

**EEO Public File Report  
For Television Station  
WBBZ-TV  
Buffalo, NY  
2021-2022**

This EEO Public File Report is filed in the station's public inspection file pursuant to Section 73.2080 (c) (6) of the Federal Communications Commission's ("FCC") rules.

During the period ending January 31, 2021 the Stations filled **NO vacancies**:

If your organization would like to be contacted regarding future vacancies, please contact:

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## **Outreach and Recruitment 2021-2022**

1) On January 4, 2022, WBBZ arranged a training session for the Account Executives & Sales Manager with a representative from the Media Audit. These sessions provide hands-on training with the media audit software and teach users how to use demographic data to build informative slides for our customers to illustrate the value of advertising on WBBZ. Participants also learned how to utilize The Media Audit's reporting functions to substantiate data trends through supportive demographic and socioeconomic information.

### **WBBZ Internship Program:**

WBBZ is committed to giving college students a hands-on internship experience that includes working on location station productions, social media promotion, event coordination and general assignments.

WBBZ-TV has officially reached out to internship coordinators and Medaille College; the University at Buffalo; Buffalo State College; Canisius College, Niagara County Community College; Erie Community College; and Daemen College seeking interns. WBBZ has also fielded inquiries from students at other colleges interested in participating at the station.

In 2021, WBBZ offered a limited number of internship opportunities due to the Covid-19 Pandemic. During the period covered in this report, WBBZ hosted the following interns:

#### **1) Spring 2021**

WBBZ-TV hosted and intern from St. John Fisher College.

Description: Interns for WBBZ-TV work on many projects tied to locally-produced programs and commercials. Interns have an opportunity to get "hands on" experience with studio and remote field cameras for live productions. Interns assist in producing segments, booking guests, social media promotion and doing research for a variety of subjects ranging from sports to public affairs. In addition, interns get an opportunity to work with the Sales Department in understanding the business of television and interacting with clients.

#### **2) Summer 2021**

WBBZ-TV hosted an intern from Autism Services.

Description: Interns for WBBZ-TV work on many projects tied to locally-produced programs and commercials. Interns have an opportunity to get "hands on" experience with studio and remote field cameras for live productions. Interns assist in producing segments, booking guests, social media promotion and doing research for a variety of subjects ranging from sports to public affairs. In addition, interns get an opportunity to work with the Sales Department in understanding the business of television and interacting with clients.