

WSTM-TV, WSTQ-TV
EEO PUBLIC FILE REPORT
February 1, 2016 - January 31, 2017

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Sales Account Executive	1-4, 6-10, 12-14, 16-18, 20, 22, 24-26, 28-38, 40-45, 47-52	18
Sales Account Executive	1-4, 6-10, 12-14, 16-18, 20, 22, 24-26, 28-38, 40-45, 47-52	18
Sales Account Executive	1-4, 6-10, 12-14, 16-18, 20, 22, 24-26, 28-38, 40-45, 47-52	16
Local Sales Assistant	1-10, 13, 15-16, 18-20, 22-26, 28-29, 31-38, 40-52	18
Local Sales Assistant	1-10, 13, 15-16, 18-20, 22-26, 28-29, 31-38, 40-52	37
News/Sports Multimedia Journalist	1-9, 11-13, 15-17, 20, 22-29, 31-38, 40- 52	49
Chief Engineer	1-10, 13-16, 20, 22-26, 28-29, 31-52	37
Multimedia Journalist	1-11, 13-16, 20, 22-29, 31-52	37
Weekend News Sports Anchor / Reporter	1-17, 20, 22-29, 31-52	12
Promotions Digital Coordinator	1-10, 13-16, 20, 22-26, 28-29, 31-52	37
Digital Executive Producer	1-10, 12-16, 18, 20, 22-26, 28-29, 31- 52	18
News Photographer	1-11, 13-16, 18, 20, 22-29, 31-52	18
Master Control Operator	1-10, 13-16, 18, 20, 22-26, 28-29, 31- 52	18
Multimedia Journalist	1-16, 20, 22-29, 31-52	12
News Photographer	1-11, 13-16, 18, 20, 22-29, 31-52	18
Research & Digital Coordinator	1-10, 13-18, 20, 22-26, 28-29, 31-52	18
Investigative News Reporter	1-11, 13-16, 20, 22-29, 31-52	49
Digital Producer	1-10, 13-17, 20, 22-26, 28-29, 31-52	37
Digital Sales Manager	1-10, 12-16, 20, 22-26, 28-29, 31-52	12
Local Sales Assistant	1-10, 12-16, 19-20, 22-26, 28-29, 31-52	16
News Producer	1-11, 13-16, 18, 20, 22-29, 31-52	18
News Assignment Editor	1-11, 13-18, 20, 22-29, 31-52	18
Promotions Producer	1-10, 13-17, 20, 22-26, 28-29, 31-52	16
News Producer	1, 3-11, 13-16, 21-29, 31-52	21
Regional National Sales Assistant	1, 3-10, 13-16, 22-26, 28-29, 31-40, 42- 52	16

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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 Reporting Period
1	Arise, Inc 635 James Street Syracuse, New York 13203 Url : http://www.ariseinc.org Email : sbharrison@ariseinc.org Sedalia Brown-Harrison	N	0
2	Auburn Human Rights Commission 24 South Street Auburn, New York 13021 Url : http://www.ci.auburn.ny.us Email : kburns@ci.auburn.ny.us Karen Burns	N	0
3	Booker T Washington Community Center 23 Chapman Avenue Auburn, New York 13021 Email : tljgr@aol.com Monique Williams	N	0
4	Bryant & Stratton College 953 James Street Syracuse, New York 13203 Url : http://www.bryantstratton.edu Email : kaust@bryantstratton.edu Kristin Aust	N	0
5	Careerbuilder 1750 Tyson Blvd 4th Floor McLean, Virginia 22102 Phone : 703-637-7912 Url : http://www.careerbuilder.com Email : sbgresumes@sbgvtv.com Andrew Hamburger	N	0
6	Cayuga Community College Auburn, New York 13021 Url : http://www.cayuga-cc.edu Email : Keeler@cayuga-cc.edu Steve Keeler	N	0
7	Cayuga Seneca Community Action Agency 65 State Street Auburn, New York 13021 Url : http://www.cscaa.com Email : site1@cscaa.com Joyce Vega	N	0

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8	Cazenovia College 22 Sullivan Street Cazenovia, New York 13035 Email : cwrichardson@cazenovia.edu Christine Richardson	N	0
9	CNY Works - Workforce NY 960 James Street 1st Floor Syracuse, New York 13203 Url : http://www.cnyworks.com Email : hpitt@cnyworks.com Fax : 1-315-472-9492 Heather Pitt	N	0
10	CNYTVNews 104 Brookside Lane Fayetteville, New York 13066 Url : http://cnycentral.com/ Email : cnyradio@cnyradio.com Peter Naughton	N	0
11	Collective Talent Richardson Place Tampa, Florida Phone : na Email : bille@michaelsmedia.com Michael Bille	N	0
12	Employee Referral	N	7
13	GlassDoor.com 1 Harbor Drive Suite 300 Sausalito, California 94965 Phone : 415-339-9105 Url : http://www.glassdoor.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
14	Greater Ithaca Activities Center 318 North Albany Street Ithaca, New York 14850 Phone : 607-272-3622. Url : http://www.cityofithaca.org/327/Greater-Ithaca-Activities-Center Email : NLacka@cityofithaca.org Nagiane Lacka Arriaza	N	0

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15	Hire a Hero P.O. Box 6808 Morango, California 94705 Phone : 888-501-2278 Url : http://www.hireahero.org Email : sbgresumes@sbgstv.com Broadbean Source Alicia Lawrence	N	0
16	Indeed.com 7501 N. Capital of Texas Highway Building B Austin, Texas 78737 Phone : 800-462-5842 Url : http://www.indeed.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	15
17	Internal Candidate	N	7
18	Internal Hire	N	10
19	Internet Ad-not directly contacted by SEU	N	2
20	Ithaca College Ithaca College Ithaca, New York 14850 Email : careers@ithaca.edu Eloise Greene	Y	0
21	Job Fair	N	1
22	JOBS Plus 677 South Salina Street Syracuse, New York 13202 Url : http://www.jobsplus.cc Email : april.palozzola@jobsplus.cc April Palozzola	N	0
23	Journalismjobs.com 72 Plaza Drive 2nd Floor Berkeley, California 94705 Phone : 510-653-1521 Email : sbgresumes@sbgstv.com Broadbean Source	N	1
24	Lemoyne College Syracuse, New York 13214 Url : http://www.lemoyne.edu Email : careers@lemoyne.edu Linda McGraw	N	0

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25	LinkedIn New York Url : http://www.linkedin.com Danielle Anderson Manual Posting	N	0
26	Media Match 8112 1/2 West 3rd St Los Angeles, California 90048 Phone : * Url : www.media-match.com Email : info@media-match.com Tammy Romaniuk	Y	0
27	Medialine New York Url : http://www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
28	NAACP, Syracuse-Onondaga County P. O. Box 397 Syracuse, New York 13205 Email : alkebulanj@aol.com Linda Brown-Robinson	N	0
29	New York State Broadcaster Association New York Url : http://www.nysbroadcasters.org Email : sandy@nysbroadcasters.org Sandy Messineo	N	0
30	New York State Labor Department 443 North Franklin Street Syracuse, New York 13202 Url : http://www.labor.state.ny.us Email : peter.pavlacka@labor.state.ny.us Peter Pavlacka	N	0
31	Onondaga Community College (Electronic Media) 4941 Onondaga Road Syracuse, New York 13215 Url : http://www.sunyocc.edu Email : m.j.salsbury@sunyocc.edu Mandy Salsbury	N	0

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32	Onondaga Community College - Calcenter Onondaga Community College 4941 Onondaga Road Syracuse, New York 13215 Email : calcenter@sunyocc.edu Calcenter n/a	N	0
33	Options for Independence 5 Genesee Street Auburn, New York 13021 Email : opforind@aol.com Tracy Murphy	N	0
34	PEACE, Inc. 217 South Salina Street Syracuse, New York 13202 Url : http://www.peace-caa.org Email : jcolucci@peace-caa.org J Colucci	N	0
35	Recruit.Net 2706, The Centrium 61 Wyndham St Central, Hong Kong Phone : 852 2525 0555 Url : http://www.recruit.net Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
36	SimplyHired.com 370 San Aleso Avenue Suite 200 Sunnyvale, California 94085 Phone : 650-254-9000 Url : http://www.simplyhired.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
37	Sinclair Website 10709 Beaver Dam Rd Hunt Valley, Maryland 21030 Phone : 410-568-1517 Email : employment@sbgstv.com Sharon Pickeral	N	13
38	Southeast Asian Center 500 North Salina Street Syracuse, New York 13208 Email : mlputnam@hotmail.com Mai Lan Putnam	N	0

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39	Southwest Community Center 401 South Avenue Syracuse, New York 13204 Url : http://www.swcc.org Email : info@swccsyr.org n/a n/a	N	0
40	Spanish Action League (LA Liga) 310 Seymour Street Syracuse, New York 13204 Email : execassist@laligaupstateny.org Rita Paniagua	N	0
41	SUNY Oswego (career center) State University at Oswego 142 Campus Center Oswego, New York 13126 Email : career@oswego.edu n/a n/a	N	0
42	Suny Oswego Career Services State University at Oswego 142 Campus Center Oswego, New York 13127 Phone : (315) 312-2255 Url : http://www.oswego.edu Email : gary.morris@oswego.edu Gary Morris	N	0
43	SUNY Oswego Career Services Oswego, New York 13126 Phone : (315) 312-2255 Email : mallory.bower@oswego.edu Mallory Bower	N	0
44	Syracuse University / Newhouse School of Public Communications Rubin & Press Career Center Syracuse University Syracuse, New York 13224 Url : http://www.syr.edu Email : belichti@syr.edu Bridget Lichtinger	N	1
45	Syracuse University Career Services Syracuse, New York 13044 Url : http://www.syr.edu Email : kmcgee@syr.edu Karen Mcgee	N	1

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46	The Job Spider 3000 Stanton Circle Carmichael, California 95608 Phone : 916-488-7065 Url : http://www.thejobspider.com Email : sbgresumes@sbgstv.com Broadbean Source	N	0
47	TheLadders.com 137 Varick Street 8th Floor New York, New York 10013 Phone : 646-453-1800 Url : http://www.theladders.com Email : sbgresumes@sbgstv.com Sinclair SilkRoad Source	N	0
48	Tompkins Cortland Community College (TC3) Liberty Street Dryden, New York 13053 Url : http://www.tc3.edu Email : evenert@tc3.edu Teri Evener	N	0
49	Tvjobs P O Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : admin@tvjobs.com Mark Holloway	N	4
50	US Army Wounded Warrior Program 200 Stovall Street Room 7N53 Alexandria, Virginia 22332 Email : vicki.h.mullen.civ@mail.mil Vicki Mullen	Y	0
51	Walter Cronkite School of Journalism 555 N. Central Ave. Suite 302 Phoenix, Arizona 85004 Phone : 855-278-5080 Url : News Only Email : mike.wong@asu.edu Michael Wong	Y	0

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52	Women's Opportunity Center (Syracuse) 770 James Street Syracuse, New York 13203 Email : wocpeggywoods@yahoo.com Peggy Woods	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			62

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	2/10/2016	Participation in Job Fairs	Andrew Carlisle and Laura Hand attended the Lemoyne College job fair. They met with students & discussed entry-level jobs and internship possibilities. They also talked about what should be done while in school and career path possibilities. Students were referred to our website and instructed how to apply.	2	Director of Sales Community Relations
2	3/2/2016	Participation in Job Fairs	Andrew Carlisle and Laura Hand attended the SUNY Oswego job fair. They met with students and discussed career opportunities, starting with internships and entry level jobs. They explained skills needed, discussing possibilities for getting more out of the college experience.	2	Director of Sales Community Relations
3	4/6/2016	Participation in events or programs sponsored by educational institutions	Mike Paeno spoke at the Media Sales & Promotions class and Herkimer County Community College. Mike discussed the television sales industry with students providing them with information regarding Nielsen ratings and terminology for the industry. At the end a question and answer session was held regarding careers in Sales.	1	Account Executive
4	4/20/2016	Participation in Job Fairs	Allison, Eunice, Sheila and Manny represented ALL stations for Sinclair at the National Association of Broadcasters Career Fair, hosted by the NAB Education Foundation, in Las Vegas, NV on April 20, 2016. They met with 200+ potential candidates and reviewed resumes and tapes. All locations and open positions were discussed with interested candidates. They talked with candidates about openings and spoke with hiring managers when they returned about the candidates that were seen.	4	Regional HR Manager Human Resources Business Manager Director of Digital Content & Solutions

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5	4/20/2016	Participation in Job Fairs	Amy Collins and Laura Hand attended the Onondaga Community College job fair. They interviewed students & community members about job possibilities and internships. They emphasized job readiness, including personality traits that work well in the field and expectations for work schedules and ethic for broadcasting careers. Students were directed to our website and instructed how to apply.	2	General Manager Community Relations

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6	4/22/2016	Provision of training to management	<p>SBG, Inc. and its stations are Equal Opportunity Employers. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at SBG and its stations are based on merit, qualifications and abilities. We recruit, hire, train, promote and make all employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status or any other category protected by law.</p> <p>Further, in keeping with this commitment to equal employment opportunity, SBG, Inc., offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace harassment. Newly hired managers and supervisors take web-based training courses titled "Workplace Ethics for Supervisors" and "Sexual Harassment: What Supervisors Need to Know," and all newly hired employees complete "Sexual Harassment: What Employees Need to Know" and "Business Ethics: What Employees Need to Know" within 90 days of the start of their employment. In addition, ALL employees are required to complete bi-annual online training that reviews these same policies and procedures. These courses are designed to increase and renew awareness, as well as provide for manager and supervisor development and FCC compliance.</p>	12	Management

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7	4/29/2016	Participation in scholarship programs	Sinclair Broadcast Diversity Scholarship Fund provides financial support to college students interested in broadcasting, journalism, and marketing. The fund plans to award up to 10 scholarships of up to \$5,000 each per year for the next ten years to students from under-represented minority groups who need financial assistance to complete their education.	1	HR Contact
8	8/3/2016	Participation in Job Fairs	The Corporate Employment Manager, News Talent Manager and Director of News Training and Development, along with several station News Managers represented all Sinclair News stations at the career expo for the NABJ/NAHJ combined journalist convention/career expo in Washington DC, August 3-5, 2016. They met potential candidates and reviewed resumes and tapes for current and future job openings across the company. All candidates who stopped by the booth are followed up with and interviews set up where applicable.	3	Corporate Employment Manager News Talent Manager
9	9/30/2016	Provision of training to management	Kari Hopwood, Regional HR Contact conducted management training to station managers and supervisors. Kari reviewed Supervisor/Manager responsibilities regarding HR matters including but not limited to employee relations, discipline and termination; recruitment and hiring; and PRD's and annual reviews.	14	General Manager Business Manager News Director Director of Sales

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10	10/4/2016	Establishment of an intern program designed to assist members of the community	<p>INTERNSHIP PROGRAM The stations also have an internship program as defined below:</p> <p>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.</p> <p>Program Objectives: <ul style="list-style-type: none"> •Develop links with technical schools, universities and colleges to promote the station as prospective employers. •Create a symbiotic relationship between interns and station 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. </p> <p>Eligibility Requirements: <ul style="list-style-type: none"> •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's eligibility requirements. </p> <p>The station hosted 3 interns in news and</p>	2	News Director Assistant News Director

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			2 interns in sports from 9/12/16 - 12/12/16		
11	10/19/2016	Participation in Job Fairs	Ted Quinn, Local Sales Manager and Laura Hand, Community Relations attended the Fall Career Fair at SUNY Oswego. They met with students and discussed internship, job availabilities and career possibilities. Information was given out to students about current job openings and how to apply. In addition, arrangements were made with SUNY Oswego Career Services for job shadows and station tours for students interest in Broadcasting Careers.	2	Local Sales Manager Community Relations
12	10/27/2016	Participation in events or programs sponsored by educational institutions	Quindell Williams, Photojournalist, attended the Media Summit at SUNY Oswego and was a featured guest as a recent graduate of SUNY Oswego. Quindell sat on the Career Connector panel holding a round table discussion with students & other panelists about careers in broadcasting.	1	Photojournalist
13	11/6/2016	Participation in events or programs sponsored by educational institutions	Molly Matott invited a Manlius Pebble Hill high school student to shadow her for the day. Molly took her through her daily responsibilities, structure of the show and practiced on the green screen (off air). She also gave a tour of the studios and news room. Between forecasts Molly held a question and answer session regarding careers in Meteorology.	2	Meteorologist Community Relations
14	12/1/2016	Participation in events or programs sponsored by educational institutions	Laura Hand and Molly Matott participated and conducted mock interviews with various students. Provided feedback to students offering suggestions for improvement and other actions to take to become more marketable.	2	Community Relations Meteorologist