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

The information contained in this Report covers the time period beginning February 1, 2006, to and including January 23, 2007 (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 and started in the position. A person was deemed “interviewed” when he or she was interviewed in person.

**Appendix 1 to**  
**Annual EEO Public File Report Form**  
**Covering the Period from February 1, 2006 - January 23, 2007**  
**Station Comprising Station Employment Unit: WSYT**  
**Section 1: Vacancy by Job Title**

	<u>FULL-TIME POSITIONS FILLED BY JOB TITLE</u>	<u>RECRUITMENT SOURCE OF HIRER</u>	<u>TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION</u>
1	Account Executive(2)	Syracuse Newspapers Referral	15
2	Account Executive	Referral	15
3	Account Executive(2)	Referral Referral	5
4	Master Control Operator	Internal	5
5	Account Executive(2)	Referral Referral	12
Total number of persons interviewed during the applicable period:			52

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from February 1, 2006 - January 23, 2007

Station Comprising Station Employment Unit: WSYT

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	<b>Sinclair Broadcast Group (Website: www.sbg.net)</b>	Account Executive	1
	10706 Beaver Dam Road	Account Executive	1
	Cockeysville, MD 21030	Account Executive	0
	Attn: Sharon Pickeral	Master Control Operator	0
		Account Executive	2
2	<b>Syracuse Newspapers</b>	Account Executive	11
	PO Box 4915	Account Executive	9
	Syracuse, NY 13221	Account Executive	1
	Attn: Michelle Martin	Master Control Operator	4
		Account Executive	8
3	<b>The NYS Broadcasters Assn. Inc.</b>	Account Executive	0
	Sandy Hickey	Account Executive	0
	1805 Western Avenue	Account Executive	0
	Albany, NY 12203	Master Control Operator	0
		Account Executive	0
4	<b>NAACP- Syracuse/Onondaga</b>	Account Executive	0
	Preston Fagan, President	Account Executive	0
	PO Box 397 Colvin Station	Account Executive	0
	Syracuse, NY 13205	Master Control Operator	0
		Account Executive	0
5	<b>Arise, Inc.</b>	Account Executive	0
	David Borst	Account Executive	0
	635 James Street, Ste 110	Account Executive	0
	Syracuse, NY 13203	Master Control Operator	0

		Account Executive	0
6	<b>The Spanish Action League</b>	Account Executive	0
	Maritza Alvarado	Account Executive	0
	700 Oswego Street	Account Executive	0
	Syracuse, NY 13204	Master Control Operator	0
		Account Executive	0
7	<b>Syracuse University</b>	Account Executive	0
	Ed Pulaski	Account Executive	0
	Crouse Hinds School of Management Bldg.,Ste. 310	Account Executive	0
	Syracuse, NY 13244	Master Control Operator	0
		Account Executive	0
8	<b>Syracuse University</b>	Account Executive	0
	Sue Catanes	Account Executive	0
	Crouse Hinds School of Management Bldg., Suite 310	Account Executive	0
	Syracuse, NY 13244	Master Control Operator	0
		Account Executive	0
9	<b>New House School of Communication</b>	Account Executive	0
	Bridget Lichtinger, Dir. Of Career Development	Account Executive	0
	215 University Place	Account Executive	0
	Syracuse, NY 13244-2100	Master Control Operator	0
		Account Executive	0
10	<b>Cornell Career Services</b>	Account Executive	0
	Cornell University	Account Executive	0
	Norma Cancellari	Account Executive	0
	103 Barnes Hall	Master Control Operator	0
	Ithaca, NY 14853	Account Executive	0
11	<b>Onondaga Community College/Business</b>	Account Executive	0
	Lisa Woolner	Account Executive	0
	Academic 1, Room 254	Account Executive	0
	Syracuse, NY 13215-2099	Master Control Operator	0
		Account Executive	0
12	<b>Onondaga Community College</b>	Account Executive	0

	Electronic Media Communication Dept.	Account Executive	0
	Nancy Licata, Radio & TV Department	Account Executive	0
	4941 Onondaga Road	Master Control Operator	0
	Syracuse, NY 13215	Account Executive	0
13	<b>Tompkins Cortland Community College</b>	Account Executive	0
	Jim Hull, Director of Counseling & Career Services	Account Executive	0
	Placement Services	Account Executive	0
	170 North Street, Box 139	Master Control Operator	0
	Dryden, NY 13053	Account Executive	0
14	<b>LeMoyne College</b>	Account Executive	0
	Linda McGraw, Director of Career Services	Account Executive	0
	1419 Salt Springs Road	Account Executive	0
	Syracuse, NY 13214-1399	Master Control Operator	0
		Account Executive	0
15	<b>CCC/Planning Student Development Center</b>	Account Executive	0
	Meg Osborne	Account Executive	0
	197 Franklin Street	Account Executive	0
	Auburn, NY 13021	Master Control Operator	0
		Account Executive	0
16	<b>SUNY Oswego</b>	Account Executive	0
	Department of Communication Studies	Account Executive	0
	Cristina Pieraccini	Account Executive	0
	6 Lanigan Hall	Master Control Operator	0
	Oswego, NY 13126	Account Executive	0
17	<b>Ithaca College</b>	Account Executive	0
	John Fracchis, Asst. Dir. Recruiting Coordinator	Account Executive	0
	1101 Gannett Center	Account Executive	0
	Ithaca, NY 14850	Master Control Operator	0
		Account Executive	0
18	<b>NYS Dept. of Labor</b>	Account Executive	0
	Roger Fellows	Account Executive	0
	c/o CNY Works	Account Executive	0

	443 N. Franklin Street	Master Control Operator	0
	Syracuse, NY 13204	Account Executive	0
	Address correction 8/2006		
19	<b>WAR Associates</b>	Account Executive	0
	Deirdre Brown	Account Executive	0
	PO Box 100	Account Executive	0
	Nedrow, NY 13120	Master Control Operator	0
20	<b>American Society of Women Accountants</b>	Account Executive	0
	Roseanne Bottoe, EA	Account Executive	0
	222 Hanover Avenue	Account Executive	0
	Liverpool, NY 13088	Master Control Operator	0
	Address correction 8/2006	Account Executive	0
21	<b>Displaced Homemaker Program/NYS</b>	Account Executive	0
	Mary Hoben	Account Executive	0
	770 James Street, Ste 145	Account Executive	0
	Syracuse, NY 13203	Master Control Operator	0
		Account Executive	0
23	<b>CNY WORKS</b>	Account Executive	0
	Manny Martinez	Account Executive	0
	443 North Franklin Street	Account Executive	0
	Syracuse, NY 13202	Master Control Operator	0
		Account Executive	0
24	<b>OCM BOCES Career Training Center</b>	Account Executive	0
	Harriet Silverman, Employment Specialist	Account Executive	0
	4500 Crown Road	Account Executive	0
	Liverpool, NY 13090	Master Control Operator	0
		Account Executive	0
25	<b>Oswego County BOCES</b>	Account Executive	0
	179 County Route 64	Account Executive	0
	Mexico, NY 13114	Account Executive	0
		Master Control Operator	0

		Account Executive	0
26	<b>Dunbar Center</b>	Account Executive	0
	Clara Everson	Account Executive	0
	1453 S. State Street	Account Executive	0
	Syracuse, NY 13205	Master Control Operator	0
27	<b>Southwest Community Center</b>	Account Executive	0
	MaryAnne Ciccarelli	Account Executive	0
	401 South Avenue	Account Executive	0
	Syracuse, NY 13204	Master Control Operator	0
		Account Executive	0
28	<b>West Side Learning Center</b>	Account Executive	0
	Theresa Pagano, CAO	Account Executive	0
	422 Gifford Street	Account Executive	0
	Syracuse, NY 13204	Master Control Operator	0
		Account Executive	0
29	<b>Eastside Neighbors in Partnership</b>	Account Executive	0
	Jim Dessauer, Director	Account Executive	0
	PO Box 8016	Account Executive	0
	Syracuse, NY 13217	Master Control Operator	0
		Account Executive	0
30	<b>Syracuse Northeast Community Center</b>	Account Executive	0
	Katie Jayson	Account Executive	0
	716 Hawley Avenue	Account Executive	0
	Syracuse, NY 13203	Master Control Operator	0
		Account Executive	0
31	<b>NAMIC</b>	Account Executive	0
	National Assoc of Minorities in Communication	Account Executive	0
	Roxanne Remekie	Account Executive	0
	336 W. 37th Street	Master Control Operator	0
	Suite 302	Account Executive	0
	New York, NY 10018		
		Date Added: 03/31/2004	

		Address correction: 6/1/2005	
32	<b>Senior Job Bank</b>	Account Executive	0
	Eric Summers	Account Executive	0
	1383 Steel Bridge Raod	Account Executive	0
	MacClenny, FL 32063	Master Control Operator	0
	Date Added: 03/31/2004	Account Executive	0
33	<b>California Chicano News Media Assoc. (CCNMA)</b>	Account Executive	0
	Sylvia Wells	Account Executive	0
	3800 S. Figueroa Street	Account Executive	0
	Los Angeles, CA 90037-1206	Master Control Operator	0
	Date Added: 03/31/2004	Account Executive	0
34	<b>Massachusetts College of Liberal Arts</b>	Account Executive	0
	Dr. Robert E. Bishoff	Account Executive	0
	375 Church Street	Account Executive	0
	North Adams, MA 01247-4100	Master Control Operator	0
	Date added 8/4/2004	Account Executive	0
35	<b>Office of Cooperative Education and Career Services</b>	Account Executive	0
	Rochester Institute of Technology	Account Executive	0
	57 Lomb Memorial Drive	Account Executive	0
	Rochester, NY 14623-5603	Master Control Operator	0
	Date added 8/31/2004	Account Executive	0
36	<b>Asian American Journalists Assoc.</b>	Account Executive	0
	1182 Market Street, Suite 320	Account Executive	0
	San Francisco, CA 94102	Account Executive	0
	Date added 9/23/2004	Master Control Operator	0
		Account Executive	0
37	<b>National Association of Black Journalists</b>	Account Executive	0
	8701-A Adelphi Road	Account Executive	0
	Adelphi, MD 20783	Account Executive	0
	Date added 9/23/2004	Master Control Operator	0
		Account Executive	0

38	<b>Hispanic Link News Service</b>	Account Executive	0
	1420 N. Street, NW	Account Executive	0
	Washington, DC 20005	Account Executive	0
	Date added 9/23/2004	Master Control Operator	0
		Account Executive	0
39	<b>Native American Journalists Association</b>	Account Executive	0
	555 Dakota Street, Al Neuharth Media Center	Account Executive	0
	Vermillion, SD 57069	Account Executive	0
	Date added 9/23/2004	Master Control Operator	0
		Account Executive	0
40	<b>Native American Public Telecommunications</b>	Account Executive	0
	1800 No 33rd Street	Account Executive	0
	Lincoln, NE 68583	Account Executive	0
	Date added 9/23/2004	Master Control Operator	0
		Account Executive	0
41	<b>National Association of Broadcasters</b>	Account Executive	0
	1771 North Street, NW	Account Executive	0
	Washington, DC 20036	Account Executive	0
	Date added 9/23/2004	Master Control Operator	0
		Account Executive	0
42	<b>National Black MBA Association</b>	Account Executive	0
	180 N. Michigan Avenue, Ste.1515	Account Executive	0
	Chicago, IL 60601	Account Executive	0
	Date added 9/23/2004	Master Control Operator	0
		Account Executive	0
43	<b>National Association of Hispanic Journalists</b>	Account Executive	0
	1000 National Press Bldg. 52914th Street, NW	Account Executive	0
	Washington, DC 20045	Account Executive	0
	Date added 9/23/2004	Master Control Operator	0
		Account Executive	0
44	<b>National Hispanic Media Coalition</b>	Account Executive	0

	2514 S. Grand Avenue	Account Executive	0
	Los Angeles, CA 90007	Account Executive	0
	Date added 9/23/2004	Master Control Operator	0
		Account Executive	0
45	<b>SUNY – The Medgar Evers College</b>	Account Executive	0
	Office of Career Management Services	Account Executive	0
	1650 Bedford Avenue	Account Executive	0
	Brookly, NY 11225	Master Control Operator	0
	Date added 10/28/2004	Account Executive	0
46	<b>Cheyney University</b>	Account Executive	0
	Career Services Office	Account Executive	0
	1837 University Circle	Account Executive	0
	Cheyney, PA	Master Control Operator	0
	Date added 10/28/2004	Account Executive	0
47	<b>CareerBuilder.com</b>	Account Executive	0
	Will Evans, Account Manager	Account Executive	0
	1750 Tyson's Blvd., 4th Floor	Account Executive	0
	McLean, VA 22102	Master Control Operator	0
	Date Added: 5/1/2004	Account Executive	0
	Ceased Usage:12/31/2006		
48	<b>tvjobs.com (Broadcast employment Services)</b>	Account Executive	0
	Mark Holloway, President	Account Executive	0
	PO Box 4116	Account Executive	0
	Oceanside, CA 92052	Master Control Operator	0
	760-754-8177	Account Executive	0
	Date Added: 4/20/2005		
49	<b>Medialine.com</b>	Account Executive	0
	Mark Shilstone, Manager	Account Executive	0
	Box 51909	Account Executive	0
	Pacifi Grove, CA 93950	Master Control Operator	0
	800-237-8073	Account Executive	0
	Date Added: 4/20/2005		
50	<b>Bishop State Community College*</b>	Account Executive	0

	351 N. Broad Street	Account Executive	0
	Mobile, AL 36603-5898	Account Executive	0
	251-662-5371	Master Control Operator	0
	Date Added: 6/21/2005	Account Executive	0
51	<b>Referral</b>	Account Executive	3
		Account Executive	5
		Account Executive	4
		Master Control Operator	0
		Account Executive	2
52	<b>Internal Application</b>	Master Control Operator	1
	Total number of Interviewees		52
	* 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, 2006 to January 23, 2007  
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.

During the period 2/1/2006 through 1/23/2007, the Station Employment Unit had a total of five students interning in the promotions and productions departments. One intern was from LeMoyne College, and four from Syracuse University.

## **2. Participation in four (4) events or programs sponsored by educational institutions relating to career opportunities in broadcasting**

### Event A

Date of Event: February 13, 2006

Participating Employee: Ed Sautter, Promotions Director

Location: Syracuse University

Newhouse II, 2<sup>nd</sup> Floor, Rm 268, Syracuse, NY

Contact Person: Fiona Chew Associate Professor Television-Radio-Film

SU Newhouse School of Public Communications

Syracuse University, 215 University Place, Syracuse, NY 13244

(315) 443-9241 E-mail: [cmrfchew@syr.edu](mailto:cmrfchew@syr.edu)

Mr. Sautter was invited as a guest speaker in Prof. Chew's class of TV-Radio-Film Principles and Practice. He initialized his lecture with a description of his own career development. Mr. Sautter then developed his lecture by sharing the various career paths that are available in the broadcast industry. At the end of his lecture, Mr. Sautter fielded questions from the students and offered advice about making a career in television promotions. He further informed the students about current openings within the station employment unit.

There were approximately 35 students in attendance.

### EVENT B

Date of Event: April 3, 2006

Participating Employee: Ed Kampf, Local Sales Manager

Location: BRC 321, "Electronic Media Sales"

#4 Lanigan

State University of New York at Oswego

Oswego, NY 13126

Contact Person: Jerry Condra, Professor of Broadcasting - Broadcasting Coordinator

Telephone: 315-312-3521

Mr. Ed Kampf, Local Sales Manager, spoke to the class of Broadcast Sales (BRC 321) with approximately 60 students in attendance. In a thank you, Professor Condra, stated,

“You (Mr. Kampf) bring the media marketplace to the students and give them an invaluable feel of what real world media competition is all about.” Mr. Kampf proactively and affirmatively recruited for entry level employees, encouraging minorities and women to apply.

SUNY Oswego’s 7,181 undergraduate students are categorized as 1.9% Black (non-Hispanic) 1.2% are Hispanic, 0.3% are Asian/Pacific Islanders, 0.5% are Native American, and 1.0% are non-resident Alien.

## EVENT C

Date of Event: July 10, 2006 – July 28, 2006 (Three Week Placement)

Participating Employee: Ed Sautter, Promotions Director

Participating Educational Institution: SUNY Oswego

Contact Person: Professor Cristina Pieraccini, Department of Communication Studies

Professor Pieraccini spent a three week period from July 10 – July 28 with our stations utilizing the NATPE Faculty Development Grant.

Professor Pieraccini established four goals to achieve during her placement:

- 1) To spend the majority of time in a promotion department so as to develop a promotion course at SUNY Oswego.
- 2) To rotate through all other departments for a day so as to update Introduction to Mass Communication course.
- 3) To update knowledge of the everyday workings of a TV station to better advise students regarding internship and entry level job opportunities.
- 4) To observe the planning process for a new network launch.

In the copy of her final NATPE report, Professor Pieraccini stated the following:

“Because of this experience I will be able to better advise my students as to internship and entry level opportunities for jobs. In addition to advising my advisees in the department, I participate in an outreach program for students of color and will be better able to advise these students about opportunities in the broadcast industry.”

Further, she states in her thank-you letter that: “My time at your stations will help me not only in the classroom, but to advise our minority students who seek entry into the broadcast profession. I advise in a program for underrepresented students called the McNair Scholar Program. Primarily African American and Hispanic students are served by this program and I feel I gained a wealth of knowledge to share with these students in particular as they seek broadcast positions.”

### **3. Co-Sponsoring Job Fair**

The Station Employment Unit consistently makes every effort to widely disseminate job information when available. In a further effort to make our equal employment opportunities available, our station employment unit was directly involved with taking the newest concept of a “Broadcasting Career Fair” to the internet along with The New York State Broadcasters Association, Inc. The event was promoted by broadcasting announcements over a two weeks period prior to the event, beginning on September 18th. Station Employment Unit personnel participated on the Publicity.

Date of Station Participation: September 25, 2006 to October 1, 2006

Location: [www.NYSBroadcastersCareerFair.com](http://www.NYSBroadcastersCareerFair.com)

During the one week period there was opportunity for our viewers to post their resumes and to apply for jobs which were posted in “our” booth (CNY003). Our station employment unit received a total of 116 resumes, which were distributed to hiring managers.

### **4. Community Event Participation**

Event A:

Mt. Goat Run

Date: May 7, 2006

Location: Clinton Square, Downtown, Syracuse, NY

Host/Sponsor of Activity: YMCA

Media Sponsor: WSYT/WNYS (LMA)

Participating Employees: Ed Sautter, Promotion Director, Promotions Manager, Leslie Baycura, Publicity Coordinator, Jessica Bull, and Michael Cherniak, Producers and Edward Tasick, Graphic Designer.

Brief Description of Activity and Station Employment Unit Participation: A community and station employment unit event to increase the community awareness of the large number of programs offered by the YMCA and to raise funds to support those programs. Promotional spots ran in the weeks preceding the event to encourage participation and attendance. The station employment unit staff provided current employment opportunity information via handouts. This event is attended by an estimated 1200 people with a large representation of women and minorities.

Event B:

AIDS Walk/Run

Date: June 5, 2006

Location: Beaver Lake Nature Center, Baldwinsville, NY

Host/Sponsor of Activity: AIDS Community Resources

Media Sponsors: WSYT/WNYS (LMA)

Participating Employees: Leslie Baycura, Promotions Manager, Publicity Coordinator, Jessica Bull, Michael Cherniak, Producer, David Pellenz, Producer and Edward Tasick, Graphic Designer.

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 more than 1,000 participants, including substantial numbers of minorities and raised over \$140,000.00 (up 67% from the prior year).

Event C:

ARC Walk/Run

Date: September 9, 2006

Location: Long Branch Park, Liverpool, NY

Host/Sponsor of Activity: ARC of Onondaga

Participating Employees: Ed Sautter, Promotion Director, Leslie Baycura, Promotions Manager.

Brief Description of Activity and Station Employment Unit Participation:

The Walk/Run is a community event that is intended to elevate the awareness of developmentally disabled persons in our community. This premiere fund raising event for the organization includes multiple children's centers, sports clinics and career information. The Station Employment Unit staff was available to answer questions and handout information relating to career opportunities in the broadcasting industry as well as Station Employment Unit specific job openings. The race was attended by approximately 450 participants with a large representation of women and minorities.