

**WGRZ-TV**

**EEO PUBLIC FILE REPORT**

**1/22/07 – 1/21/08**

*(Note: 12-month period determined by FCC license renewal filing date and not on calendar basis)*

**I. VACANCY LIST**

See Master Recruitment Source List (MRSL) for recruitment source data

| <b>Job Title</b>                        | <b>Recruitment Sources (RS) Used to Fill Vacancy</b>              | <b>RS Referring Hiree</b> |
|---|---|---------------------------|
| Account Executive                       | RS 1-7, RS 10-11, RS 13, RS 20-23, RS 29-46                       | RS 2                      |
| Local Sales Manager                     | RS 1-4, RS 6-7, RS 10-11, RS 13, RS 20-23, RS 29-46               | RS 1                      |
| Operations Engineer                     | RS 1-4, RS 6-7, RS 10-11, RS 13, RS 15, RS 20-23, RS 26, RS 29-46 | RS 1                      |
| Online Sales Manager                    | RS 1-8, RS 10-13, RS 15, RS 20-46                                 | RS 2                      |
| Multi-Media News Producer               | RS 1-7, RS 10-13, RS 15-17, RS 20-24, RS 27-46                    | RS 2                      |
| Production Assistant                    | RS 1-4, RS 6-7, RS 10-11, RS 13, RS 15, RS 20-23, RS 27, RS 29-46 | RS 2                      |
| Photojournalist / Editor                | RS 1-7, RS 9-13, RS 15-17, RS 20-23, RS 27-46                     | RS 1                      |
| Production Assistant                    | RS 1-4, RS 6-7, RS 10-11, RS 13, RS 15, RS 20-23, RS 27, RS 29-46 | RS 2                      |
| Backpack Journalist                     | RS 1-7, RS 9-13, RS 15-17, RS 20-23, RS 27-46                     | RS 1                      |
| Newsroom Community Connector/Journalist | RS 1-4, RS 6-7, RS 10-13, RS 15-16, RS 20-24, RS 28-46            | RS 4                      |
| Multi-Media Reporter                    | RS 1-4, RS 6-7, RS 10-13, RS 15-16, RS 20-24, RS 28-46            | RS 1                      |
| Production Assistant                    | RS 1-4, RS 6-7, RS 10-11, RS 13, RS 15, RS 20-46                  | RS 2                      |
| Local Account Executive                 | RS 1-7, RS 10-13, RS 15, RS 20-46                                 | RS 11                     |
| Multi-Media Reporter                    | RS 1-4, RS 6-7, RS 10-13, RS 15-16, RS 20-24, RS 28-46            | RS 4                      |
| Multi-Media News Producer               | RS 1-7, RS 9-13, RS 15-17, RS 20-23, RS 27-46                     | RS 4                      |
| Online Marketing & Sales Coordinator    | RS 1-4, RS 6-7, RS 10-13, RS 15, RS 20-46                         | RS 1                      |
| Multi-Media Reporter                    | RS 1-4, RS 6-7, RS 10-13, RS 15-16, RS 20-46                      | RS 1                      |

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

| RS Number                              | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|--|--|---|---|
| 1                                      | WGRZ-TV<br>Internal Postings<br>Employee Referrals   | N   | 28  |
| 2                                      | WGRZ-TV Website<br>[ <a href="http://www.wgrz.com/money/job_center/oppo.aspx">www.wgrz.com/money/job_center/oppo.aspx</a> ]  | N   | 24  |
| 3                                      | WGRZ-TV Phone Job Line<br>[ 716-849-7634 ]   | N   |   |
| 4                                      | Gannett Broadcasting, Inc.<br>Internal Job Posting Program – Opportunity Knocking<br>7950 Jones Branch Drive<br>McLean, VA 22107<br>[ Phone: 703-854-6000 ]<br>Job Openings Also Appear on Website :<br>[ <a href="http://www.gannett.com/job/bcast">www.gannett.com/job/bcast</a> ] | N   | 4   |
| <b>* NEWSPAPERS AND PUBLICATIONS *</b> |  |   |   |
| 5                                      | The Buffalo News<br>Classified Advertising<br>Attn: Ralphine Magby<br>One News Plaza – PO Box 100<br>Buffalo, NY 14240<br>; Phone: 716-849-5523<br>[Fax: 716-849-3455]<br>[ <a href="http://www.buffnews.com">www.buffnews.com</a> ]   | N   |   |
| 6                                      | The Buffalo Criterion<br>Attn: Frances Menweather, Editor<br>623 William Street<br>Buffalo, NY 14206<br>[ Phone: 716-853-2973 ]  | N   |   |

| RS Number                          | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|------------------------------------|---|---|---|
| 7                                  | The Buffalo Challenger<br>Attn: Al-Nisa Banks<br>1337 Jefferson Avenue<br>Buffalo, NY 14208<br>[ Phone: 716-897-0442 ]<br>[ Fax: 716-897-3307 ]<br>[advertising@thechallengernews.com]  | N   |   |
| 8                                  | Spots 'n' Dots<br>(For posting sales positions only)<br>Attn: Dai Korba<br>167 Oakdale Road<br>Johnson City, NY 13790<br>[ Phone: 888-884-2630 ]<br>[ Fax: 607-729-7331 ]<br>[www.spotndots.com]<br>[ E-Mail: selity@aol.com ]  | N   |   |
| 9                                  | Broadcasting & Cable ( News Magazine - weekly )<br>(Posting of all broadcasting positions)<br>P.O. Box 15157<br>North Hollywood, CA 91615-5157<br>[www.broadcatingcable.com ]<br>Attn: Yuki Atsumi, Account Executive<br>[ Phone: 866-258-1075 ]<br>[E-Mail: yatsumi@reedbusiness.com ] | N   |   |
| <b>* JOB SERVICES AND ONLINE *</b> |   |   |   |
| 10                                 | Western New York Job Bank<br>New York State Department of Labor<br>Attn: Mr. Ed Gaska<br>284 Main Street<br>Buffalo, NY 14202<br>[ Phone: 716-851-2694 ]<br>[ Fax: 716-851-2702 ]   | N   |   |
| 11                                 | Career Builder<br>Internet based job posting company<br>[Phone: 773-867-7173]<br>[Website: www.CareerBuilder.com]<br>[E-Mail: Natasha.daniels@careerbuilder.com]  | N   | 5   |
| 12                                 | www.TVJobs.com<br>Attn: Webmaster @ <a href="mailto:dog@newstadeo.com">dog@newstadeo.com</a>  | N   | 4   |

| RS Number | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|-----------|---|---|---|
| 13        | NYS Broadcasters Association<br>Attn: Joseph Reilly<br>1805 Western Avenue<br>Albany, NY 12203<br>[Phone: 518-456-8885]<br>[Fax: 518-456-8943]<br>Job Bank Posted at: [www.nysbroadcastersassn.org]<br>[E-Mail postings to: sandy@nysbroadcastersassn.org]  | N   |   |
| 14        | Television Week<br>TVWeek.com<br>Attn: Marc Abrams<br>6500 Wilshire Blvd - Suite 2300<br>Los Angeles, CA 90048<br>[Phone: 323-370-2415 ]<br>[Email ad to: mabrams@tvweek.com ]  | N   |   |
| 15        | Buffalo Niagara Enterprise<br>665 Main Street, # 200<br>Buffalo, N.Y. 14203<br>[ Phone: 716-842-1359 ]<br>[ Website: buffalo Niagara.org ]<br>[Post at: iambuffaloniagarajobs.com ]   | N   | 2   |
| 16        | MediaLine<br>(For posting news positions)<br>Box 51909<br>Pacific Grove, CA 93950<br>ATTN: Mark Shilstone, Manager<br>[Phone: 800 237-8073]<br>[Fax: 831-648-8504]<br>[E-Mail: <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> ]   | N   |   |
| 17        | <a href="http://www.journalismjobs.com">www.journalismjobs.com</a><br>Job Posting Board for Media Professionals   | N   |   |
| 18        | 602 Communication<br>Marketing Ideanel Newsletter<br>6839 Charter Hills Rd.<br>Charlotte, NC 28277<br>Attn: Graeme Newell<br>[ Phone: 704-543-1426 ]<br>[Fax: 407-540-9336 ]<br>[ Website: <a href="http://www.602communications.com">http://www.602communications.com</a> ]<br>[ Postings to: <a href="mailto:gnewell@602communications.com">gnewell@602communications.com</a> ] | N   |   |
| 19        | PROMAX & BDA Posting Boards<br>( For Marketing Executive Postings )<br>[ Post at: <a href="http://forums.promax15/index">http://forums.promax15/index</a> ]   | N   |   |
|           | * SCHOOLS, COLLEGES, UNIVERSITIES *   |   |   |

| RS Number | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|-----------|---|---|---|
| 20        | Buffalo State College<br>1300 Elmwood Avenue<br>Buffalo, NY 14222<br>[ Phone: 716-878-4000 ]<br>Attn: Nanette Tramont<br>[Phone: 716-878-4325]<br>[ E-Mail: <a href="mailto:tramont@buffalostate.edu">tramont@buffalostate.edu</a> ]<br>Attn: Muriel Howard<br>[Phone: 716-878-4101]<br>Attn: Claire Jones<br>[Phone: 716-878-4201]                             | Y   | 2   |
| 21        | Medaille College<br>Ron Beiter, Employer Relations Coordinator<br>Career Development Center<br>18 Agassiz Circle<br>Buffalo, NY 14214<br>[ Phone: 716-880-2145 ]<br>[ E-Mail: <a href="mailto:rbeiter@medaille.edu">rbeiter@medaille.edu</a> ]<br>[Postings to: <a href="http://www.collegecentral.com/medaille/">http://www.collegecentral.com/medaille/</a> ] | Y   | 1   |
| 22        | SUNYAB (State University of NY at Buffalo)<br>Attn: Debra Tate, African-American Studies<br>732 Clemens Hall<br>Buffalo, NY 14260<br>[Phone: 716-645-2082, ext. 1125 ]  | N   |   |
| 23        | Erie Community College<br>Attn: Michael Golchiewski<br>S-4041 Southwestern Blvd.<br>Orchard Park, NY 14127<br>[ Phone: 716-648-5400 ]   | N   |   |
| 24        | Niagara University<br>Office of Career Development<br>Attn: Mike Skowronski, Employer Relations<br>Coordinator<br>P.O. Box 2041<br>Niagara University, N.Y. 14109<br>[ Phone: 716-256-5535 ]<br>[ Fax: 716-286-8533 ]<br>[ Post at: <a href="http://www.niagara.edu/career/jobopenings.htm">www.niagara.edu/career/jobopenings.htm</a> ]                        | N   |   |
| 25        | Canisius College<br>Career Development Office<br>2001 Main Street<br>Buffalo, NY 14208<br>[ Phone: 716-888-2475 ]<br>[ Email: <a href="mailto:jones11@canisius.edu">jones11@canisius.edu</a> ]  | N   |   |

| RS Number                                     | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|---|--|---|---|
| 26  | ITT Technical Institute<br>2295 Millersport Highway<br>P.O. Box 327<br>Getzville, N.Y. 14068<br>Attn: Michelle M. Avellino, Director Career Services<br>[ Phone: 716-689-2200 ]<br>[ Fax: 716-689-2828 ]<br>[ Email: <a href="mailto:mavellino@itt-tech.edu">mavellino@itt-tech.edu</a> ]                      | N   |   |
| 27  | State University of NY at Fredonia<br>Career Development Office - 2 <sup>nd</sup> Floor<br>Gregory Hall<br>Attn: Christopher LaGrow, Assistant Director<br>Fredonia, NY 14063<br>[ Phone: 716-673-3327 ]<br>[ Fax: 716-673-3593 ]<br>[ Email: <a href="mailto:careers@fredonia.edu">careers@fredonia.edu</a> ] | N   |   |
| 28  | Syracuse University<br>Career Services<br>235 Schine Student Center<br>303 University Place<br>Syracuse, NY 13244<br>Attn: Mike Cahill, Director<br>[ Phone: 315-443-3616 ]<br>[ Fax: 315-443-2805 ]<br>[ Web: <a href="http://students.syr.edu/career/">http://students.syr.edu/career/</a> ]                 | N   | 1   |
| 29  | Howard University<br>Student Resource Center<br>C.B. Powell Building<br>525 Bryant Street, NW<br>Washington, DC 20059<br>[Phone: 202-506-7513]   | N   |   |
| <b>*COMMUNITY PROFESSIONAL ORGANIZATIONS*</b> |  |   |   |
| 30  | Buffalo Urban League Inc.<br>Attn: Joan King<br>15 E. Genesee Street<br>Buffalo, NY 14203<br>[ Phone: 716-854-7625 ]<br>[ E-Mail: <a href="mailto:jking@buffalourban.org">jking@buffalourban.org</a> ]   | Y   |   |
| 31  | National Assoc. of Hispanic Journalists<br>Attn: Michelle Gonzalez<br>1000 National Press Bldg - Suite 1193<br>Washington, DC 20045-2001<br>[ Phone: 202-662-7147 ]<br>[ Fax: 202-662-7144 ]   | N   |   |

| RS Number | RS Information  | Source Entitled to Vacancy Notification? (Yes/No) | No. of interviewees Referred by RS over 12-month period |
|-----------|---|---|---|
| 32        | <p>Erse County Personnel Department<br/>           Attn: Tammy Burns<br/>           Rath Building – Room 1654<br/>           95 Franklin Street<br/>           Buffalo, NY 14202<br/>           [Phone: 716-858-8484 ]</p>  | N   |   |
| 33        | <p>Buffalo City Hall<br/>           Attn: Olivia Licata, Civil Service Dept.<br/>           65 Niagara Square<br/>           Buffalo, NY 14202<br/>           [ Phone: 716-851-4200 ]</p>   | N   |   |
| 34        | <p>Hispanics United of Buffalo<br/>           Attn: Flor Aber, Employment Specialist<br/>           254 Virginia Street<br/>           Buffalo, NY 14201<br/>           [ Phone: 716-856-0079 ]</p>   | N   |   |
| 35        | <p>Rainbow/PL SH Coalition – Buffalo Chapter<br/>           (multi-racial international organization)<br/>           Attn: Joyce Livingston<br/>           St. John Baptist Church<br/>           184 Goodell Street<br/>           Buffalo, NY 14202<br/>           [ Phone: 716-852-4504 ]</p>  | N   |   |
| 36        | <p>NAACP (National Assoc. for Advancement of Colored People)<br/>           Attn: Frank Messiah, President<br/>           1490 Jefferson Avenue<br/>           Buffalo, NY 14208<br/>           [ Phone: 716-884-7242 or @ home 716-836-4686 ]<br/>           [ Fax: 716-884-7423 ]<br/>           [ E-Mail: <a href="mailto:naacp@apollo3.com">naacp@apollo3.com</a> ]</p> | Y   |   |
| 37        | <p>African / American Cultural Center<br/>           Attn: Agnes Baines, Executive Director<br/>           350 Masten Avenue<br/>           Buffalo, NY 14209<br/>           [ Phone: 716-884-2013 ]</p>  | N   |   |
| 38        | <p>Tonawanda Band of Senecas<br/>           Attn: Chief Emerson Webster<br/>           Council of Chiefs<br/>           7027 Meadville Road<br/>           Basom, NY 14031<br/>           [Phone: 716-542-4244]<br/>           [E-Mail: <a href="mailto:tonseneca@buffnet.net">tonseneca@buffnet.net</a> ]</p>  | N   |   |

| RS Number | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over 12-month period |
|-----------|--|---|---|
| 39        | Seneca Nation of Indians<br>Attn: Geraldine Memmo<br>1510 Route 438<br>Irving, NY 14081<br>[Phone: 716-532-9221]   | N   |   |
| 40        | John E. Smith<br>Buffalo Black Media<br>225 Hastings Avenue<br>Buffalo, NY 14215<br>[Phone: 716-835-0242]<br>[E-Mail: jsmith2270@aol.com]  | Y   |   |
| 41        | Everywoman Opportunity Center, Inc.<br>237 Main St., Suite 330<br>ATTN: Myrna Young<br>Buffalo, NY 14203<br>[Phone: 716-847-1120]<br>[Fax: 716-847-1550]<br>[E-Mail: www.everywoman.org]   | N   |   |
| 42        | Educational Opportunity Center<br>Attn: Dr. Sherryl Weems<br>465 Washington Street<br>Buffalo, NY 14203  | N   |   |
| 43        | Colored Musicians Club<br>Attn: George Scott<br>145 Broadway Street<br>P.O. Box 706<br>Buffalo, NY 14203<br>[Phone: 716-885-9383]<br>[E-Mail: gscot2679@aol.com]   | Y   |   |
| 44        | Affirmative Action<br>Niagara Wheatfield Administration Building<br>Attn: Nancy Burnham<br>2794 Saunders Settlement Rd<br>Sanborn, NY 14132  | N   |   |
| 45        | National Association of Black Journalists<br>University of Maryland<br>5701-A Adelphi Road<br>Adelphi, MD 20783-1716<br>[Phone: 866-479-6225]<br>[Fax: 301-445-7101]<br>[E-Mail: gaby@nabj.org]<br>[Postings to: NABJobs-Online] | N   |   |

| RS Number                                      | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of interviewees Referred by RS over 12-month period |
|--|--|---|---|
| 46   | Asian – American Journalist Association<br>Attn: Rene Astudillo ext 1060<br>1182 Market Street – Suite 320<br>San Francisco, CA 94102<br>[Phone: 415-346-2051]<br>[Fax: 415-346-6343]<br>[E-Mail: <a href="mailto:post@ajaaj.org">post@ajaaj.org</a> or <a href="mailto:national@ajaaj.org">national@ajaaj.org</a> ] | N   |   |
| <b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b> |  |   | 71  |

Any organization that distributes information about employment opportunities to job seekers or refers job seekers to employers may request to be placed on our opening notification list. To receive notice of openings you must provide your organization's name, mailing address, e-mail address, telephone number, fax number, and contact person to: ATTN: Human Resources Dept., by fax to: (716) 849-7609 or mail to: WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202.

**WGRZ-TV**

**EEO PUBLIC FILE REPORT**

**1/22/07 – 1/21/08**

**RECRUITMENT INITIATIVES FORM**

|   | TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)   | BRIEF DESCRIPTION OF ACTIVITY   |
|---|---|---|
| 1 | Internship Program  | WGRZ-TV offers student interns active participation in a professional broadcast organization. Our goal is to provide students with educational development and acquire skills needed for broadcast employment. The intern learns to apply classroom theories in a live work environment. Interns were in the News, Marketing, and Online Departments. Interns earn academic credit and internships last for one semester. During the reporting period January 22, 2007 to January 21, 2008, we had nine (9) interns. Our interns attended the following colleges: Medaille College, SUNY at Buffalo, Buffalo State College, Daemen College, Niagara County Community College, and St. Bonaventure University.   |
| 2 | Participation in School Events or Programs Relating to Career Opportunities in Broadcasting | WGRZ-TV news director, news anchors, and reporters spoke to students at 14 schools about jobs in the broadcasting industry. The schools and colleges included: Eggen Road Elementary, Newlane Elementary, Parkdale Elementary, Wandermere Elementary, Nardin Middle School, Our Lady of Sacred Heart, Charter School for Applied Technologies, Cleveland Hill High School, Eden High School, Medaille College, Niagara University, Syracuse University, SUNY at Genesee, and Buffalo State College. WGRZ provided job shadowing for 5 students from 11 Livingston County High Schools in the news department. A WGRZ reporter also spoke about a career in broadcasting to the Seneca Nation Education Department for Community Day.  |
| 3 | Co-sponsored Career Fair  | WGRZ-TV co-sponsored an online Broadcasting Career Fair with the NYS Broadcasters Association and local TV and radio stations the week of March 19, 2007. During that week, job seekers had the opportunity to view our 5 open broadcasting positions online. Depending on the position applying for, the resume was sent directly to the appropriate manager. To promote the online Career Fair, WGRZ-TV and WGRZ-DT produced and ran a 30 second promo spot 57 times from March 10, 2007 through March 26, 2007, and advertised the Career Fair on our website <a href="http://www.wgrz.com">www.wgrz.com</a> .   |
| 4 | Employee Training and Development Programs  | <p>WGRZ-TV offers training opportunities to allow employees the opportunity to improve their job skills and to qualify for higher-level positions. Examples of the training provided to the staff of WGRZ-TV during this period include:</p> <p>Ongoing January through December 2007 – 5 managers participated in My20, our internally developed, year-long training and mentoring program. This program has both a group project component, as well as an individualized component, designed to individual skill level. Throughout the year, the group focused on identifying individual strengths and how to use these strengths in a group setting through an instructor-led training session. The group was given monthly group assignments that they worked on together with their final result implemented station-wide.</p> <p>After January 21, 2007 – 11 sales employees attended a TVB satellite sales seminar which covered negotiation techniques; 1 engineering employee received master control training; 1 engineering employee received on-air operation training; 1 news employee completed online training modules: Macromedia Dreamweaver 8-Enhancing a Website, and Creating Database Records.</p> <p>February 2007 – 1 finance employee received on-air training; 1 news employee attended a one-week backpack journalist workshop; 11 sales employees attended a TVB satellite sales seminar on spending category and negotiating skills; Director of Engineering completed online training Dreamweaver MX Level I and Level II.</p> <p>March 2007 – 3 news employees and 7 department heads attended a corporate-wide virtual meeting on innovative news presentation; an additional news employee and the webmaster attended the online portion; 3 news employees, 1 sales employee, and the webmaster attended a three-day conference to learn about investigative reporting, editing stories, and using the web; 1 news manager attended a corporate-wide meeting regarding innovative news for all delivery platforms; 1 news employee attended a one-week National Press Photographer Workshop in Oklahoma; 4 news employees, 1 programming employee, 1 production employee, 1 sales employee, and the webmaster were trained how to create exciting photo stories on our website.</p> <p>March 2007 – May 2007 – 1 manager completed a two-month Management Development Program that focused on critical management skills to effectively lead a department or organization.</p> <p>April 2007 – 1 sales manager attended a three-day sales training session on how to grow market shares for their clients; 1 online employee attended a seminar on designing web graphics; 1 production employee completed online newsmaker training.</p> |

|  |  |
|--|--|
|  | <p>May 2007 - 2 department heads and 1 sales manager participated in a corporate-wide virtual meeting that focused on innovative sales techniques. 1 graphics employee completed a Flash online course. 1 traffic employee completed advanced newsmaker online training. 1 sales employee completed Dreamweaver 3 training on developing a website. 1 engineering employee completed online training on Windows Share Point Administration. 2 news employees, 2 production employees, 2 traffic employees, 1 sales employee, and 1 marketing employee were trained on how to use online publishing software. 16 news employees, 3 marketing employees, 1 programming employee, 1 administration employee, and 1 engineering employee received training on developing a website. 2 news employees, 1 sales employee, 1 production employee, and 1 graphics employee were trained on getting more traffic to our website through search engine optimization.</p> <p>June 2007 - 1 sales employee and 1 marketing manager attended the World of Google seminar which focused on Google searches, content mapping, and directory tools. 1 engineering employee received on-air operations training. 1 engineering employee completed online computer software and hands on training on SharePoint. 1 marketing employee and 1 news employee were trained on using smaller cameras to gather and tell stories. 2 news employees, 2 marketing employees, 2 sales employees, 1 production employee, and the webmaster were trained on creating and maintaining web pages. 6 news employees, 4 marketing employees, 3 production employees, 2 sales employees, 2 engineering employees, 1 graphics employee, 1 finance employee, and 1 web employee were trained on producing our home page for our website. 2 news employees, 2 production employees, 1 sales employee, and 1 finance employee participated in an online seminar for digital photography.</p> <p>July 2007 - 2 graphics employees completed online HTML training. 1 engineering employee received master control training. 1 engineering employee received ENG truck training. 1 engineering employee completed online computer hardware training. 12 news employees, 1 marketing employee, 1 production employee, and 1 sales employee were trained in how to set up a website.</p> <p>August 2007 - 1 traffic employee and traffic manager completed online ad training. 1 engineering employee completed online computer hardware training. 12 news employees, 2 engineering employees, 3 production employees, 2 graphic employees, 2 marketing employees, and 1 programming employee were trained on using our smaller cameras to gather and tell stories.</p> <p>September 2007 - 1 sales manager attended a corporate-wide virtual meeting that focused on innovative sales techniques. 1 production employee was trained on studio operations and floor directing. 1 engineering employee received an air operations training. traffic manager participated in the training. 1 Flash Fundamental Design.</p> <p>October 2007 - 8 sales employees and 1 sales manager completed a sales training session on how to sell based on their clients' needs. 1 production employee was trained on robotics. 1 production employee was trained on studio operations and floor directing.</p> <p>November 2007 - 2 production employees were trained on studio operations. 2 production employees were trained on floor directing. 1 production employee was trained on robotics. 2 managers attended a sales seminar on "Raising Expectations and Elevating Performance."</p> <p>December 2007 - 2 production employees were trained on robotics. 1 production employee was trained as production switcher. 1 engineering employee received master control training. 1 engineering employee received ENG truck training. 1 traffic employee completed the training on our ad trafficking system. traffic manager completed sales management online training module.</p> <p>January 1 - January 21, 2008 - general sales manager participated in 2-day meeting of Sales Training Advisory Group.</p> |
| <p>5. Participate in Scholarship Programs Designed to Assist Students Interested in Pursuing a Career in Broadcasting</p>  | <p>As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, WGRZ-TV supports the Emma L. Bowen Foundation through a grant from the Gannett Foundation Media Fund. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students. The Foundation's program is unlike other intern programs in that students work for a partner company during summers and school breaks from the end of their junior year of high school until they graduate from college. During that five-year period, students learn many aspects of corporate operations and develop company-specific skills. Corporations guide and develop minority students with the option of permanent placement upon completion of their college degree. Students in the program receive an hourly wage, as well as matching compensation to help pay for college tuition and expenses. Mentoring from selected staff in the sponsoring company is also a key element of the program.</p>  |
| <p>6. List Each Upper-Level Category Opening in a Job Bank or Newsletter of Media Trade Groups Whose Membership Includes Substantial Participation of Women and Minorities</p> | <p>As part of our commitment to create an inclusive environment of our job opportunities, WGRZ-TV posts all positions with NAACP (National Association for Advancement of Colored People), Seneca Nation of Indians, Hispanics United Of Buffalo, National Association of Hispanic Journalists, Tonawanda Band of Senecas, African/American Cultural Center, National Association of Black Journalists, Buffalo Urban League Inc., Howard University, Asian American Journalist Association, Everywoman Opportunity Center Inc., and C. Ford Medders Club among other organizations.</p>   |