edu

NABET* – jfabrizi@cwa-union.org Jodi Fabrizio-Clontz

National Hispanic Media Coalition – brivas@nhmc.org

Everywoman Opportunity Center – veasterly@everywoman.org

NYSBA (New York State Association of Broadcasters) – cjung@nysbroadcasters.org)
Carolyn Jung

Franklin Marshall College – joseph.gebbie@fandm.edu

Internet:

NYS Dept. of Labor – www.labor.ny.gov

WKBW-TV – www.wkbw.com (jobs are linked to our corporate website,
www.scripps.com/careers)

TVJOBS – www.tvjobs.com

Medialine – www.medialine.com (Multimedia Journalist
positions, Assignment Editor position, Assistant News Director position, Director
position and Producer position only)

Leadership Institute – www.conservativejobs.com

Hofstra University – www.hofstra-csm.symplicity.com

Media-Match – www.media-match.com

Collective Talent – 1721 Richardson Place, Tampa, FL 33606 813-254-9695
www.collectivetalent.com (Multimedia Journalist positions only)

Canisius College – www.collegecentral.com

Columbia College Chicago – www.colum.edu

St. John Fisher College* – www.sjfc.edu Jean Skuse 585-385-8050

National Association of Black Journalists – www.nabj.org Michelle Green, San Diego
Association of Black Journalists, P.O. Box 880815, San Diego, CA 92168
(Multimedia Journalist positions, Assignment Editor position, Assistant News Director
position, Director position and Producer position only)

Columbia Graduate School of Journalism – journalism-columbia-csm.symplicity.com
(Multimedia Journalist positions, Assignment Editor position, Assistant News Director
position, Director position and Producer position only)

Daemen College – www.collegecentral.com/daemen

ProductionHUB.com – (production positions only) (no positions posted during this reporting
Period)

Multi-Media Journalist filled 7/18/14, 8/12/14, 8/15/14, 8/20/14, 9/19/14, 9/26/14, 10/17/14

4 Interviewees – Referred by News Director

2 Interviewees – Referred by General Manager

2 Interviewees – Internal Candidates

1 Interviewee - TVJobs.com

Assignment Editor filled 7/15/14

2 Interviewees – Monster.com

1 Interviewee - Referred by News Director

Assistant News Director filled 10/24/14

1 Interviewee - Internal Candidate

1 Interviewee - Referred by News Director

Director filled 9/23/14

1 Interviewee – Other

1 Interviewee – referred by a current employee

News Producer filled 9/3/14

1 Interviewee - Scripps.com

2 Interviewees – Monster.com
1 Interviewee - Indeed.com
1 Interviewee - Job.com
2 Interviewees – Scripps/HR Recruiter
1 Interviewee - Referred by News Director

Account Executive filled 8/5/14 & 10/27/14

8 Interviewees – LinkedIn.com
1 Interviewee – Indeed.com
1 Interviewee – Scripps/HR Recruiter

Associate Account Executive filled 11/17/14

1 Interviewee – Monster.com
1 Interviewee – Scripps/HR Recruiter

4. The following are the long term menu options implemented including a brief description of each:

- Job Fair* – Niagara County Spring Career Fair held April 9, 2014
- attended by HR Coordinator, News Director, Local Sales Manager & Creative Services Director

- Job Fair* – 2014 Dr. Martin Luther King, Jr. Job Fair held May 29, 2014
- attended by HR Assistant, Local Sales Manager, Chief Engineer

Scholarship Program - WKBW-TV sponsors the Buffalo Academy of Performing Arts High School. Each year the station instructs the school to run a contest by having students submit samples of their work as either news stories or vignettes. The top five are given to the station for judging. Two students received a monetary scholarship of \$250 each for 2014.

Internship Program – We offer college students an internship in conjunction with the New York State Broadcasting Association. Student interns in all departments for first half of internship and spends second half of internship in department of their choice. Maximum 180 hours. 1 intern was sponsored during this reporting period.

Airing of Outreach Announcements – We air a PSA schedule with an outreach announcement to organizations interested in receiving information regarding job postings. Announcement ran 14 times in various dayparts during this reporting period.

Station Tours - The station provides guided tours for groups and organizations with an interest in learning about broadcasting, journalism, careers in the media. Guests are provided a "back stage" tour and are able to observe the operations of the station as well as watch a newscast.

July 15, 2014 – Lockport Community Television students
November 14, 2014 – Heritage Christian Services
December 11, 2014 – Communications Class at Genesee Community College
January 8, 2015 – Tiger Cub Group
January 16, 2015 – Home Schooled Children

Guest Lectures/Speaking Engagements: Members of the station's staff, such as those listed below) are regularly scheduled for appearances as guest speakers and panelists. These engagements will include discussions on the history of WKBW-TV, its role in the community, the various departments of the television station, the roles and positions within those departments, internship program, and overall broadcast operations.

Also, our Chief Meteorologist, Andy Parker, brings the weather for demonstrations at various schools. The Weather Machine is capable of producing all types of weather elements, from actual tornados & lightning to snowstorms and just about anything in between. The auditorium presentation is upbeat, edge of your seat and filled with energy as the secrets of the atmosphere are unlocked and demonstrated with the assistance of student scientists selected from the audience.

July 1, 2014 – Meteorologist Jessica McLaughlin gave a weather lecture for the Niagara Musky Association
October 8, 2014 – MMJ Matt Bove, communications class at Buffalo State College
October 14, 2014 – Chief Meteorologist Andy Park with the Weather Machine at Potter Road Elementary School
October 23, 2014 - Chief Meteorologist Andy Park with the Weather Machine at a health fair
November 5, 2014 – Chief Meteorologist Andy Parker with the Weather Machine at Pine Valley Elementary School
November 7, 2014 – Chief Meteorologist Andy Parker with the Weather Machine at Theodore Roosevelt Elementary School
November 18, 2014 – Chief Meteorologist Andy Parker with the Weather Machine at Woodrow Wilson Elementary School
December 4, 2014 - Chief Meteorologist Andy Park with the Weather Machine at Starpoint Elementary School
December 23, 2014 - Chief Meteorologist Andy Park with the Weather Machine at Our Lady of Victory

5. A copy of this Public File Report is posted on our website: www.wkbw.com.