

**WROC TV  
EEO ANNUAL REPORT  
FEBRUARY 1, 2008**

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-TV and is required to be placed in the public inspection files of this station(s), and posted on their website(s), if they have a website(s).

The information contained in this Report covers the time period beginning February 1, 2007 to and including January 31, 2008 (the "Applicable Period"). The FCC's EEO Rule requires that is 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 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), 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.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree began work. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone, or by e-mail.

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EEO ANNUAL REPORT  
FEBRUARY 1, 2008**

<b>Job Title</b>	<b>Date Position Filled</b>	<b>Total People Interviewed</b>	<b>Recruitment Source That Referred Hiree</b>
Account Executive	3/12/07	5	Referral
Account Executive	3/19/07	4	Referral
Account Executive	6/11/07	9	Democrat and Chronicle
Account Executive	7/9/07	11	Democrat and Chronicle
Account Executive	8/8/07	10	Referral
Account Executive	9/1/07	8	Referral
Account Executive	9/24/07	7	Referral
Account Executive	10/8/07	6	Referral
Account Executive	10/24/07	2	website
Account Executive	11/12/07	1	Referral
Creative Services Photographer/Editor	8/20/07	7	website
Creative Services Photographer/Editor	1/21/08	5	Referral
Director of Sales	7/23/07	2	Referral
Local Sales Manager	7/16/07	7	Referral
Master Control Technician	3/12/07	10	website
Master Control Technician	3/19/07	10	website
Master Control Technician	4/16/07	10	Referral
Master Control Technician	9/17/07	4	website
Meteorologist	12/11/07	2	Internal
Meteorologist	12/13/07	2	tvjobs.com
New Media Manager	7/20/07	2	Referral
News Photojournalist	10/8/07	2	website
News Director	5/7/07	5	website
News Photojournalist	6/11/07	2	Referral
Producer	9/17/07	2	website
Producer	12/1/07	2	Referral
Production Technician	3/5/07	5	website
Production Technician	4/22/07	5	Referral
Production Technician	9/12/07	7	website
Production Technician	9/14/07	6	website
Production Technician	9/17/07	6	website
Production Technician	1/14/08	4	website
Production Technician	1/21/08	3	website
Receptionist/Sales Assistant	10/15/07	4	Referral
Reporter	9/17/07	2	tvjobs.com
Reporter	1/1/08	2	tvjobs.com
Reporter	1/7/08	2	Medialine
Sports Anchor	10/1/07	2	Referral

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**Recruitment/Referral Sources Used to Seek  
Candidates for Each Vacancy**

**Action For A Better Community**

Cynthia Powell  
550 E. Main Street  
Rochester, NY 14604  
Fax: 654-4844  
[cpowell@abcinfo.org](mailto:cpowell@abcinfo.org)

**Alfred State & Ag. & Tech.**

Ms. Nancy Wegman  
Placement Services Office  
Alfred, NY 14602  
Fax: 607-587-3298

**American Assoc. of University Woman**

Debbie  
20 Windrush Valley Rd.  
Fairport, NY 14450  
[rochaauw@frontiernet.net](mailto:rochaauw@frontiernet.net)

**BOCES #1**

Dennis Moore  
Eastern Monroe Career Center  
41 O'Connor Rd.  
Fairport, NY 14450  
383-2256  
Fax: 387-3852 [dennis\\_moore@boces.monroe.edu](mailto:dennis_moore@boces.monroe.edu)

**BOCES #2**

Rick Gage  
3599 Big Ridge Rd.  
Spencerport, NY 14559  
Fax: 352-0756

**Finger Lakes Community College**

Catherine Petruccione  
Career Services Office  
4355 Lakeshore Drive  
Canandaigua, NY 14424  
394-3500 ext. 7270  
[petrucc@mail.fingerlakes.edu](mailto:petrucc@mail.fingerlakes.edu)

**Ibero American Action League**

Elaine Hernandez  
1817 E. Main St.  
Rochester, NY 14605  
256-8900  
Fax: 256-0120  
[elaine.hernandez@iaal.org](mailto:elaine.hernandez@iaal.org)

**Ithaca College**

John Fracchia  
Asst. Dir./Recruiting Coordinator  
Career Services  
607-274-1687  
Fax: 607-274-1688  
[jfracchia@ithaca.edu](mailto:jfracchia@ithaca.edu)

**Broome Community College**

Larry Truillo  
Placement Services  
P.O. Box 1017  
Binghamton, NY 13902  
607-778-5205  
Fax: 607-778-5204  
[truillo\\_t@sunybroome.org](mailto:truillo_t@sunybroome.org)

**Bryant & Stratton**

Christine Panek  
Career Services  
1225 Jefferson Rd.  
Henrietta, NY 14623  
292-0700  
[cdpanek@bryantstratton.edu](mailto:cdpanek@bryantstratton.edu)

**Career Development Services**

706 East Ave.  
Rochester, NY 14607  
Fax: 482-3717  
[norbaker@careerdev.org](mailto:norbaker@careerdev.org)

**Emma Bowen Foundation for Minority Interests in Media**

Sandra D. Rice  
524 West 57<sup>th</sup> Street  
New York, NY 10019  
212-975-2545  
[sdrice@cbs.com](mailto:sdrice@cbs.com)

**Educational Opportunity Center (SUNY Rochester)**

Joanne Vogler  
Career Services  
305 Andrews St.  
Rochester, NY 14604  
232-2730 ext. 215  
Fax: 232-4391  
[jvogler@brockport.edu](mailto:jvogler@brockport.edu)

**Monroe Community College**

Sherry M. Sweet  
Student Placement  
1000 E. Henrietta Rd.  
Rochester, NY 14623  
292-2248  
Fax: 292-3848  
[JobConnection@monroecc.edu](mailto:JobConnection@monroecc.edu)

**Monroe County Dept. of Social Services**

Bev Williams  
111 Westfall Rd.  
Rochester, NY 14620  
274-6000  
[bevwilliams@monroecounty.gov](mailto:bevwilliams@monroecounty.gov)

**WROC TV  
EEO ANNUAL REPORT  
FEBRUARY 1, 2008**

**Leadership Institute**

Jim Cromwell  
Employment Placement Service  
1001 North Highland Street  
Arlington, VA 22201  
800-827-LEAD  
703-247-2000 ext. 516  
Fax: 703-247-2001, 703-248-9355  
[jcromwell@limal.us](mailto:jcromwell@limal.us)

**National Assoc. of Hispanic Journalists**

Yaneth Guillen  
1000 National Press Bldg.  
529 14<sup>th</sup> St., NW  
Washington DC 20045-2100  
202-662-7145  
Fax: 202-662-7144  
[yguillen@nahj.org](mailto:yguillen@nahj.org)

**Nazareth College**

Michael Kahl - Graduates  
Career Services Office  
4245 East Avenue  
Rochester, NY 14610  
389-2890  
Fax: 389-2300  
[mdkahl@naz.edu](mailto:mdkahl@naz.edu)

**NYS Dept. of Labor Job Bank**

130 W. Main Street  
Rochester, NY 14614  
Fax: 339-9457  
[RochesterJobBank@labor.state.ny.us](mailto:RochesterJobBank@labor.state.ny.us)

**Puerto Rican Youth Development Resource Center**

Margaret Burgos  
997 N. Clinton Avenue  
Rochester, NY 14621  
325-3570  
Fax: 325-3767  
[mburgos@pryd.org](mailto:mburgos@pryd.org)

**R.I.T. Placement**

Cathy Slocum  
RIT Co-op & Career Services  
57 Lomb Memorial Drive  
Rochester, NY 14623  
Fax: 475-5476  
[cmsoce@rit.edu](mailto:cmsoce@rit.edu)  
[mjroce@rit.edu](mailto:mjroce@rit.edu)

**R.I.T. National Technical Institute for the Deaf**

52 Lomb Memorial Drive  
Rochester, NY 14623  
475-6400  
[lai6148@rit.edu](mailto:lai6148@rit.edu)

**SUNY Brockport**

Helen Wunderlich 395-2392

**Nat. Assoc. of Broadcasters**

Karen Hunter  
1771 N. Street NW  
Washington, D.C. 20036  
202-429-5300  
Fax: 202-429-3923  
[khunter@nab.org](mailto:khunter@nab.org)

**Roberts Wesleyan College**

Mary Flaherty  
Career Services  
2301 Westside Drive  
Rochester, NY 14624  
594-6000  
Fax: 594-6567  
[flahertym@roberts.edu](mailto:flahertym@roberts.edu)

**Rochester Democrat and Chronicle**

Classified Advertising  
55 Exchange Street  
Rochester, NY 14614

**RTNDA**

Noreen Welle  
1000 Connecticut NW Washington  
Suite 615  
Washington DC 20036  
Fax: 202-223-4007  
[noreenw@rtnda.org](mailto:noreenw@rtnda.org)

**St. John Fisher College**

Career Services Office  
3690 East Avenue  
Rochester, NY 14618  
Fax: 385-8305  
[career@sjfc.edu](mailto:career@sjfc.edu)

**Spanish Action Coalition**

Hernan Escalante  
933 N. Clinton Ave.  
Rochester, NY 14621  
232-4050  
Fax: 232-2271  
[cspanish@rochester.rr.com](mailto:cspanish@rochester.rr.com)

**SUNY at Geneseo**

Kim Wilcox, full-time openings  
Andrea DiGiorgio, part-time  
Career Services Office  
Blake A 104  
1 College Circle  
Geneseo, NY 14454  
245-5211 or 245-5734  
Fax: 245-5800  
[wilcox@geneseo.edu](mailto:wilcox@geneseo.edu)  
[ses@geneseo.edu](mailto:ses@geneseo.edu)

**Zion Hill Foundation**

Julius Porter  
Job Placement Service  
250 Bronson Ave.  
Rochester, NY 14611  
Fax: 328-1467

**Production HUB**

**WROC TV  
EEO ANNUAL REPORT  
FEBRUARY 1, 2008**

Career Dev. & Placement  
Brockport, NY 14420  
Fax: 395-2708  
hwunderl@brockport.edu  
rkincaid@brockport.edu

**Syracuse University**  
Helen Germain  
Career Services  
Schine Student Center  
303 University Place  
Syracuse, NY 13244-2070  
[higermai@syr.edu](mailto:higermai@syr.edu)  
315-443-1870  
Fax: 315-443-2805

**TV Jobs.com**  
Mark Holloway  
Broadcast Employment Services  
PO Box 4116  
Oceanside, CA 92052  
800-374-0119

**University of Rochester**  
Lori Sanseri  
Career Center  
303 University Place  
Lattimore Hall 224  
Rochester, NY 14627  
275-2366  
Fax: 461-3093  
[sanseri@mail.rochester.edu](mailto:sanseri@mail.rochester.edu)  
[careers@mail.rochester.edu](mailto:careers@mail.rochester.edu)

**rochesterhomepage.net**  
Find a Job  
201 Humboldt Street  
Rochester, NY 14610

**nexstar.tv**  
Careers  
909 Lake Carolyn Parkway-Suite 1450  
Irving, TX 75039

**Total Number of Persons Interviewed for all  
Full-Time Vacancies Filled: 164**

**Total Number of Interviewees for All Full-Time Vacancies Filled  
During the Past Year Per Recruitment/Referral Sources:**

rochesterhomepage.net	43
Nexstar website	5
Referrals	73
tvjobs.com	10
Medialine	1
Internal	13
D & C Newspaper	13
RTNDA	0
NYS Dept. of Labor	1
MCC	1
indeed.com	1
Interns	3

Tara Withrow  
801 W. Fairbanks Ave.  
Winter Park, FL 32789  
877-629-4122  
Fax: 407-629-8884  
[twithrow@productionHUB.com](mailto:twithrow@productionHUB.com)

**Urban League of Rochester**  
Gloria Lopez  
265 Clinton Ave. N.  
Rochester, NY 14605-1857  
325-6530  
Fax: 325-4864  
[glopez@ulr.org](mailto:glopez@ulr.org)

**YMCA of Greater  
Rochester**  
Margaret Thomsen  
444 E. Main Street  
Rochester, NY 14604  
546-5500  
[margarett@rochesterymca.org](mailto:margarett@rochesterymca.org)

**YWCA of Rochester & Monroe Coun**  
Enid Archibald  
175 N. Clinton Ave.  
Rochester, NY 14604  
546-5820  
[earchibald@ywca.org](mailto:earchibald@ywca.org)

**Medialine**  
Mark Shilstone, Manager  
Box 51909  
Pacific Grove, CA 93950  
[medialine@medialine.com](mailto:medialine@medialine.com)

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Station WROC has an established Internship program designed to help members of the community and university students acquire skills for broadcast employment. During this reporting period, station WROC provided internship and job shadow opportunities to 13 university and high school students. These internships provided work experience in the News, Production, Creative Services, Sports, and Sales departments.

Station WROC co-sponsored an on-line Broadcasting Career Fair, which took place March 19 through 25, 2007. The station promoted the event by broadcasting announcements over the two weeks prior to the event. Station personnel participated on the Publicity and Implementation Committees. Station management personnel with substantial responsibility for hiring decisions reviewed resumes obtained, and interviewed qualified candidates for potential future employment. Over 100 resumes were collected.

Various WROC staff and managers visited and spoke to school classes throughout the viewing area about careers in broadcasting. Station meteorologists do classroom visits several times a month, at the elementary, secondary and college level.

Station WROC hosted tours of the studios on an average of twice per week throughout the reporting period. Groups learned about the facility, careers in broadcasting, observed staff at work during live news broadcasts, and were able to ask questions of staff about their jobs.

Station WROC has an established training program designed to enable station technical personnel to acquire skills that could qualify them for higher level positions in broadcasting.

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FEBRUARY 1, 2008**

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FEBRUARY 1, 2008**