

WKTV
EEO Public File Report
2/1/18 - 1/31/19

I. Full Time Vacancies Filled During Reporting Period 2/1/18 - 1/31/19

Full Time Position	Recruitment Sources Used (code)	Recruitment Source for Successful Candidate (code)
Morning Newscast Producer	1, 2, 3, 4, 5, 7, 9, 10, 11, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 33, 34, 35, 39, 40, 42, 43, 44, 45, 47	43
Sales Planner	1, 2, 3, 4, 5, 7, 9, 10, 11, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 33, 34, 35, 39, 40, 42, 43, 44, 45, 47, 50, 51, 52	52
Assignment Editor/Producer	1, 2, 3, 4, 5, 7, 9, 10, 11, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 33, 34, 35, 39, 40, 42, 43, 44, 45, 47	35
Digital Marketing Consultant	1, 2, 3, 4, 5, 7, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 31, 34, 35, 39, 40, 42, 43, 44, 45, 47, 49, 50, 51, 52	35
Multi-Media Journalist	1, 2, 3, 4, 5, 7, 9, 10, 11, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 33, 34, 35, 39, 40, 42, 43, 44, 45, 47	43
Digital Content Manager	1, 2, 3, 4, 5, 7, 9, 10, 11, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 33, 34, 35, 39, 40, 42, 43, 44, 45, 47	35
Morning Newscast Producer	1, 2, 3, 4, 5, 7, 9, 10, 11, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 33, 34, 35, 39, 40, 42, 43, 44, 45, 47	7
Assignment Editor/Producer	1, 2, 3, 4, 5, 7, 9, 10, 11, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 33, 34, 35, 39, 40, 42, 43, 44, 45, 47	43
Technical Media Producer	1, 2, 3, 4, 5, 7, 9, 10, 11, 14, 15, 16, 17, 19, 20, 22, 23, 24, 25, 26, 27, 28, 30, 31, 33, 34, 35, 38, 39, 40, 42, 43, 44, 45, 47, 49	43

II. Recruitment Sources 2/1/17 - 1/31/18

Code No.	Recruitment Source (Name, Address, Contact Person, Phone Number) ¹	Total Number of Interviewees Referred by Source During Recruiting Period
1	Oneida County Veterans Services 800 Park Ave. Utica, NY 13501 (315) 798-5830	0
2	Working Solutions One Stop Center New York State Office Building, 1st Floor 207 Genesee Street Utica, NY 13501 Phone: (315) 793-2219 Fax: (315) 793-6340 Does_Utica@labor.state.ny.us	0
3	Working Solutions One Stop Center 320 N. Prospect Street Herkimer, New York 13350 Phone: (315) 867-1400 hceta@herkimercounty.org	0
4	Working Solutions One Stop Center 1006 Oneida Plaza Drive Oneida, New York 13421 Phone: (315) 363-2400 Fax: (315) 363-4545 madet@co.madison.ny.us	0
5	SUNY College at Oneonta 108 Ravine Parkway Oneonta, NY 13820 Phone: 607-436-3500	0
6	Lyndon State College Department of Atmospheric Sciences P. O. Box 919 Lyndonville, VT 05851	0

¹ None of the Recruitment Sources listed on this Report are entitled to a job vacancy notification.

	Phone: 802-626-6238 lsc-metchair@lyndonstate.edu	
7	Herkimer County Community College Career Counseling Services 100 Reservoir Rd., RMCC 265 Herkimer, NY 13350 Phone: 315-866-0300 x8284 Fax: 315-866-0706	1
8	Utica School of Commerce 201 Bleecker Street Utica, NY 13501 Phone: 1-800-321-4872 Fax: 315-733-9281	0
9	SUNY IT Attn: Anthony Panebianco 100 Seymour Road Utica, NY 13502 Phone: 315-792-7500	0
10	Mohawk Valley Community College 1101 Sherman Drive Utica, NY 13501 Phone: 315-792-5400	0
11	Syracuse University S.I. Newhouse School of Communications Career Development Center 215 University Place Syracuse, NY 13244-2100 belichti@syr.edu	1
12	Penn State University Department of Meteorology 503 Walker Building University Park, PA 16802-5013 Phone: 814-865-0478 Fax: 814-865-9429 meteojobs@meteo.psu.edu	0
13	SUNY at Albany DAES-ES351 Albany, NY 12222	0

	Phone: 518-442-4556 Fax: 518-442-5825	
14	NAACP - Utica Chapter 1212 Seymour Ave. Utica, NY 13501-40061 Phone: 315-765-0983 uticanaacp@aol.com	0
15	NAACP - Utica Chapter 6068 Shed Road Rome, NY 13440 Phone: 315-337-0407	0
16	NAACP - Syracuse. P.O. Box 397 Syracuse, NY 13205 Phone: 315-422-6933	0
17	Mohawk Valley Community Action Agency 1721 Black River Blvd. Rome, NY 13440 Phone: 315-339-2649 Fax: 315-336-0749	0
18	Mohawk Valley Community Action Agency 401 E. German Street Herkimer, NY 13350 Phone: 315-866-0030 Fax: 315-866-2523	0
19	Mohawk Valley Community Action Agency 1100 Miller Street Utica, NY 13501 Phone: 315-733-4873 Fax: 315-733-8928	0
20	Hamilton College 198 College Hill Road Clinton, NY 13323 Phone: 315-859-4011	0
21	SUNY Oswego 7060 Route 104 Oswego, NY 13126-3599 Phone: 315-312-3065	0

22	<p>Utica College Office of Career Services 1600 Burrstone Road Utica, NY 13502 Phone: 315-792-3087 Fax: 315-792-3370 careerservices@utica.edu</p>	1
23	<p>NYS Teamsters - Local 182 110 Lomond Court Utica, NY 13502 315-724-3111</p>	0
24	<p>MV Resource Center for Refugees 309 Genesee Street Utica, NY 13501 Phone: 315-738-1083 Fax: 315-738-1168 info@mvrer.org</p>	0
25	<p>Colgate University 13 Oak Drive. Hamilton, NY 13346 Phone: 315-228-1000</p>	0
26	<p>NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203 Phone: 518-456-8888 Fax: 518-456-8943 info@nysbroadcasters.org</p>	0
27	<p>Neighborhood Center 293 Genesee Street Utica, NY 13501 Phone: 315-272-2600</p>	0
28	<p>Ithaca College Ithaca, NY 14850 Phone: 607-274-3590</p>	0
29	<p>Cornell University 1123 Bradfield Hall Ithaca, NY 14853 Phone: 607-255-3034</p>	0

30	NYS Education Department VESID 207 Genesee Street Utica, NY 13501 Phone: 315-793-2536 Fax: 315-793-2724	0
31	Utica Community Action 253 Genesee Street Utica, NY 13501 Phone: 315-797-6473	0
32	SUNY Brockport Dept. of Earth Sciences Lennon Hall 350 New Campus Drive Brockport, NY 14420 Phone: 585-395-2636	0
33	Frank N. Magid & Associates, Inc. 1775 Broadway, Suite 1401 New York, NY 10019 Phone: 212-515-4520 Fax: 212-515-4540 newyork@magid.com	0
34	WKTV Attn: Human Resources P.O. Box 2 Utica, NY 13503 Phone: 315-733-0404	0
35	Station Website www.wktv.com	12
36	Regional Help Wanted www.regionalhelpwanted.com	0
37	Spots and Dots www.spotsndots.com	0
38	Magid www.magid.com	0
39	TV Jobs	4

	www.tvjobs.com	
40	Media Line www.medialine.com	0
41	Society of Broadcast Engineers www.sbe.org	0
42	Word of Mouth	3
43	In-House Postings	7
44	Walk-In Applicants	0
45	Job Fairs	0
46	SUNY at Alfred 10 Upper College Drive Alfred, NY 14802 Phone: 607-587-4060	0
47	Zip Recruiter http://www.ziprecruiter.com	0
48	Job Rapido http://www.jobrapido.com	0
49	Staffworks 600 French Road New Hartford , NY 13413 315-735-5050	0
50	NewsCheckMedia LLC 24 West Lancaster Ave., Suite 205 Ardmore, PA 19003	0
51	Linked In http://www.linkedin.com	0

52	Indeed http://www.indeed.com	4
Total Number of Interviewees:		33

III. Recruitment Initiatives

February 2018:

2/2: Our station hosted a Utica College intern for the Spring semester through May 2018. The intern was supervised by our News Director and his responsibilities included assisting anchors, reporters and producers with gathering, writing, and editing news content for broadcast and digital distribution.

2/16: Our reporter visited a media/communications class at Westmoreland High School where she spoke about broadcast news and gave advice on how to break into the TV news business.

2/6 and 2/7: Our station hosted two high school students from Central Valley Academy for one-day job shadows. The students observed news dept. personnel as they gathered and produced content for our news broadcasts and digital platforms.

2/12: Our station hosted a SUNY Oswego student for a Spring semester internship through May 2018. The intern was supervised by our News Director and his responsibilities included assisting anchors, reporters and producers with gathering, writing, and editing news content for broadcast and digital distribution.

2/22: Our station hosted a Life After High School class from the Arc of Oneida-Lewis. Attendees received a “behind the scenes” view of our studios and had the opportunity to ask questions about careers in broadcasting.

2/21: Our station hosted a group of Girl Scouts and their leaders for a tour as a requirement for one of their badges. The participants received a “behind the scenes” look at our station and had the opportunity to meet with station personnel.

March 2018:

3/9: Our station hosted a Syracuse University student for a Spring semester intern from March-May 2018. The intern was supervised by our News Director and his responsibilities included assisting anchors, reporters and producers with gathering, writing, and editing news content for broadcast and digital distribution.

3/13: Our station hosted a tour for clients of the Arc of Herkimer. Participants had the opportunity to get a behind the scenes look at our facility and to ask questions of station personnel.

April 2018:

4/9: Our station hosted a high school intern from Richfield Springs during the Spring semester. The intern was supervised by our News Director and his responsibilities included assisting anchors, reporters and producers with gathering, writing, and editing news content for broadcast and digital distribution.

4/11: Our news director attended a career fair at Syracuse University in an effort to recruit graduates to fill anticipated job vacancies over the summer.

4/12: Our station hosted a tour for clients from the Arc of Oneida-Lewis. Participants had the opportunity to get a behind the scenes look at the facility and to ask questions of station personnel.

May 2018:

5/4: Our sports director spoke to students at a career day in the New York Mills School District. He discussed his career and answered students' questions.

5/16: Our news director spoke to a 4-H public policy and media class in Utica. He discussed the broadcast journalism industry and how WKTV covers local politics.

5/1: Our station hosted a student from Holland Patent High school for a one-day job shadow. The student had the opportunity to visit with our morning meteorologist and ask questions related to her career.

5/30: Our station hosted a tour for clients of the Arc of Herkimer. Participants had the opportunity to get a behind the scenes look at the facility and to ask questions of station personnel.

June 2018:

6/20: Our station hosted an intern from Proctor High School for the summer, from June-August 2018. The intern had the opportunity to work with our morning meteorologist and get hands-on experience forecasting weather.

July 2018:

7/2: Our station hosted an intern from Utica College for the months of July and August 2018. The intern was supervised by our News Director and his responsibilities included assisting anchors, reporters and producers with gathering, writing, and editing news content for broadcast and digital distribution.

7/12: Our station hosted a one-day job shadow for a high school student from Oneida. The student shadowed our morning anchor and was able to ask questions related to anchoring and producing newscasts.

August 2018:

8/25: Our station hosted an intern in our weather department for the Fall semester, from August-December 2018. The intern worked with our chief meteorologist to receive training on how to create weather forecasts.

September 2018:

9/28: Our reporter attended a career day at Little Falls Middle School. She answered questions from the students and demonstrated the use of a television videocamera.

9/28: Our station hosted four high school students for Fall semester internships through Herkimer-Madison BOCES from September-December 2018. The students were supervised by our news director and were able to observe our reporters and photographers to learn the basics of how to write, shoot, and edit a news story.

October 2018:

10/25: Our morning anchor visited Perry Junior High School in New Hartford for a career day. He spoke to several classes about his work as an anchor, producer, and reporter.

November 2018:

11/28: Our news director spoke to a 4-H public policy and media class in Utica. He discussed the broadcast journalism industry and how WKTV covers local politics.

December 2018:

12/19: Our station hosted three students from Waterville High School for a one-day job shadow. The students were able to observe news dept. staff and ask them questions about their careers.

12/16: Our station hosted an Oneida-Herkimer-Madison BOCES student for a one-day job shadow. The student observed news dept. personnel as they gathered and produced content for our news broadcasts and digital platforms.

12/13: Our station hosted five students from the Westmoreland School District for a one-day tour/job shadow. The students received a “behind the scenes” look at our facility and were able to ask career-related questions of our news department personnel.

12/14: Our chief meteorologist visited Clinton Middle School for a career day, where he spoke to students about the field of broadcast meteorology.

12/7: Our reporter attended a School and Business Alliance breakfast at Oneida-Herkimer-Madison BOCES. Our reporter met with students interested in careers in broadcasting or journalism.

January 2019:

1/7: Our station hosted two high school students from Oneida-Herkimer-Madison BOCES for a Spring semester internship from January – June 2019. The students were supervised by the news director and worked with station staff to learn how to write, shoot and edit news content.

1/24: Our station hosted a one-day job shadow for a student from New Hartford. The student was able to observe our news department staff while they performed their duties and ask questions about their specific roles in the news department.