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**Annual EEO Public File Report Form**  
**WSYT/WNYS (LMA) – SYRACUSE, NY**  
**Annual EEO Public File Report**

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c) (6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WSYT/WNYS (LMA) – SYRACUSE, NY and is required to be placed in the public inspection files of these station, and posted on their web sites, if they have a web site.

The information contained in this Report covers the time period beginning February 1, 2008, to and including January 31, 2009 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) 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 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 Sections 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer and started in the position. A person was deemed “interviewed” when he or she was interviewed in person.

**Appendix 1 to**  
**Annual EEO Public File Report Form**  
**Covering the Period from February 1, 2008 - January 31, 2009**  
**Station Comprising Station Employment Unit: WSYT**  
**Section 1: Vacancy by Job Title**

<u>FULL-TIME POSITIONS</u>	<u>RECRUITMENT SOURCE</u>	<u>TOTAL NUMBER OF</u>
<u>FILLED BY JOB TITLE</u>	<u>OF HIREE</u>	<u>INTERVIEWEES FROM</u>
		<u>ALL SOURCES FOR THIS</u>
		<u>POSITION</u>
Promotions Producer	Internal	7
Promotions Producer	Internal	7
Master Control Operator	Syracuse Newspaper	11
Account Executive	Referral	13
Traffic Assistant	Career Builder.com	13
Account Executive	Referral	13
Film/Shipping Coordinator	Internal	6
Master Control Operator	Syracuse Newspaper	10
Master Control Operator	Syracuse Newspaper	9

Total number of persons interviewed during the applicable period:

89

**Appendix 2 to**  
**Annual EEO Public File Report Form**  
**Covering the Period from February 1, 2008 - January 31, 2009**  
**Station Comprising Station Employment Unit: WSYT**  
**Section 2: Recruitment Source Information**

<u>Recruitment Source</u>		<u>Full-Time Positions for which this Source was utilized</u>	<u>Total number of Interviewees this Source has provided</u>
1	<b>Sinclair Broadcast Group (Website: www.sbgi.net)</b>	Promotion Producer	0
	10706 Beaver Dam Road	Promotion Producer	0
	Cockeysville, MD 21030	Master Control Operator	0
	Attn: Sharon Pickeral	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
2	<b>Syracuse Newspapers</b>	Promotion Producer	3
	PO Box 4915	Promotion Producer	3
	Syracuse, NY 13221	Master Control Operator	2
	Attn: Michelle Martin	Account Executive	8
		Traffic Assistant	4
		Account Executive	8
		Film/Shipping Coordinator	1
		Master Control Operator	3
		Master Control Operator	2
3	<b>The NYS Broadcasters Assn. Inc.</b>	Promotions Producer	0
	Sandy Hickey	Promotions Producer	0
	1805 Western Avenue	Master Control Operator	0
	Albany, NY 12203	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
	Master Control Operator	0	

		Master Control Operator	0
4	<b>NAACP- Syracuse/Onondaga</b>	Promotions Producer	0
	Preston Fagan, President	Promotions Producer	0
	PO Box 397 Colvin Station	Master Control Operator	0
	Syracuse, NY 13205	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
5	<b>Arise, Inc.</b>	Promotions Producer	0
	David Borst	Promotions Producer	0
	635 James Street, Ste 110	Master Control Operator	0
	Syracuse, NY 13203	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
6	<b>The Spanish Action League</b>	Promotions Producer	0
	Maritza Alvarado	Promotions Producer	0
	700 Oswego Street	Master Control Operator	0
	Syracuse, NY 13204	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
7	<b>Syracuse University</b>	Promotions Producer	0
	Ed Pulaski	Promotions Producer	0
	Crouse Hinds School of Management Bldg., Ste. 310	Master Control Operator	0
	Syracuse, NY 13244	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
8	<b>Syracuse University</b>	Promotions Producer	0
	Sue Catanes	Promotions Producer	0
	Crouse Hinds School of Management Bldg., Suite 310	Master Control Operator	0
	Syracuse, NY 13244	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
9	<b>New House School of Communication</b>	Promotions Producer	0
	Bridget Lichtinger, Dir. Of Career Development	Promotions Producer	0
	215 University Place	Master Control Operator	0
	Syracuse, NY 13244-2100	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
10	<b>Cornell Career Services</b>	Promotions Producer	0
	Cornell University	Promotions Producer	0
	Norma Cancellari	Master Control Operator	0
	103 Barnes Hall	Account Executive	0
	Ithaca, NY 14853	Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
11	<b>Onondaga Community College/Business</b>	Promotions Producer	0
	Lisa Woolner	Promotions Producer	0
	Academic 1, Room 254	Master Control Operator	0
	Syracuse, NY 13215-2099	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
12	<b>Onondaga Community College</b>	Promotions Producer	0
	Electronic Media Communication Dept.	Promotions Producer	0
	Nancy Licata, Radio & TV Department	Master Control Operator	1
	4941 Onondaga Road	Account Executive	0
	Syracuse, NY 13215	Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
13	<b>Tompkins Cortland Community College</b>	Promotions Producer	0
	Jim Hull, Director of Counseling & Career Services	Promotions Producer	0
	Placement Services	Master Control Operator	0
	170 North Street, Box 139	Account Executive	0
	Dryden, NY 13053	Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
14	<b>LeMoyne College</b>	Promotions Producer	0
	Linda McGraw, Director of Career Services	Promotions Producer	0
	1419 Salt Springs Road	Master Control Operator	1
	Syracuse, NY 13214-1399	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
15	<b>CCC/Planning Student Development Center</b>	Promotions Producer	0
	Meg Osborne	Promotions Producer	0
	197 Franklin Street	Master Control Operator	1
	Auburn, NY 13021	Account Executive	0
		Traffic Assistant	1
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
16	<b>SUNY Oswego</b>	Promotions Producer	0
	Department of Communicaiton Studies	Promotions Producer	0
	Cristina Pieraccini	Master Control Operator	1
	6 Lanigan Hall	Account Executive	0
	Oswego, NY 13126	Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	1
		Master Control Operator	1
		Master Control Operator	0
17	<b>Ithaca College</b>	Promotions Producer	0
	John Fracchis, Asst. Dir. Recruiting Coordinator	Promotions Producer	0
	1101 Gannett Cneter	Master Control Operator	1
	Ithaca, NY 14850	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	1
		Master Control Operator	0
18	<b>NYS Dept. of Labor</b>	Promotions Producer	0
	Roger Fellows	Promotions Producer	0
	c/o CNY Works	Master Control Operator	0
	443 N. Franklin Street	Account Executive	0
	Syracuse, NY 13204	Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
19	<b>WAR Associates</b>	Promotions Producer	0
	Deirdre Brown	Promotions Producer	0
	PO Box 100	Master Control Operator	0
	Nedrow, NY 13120	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
20	<b>American Society of Women Accountants</b>	Promotions Producer	0
	Roseanne Bottoe, EA	Promotions Producer	0
	222 Hanover Avenue	Master Control Operator	0
	Liverpool, NY 13088	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
21	<b>Displaced Homemaker Program/NYS</b>	Promotions Producer	0
	Mary Hoben	Promotions Producer	0
	770 James Street, Ste 145	Master Control Operator	0
	Syracuse, NY 13203	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
23	<b>CNY WORKS</b>	Promotions Producer	0
	Manny Martinez	Promotions Producer	0
	443 North Franklin Street	Master Control Operator	0
	Syracuse, NY 13202	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
24	<b>OCM BOCES Career Training Center</b>	Promotions Producer	0
	Harriet Silverman, Employment Specialist	Promotions Producer	0
	4500 Crown Road	Master Control Operator	0
	Liverpool, NY 13090	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
25	<b>Oswego County BOCES</b>	Promotions Producer	0
	179 County Route 64	Promotions Producer	0
	Mexico, NY 13114	Master Control Operator	0
		Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
26	<b>Dunbar Center</b>	Promotions Producer	0
	Clara Everson	Promotions Producer	0
	1453 S. State Street	Master Control Operator	0
	Syracuse, NY 13205	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
27	<b>Southwest Community Center</b>	Promotions Producer	0
	MaryAnne Ciccarelli	Promotions Producer	0
	401 South Avenue	Master Control Operator	0
	Syracuse, NY 13204	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
28	<b>West Side Learning Center</b>	Promotions Producer	0
	Theresa Pagano, CAO	Promotions Producer	0
	422 Gifford Street	Master Control Operator	0
	Syracuse, NY 13204	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
29	<b>Eastside Neighbors in Partnership</b>	Promotions Producer	0
	Jim Dessauer, Director	Promotions Producer	0
	PO Box 8016	Master Control Operator	0
	Syracuse, NY 13217	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
30	<b>Syracuse Northeast Community Center</b>	Promotions Producer	0
	Katie Jayson	Promotions Producer	0
	716 Hawley Avenue	Master Control Operator	0
	Syracuse, NY 13203	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
31	<b>NAMIC</b>	Promotions Producer	0
	National Assoc of Minorities in Communication	Promotions Producer	0
	Roxanne Remekie	Master Control Operator	0
	336 W. 37th Street	Account Executive	0
	Suite 302	Traffic Assistant	0
	New York, NY 10018	Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
32	<b>Senior Job Bank</b>	Promotions Producer	0
	Eric Summers	Promotions Producer	0
	1383 Steel Bridge Raod	Master Control Operator	0
	MacClenny, FL 32063	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
33	<b>California Chicano News Media Assoc. (CCNMA)</b>	Promotions Producer	0
	Sylvia Wells	Promotions Producer	0
	3800 S. Figueroa Street	Master Control Operator	0
	Los Angeles, CA 90037-1206	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
34	<b>Massachusetts College of Liberal Arts</b>	Promotions Producer	0
	Dr. Robert E. Bishoff	Promotions Producer	0
	375 Church Street	Master Control Operator	0
	North Adams, MA 01247-4100	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
35	<b>Office of Cooperative Education and Career Services</b>	Promotions Producer	0
	Rochester Institute of Technology	Promotions Producer	0
	57 Lomb Memorial Drive	Master Control Operator	0
	Rochester, NY 14623-5603	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
36	<b>Asian American Journalists Assoc.</b>	Promotions Producer	0
	1182 Market Street, Suite 320	Promotions Producer	0
	San Francisco, CA 94102	Master Control Operator	0
		Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
37	<b>National Association of Black Journalists</b>	Promotions Producer	0
	8701-A Adelphi Road	Promotions Producer	0
	Adelphi, MD 20783	Master Control Operator	0
		Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
38	<b>Hispanic Link News Service</b>	Promotions Producer	0
	1420 N. Street, NW	Promotions Producer	0
	Washington, DC 20005	Master Control Operator	0
		Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
39	<b>Native American Journalists Association</b>	Promotions Producer	0
	555 Dakota Street, Al Neuharth Media Center	Promotions Producer	0
	Vermillion, SD 57069	Master Control Operator	0
		Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
40	<b>Native American Public Telecommunications</b>	Promotions Producer	0
	1800 No 33rd Street	Promotions Producer	0
	Lincoln, NE 68583	Master Control Operator	0
		Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
41	<b>National Association of Broadcasters</b>	Promotions Producer	0
	1771 North Street, NW	Promotions Producer	0
	Washington, DC 20036	Master Control Operator	0
		Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
42	<b>National Black MBA Association</b>	Promotions Producer	0
	180 N. Michigan Avenue, Ste.1515	Promotions Producer	0
	Chicago, IL 60601	Master Control Operator	0
		Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
43	<b>National Association of Hispanic Journalists</b>	Promotions Producer	0
	1000 National Press Bldg. 52914th Street, NW	Promotions Producer	0
	Washington, DC 20045	Master Control Operator	0
		Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
44	<b>National Hispanic Media Coalition</b>	Promotions Producer	0
	2514 S. Grand Avenue	Promotions Producer	0
	Los Angeles, CA 90007	Master Control Operator	0
		Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
45	<b>SUNY – The Medgar Evers College</b>	Promotions Producer	0
	Office of Career Management Services	Promotions Producer	0
	1650 Bedford Avenue	Master Control Operator	0
	Brooklyn, NY 11225	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
46	<b>Cheyney University</b>	Promotions Producer	0
	Career Services Office	Promotions Producer	0
	1837 University Circle	Master Control Operator	0
	Cheyney, PA	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
47	<b>tvjobs.com (Broadcast employment Services)</b>	Promotions Producer	0
	Mark Holloway, President	Promotions Producer	0
	PO Box 4116	Master Control Operator	0
	Oceanside, CA 92052	Account Executive	0
	760-754-8177	Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
48	<b>Medialine.com</b>	Promotions Producer	0
	Mark Shilstone, Manager	Promotions Producer	0
	Box 51909	Master Control Operator	0
	Pacifi Grove, CA 93950	Account Executive	0
	800-237-8073	Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0

		Master Control Operator	0
49	<b>Bishop State Community College*</b>	Promotions Producer	0
	351 N. Broad Street	Promotions Producer	0
	Mobile, AL 36603-5898	Master Control Operator	0
	251-662-5371	Account Executive	0
		Traffic Assistant	0
		Account Executive	0
		Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
50	<b>Careerbuilder.com</b>	Promotion Producer	1
	8401 Greensboro Dr	Promotion Producer	1
	Suite 250	Traffic Assistant	3
	McLean, VA 22102	Account Executive	0
	Attn: Allison Weitzman	Traffic Assistant	0
	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	Account Executive	0
	Date added:01/01/2008	Film/Shipping Coordinator	0
		Master Control Operator	0
		Master Control Operator	0
51	<b>Referral</b>	Account Executive	5
		Account Executive	5
		Traffic Assistant	1
		Master Control Operator	4
		Master Control Operator	1
		Master Control Operator	1
52	<b>Internal Application</b>	Promotion Producer	3
		Promotion Producer	3
		Film/Shipping Coordinator	1
53	<b>Station Websites</b> (foxsyracuse.com/my43.tv)	Traffic Assistant	4
	1000 James St	Master Control Operator	2



Appendix 3 to  
Annual EEO Public File Report Form  
Covering the Period from February 1, 2008 to January 31, 2009  
Station Comprising Station Employment Unit WSYT and WNYS (LMA)

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WSYT and WNYS (LMA) – Syracuse.

### **1. Internship Program**

The station employment unit has an internship program as defined below:

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.

Program Objectives:

- Develop links with universities and colleges to promote the Station Employment Unit as a prospective employer.
- Create a symbiotic relationship between interns and Station Employment Unit 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.

Eligibility Requirements:

- 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 employment unit's eligibility requirements.

Applicants can contact the station employment unit for information on how to apply for an internship as well as contacting their schools' intern offices.

During the period 2/1/2008 through 1/31/2009, the Station Employment Unit had a total of five students interning; three in the promotion department and two in the production department. Each of the interns came to the Station from five different schools including: LeMoyne College, Syracuse University, Keuka College, SUNY Oswego, and Onondaga County Community College.

## **2. Educational Events**

Event A:

Date of Event: March 3, 2008

Participating Employee: Ed Sautter, Promotions Director

Location: Syracuse University

Newhouse II, 3rd Floor, Rm 383, Syracuse, NY

Contact Person: Fiona Chew, PH.D. Associate Professor Television-Radio-Film  
SU Newhouse School of Public Communications  
Syracuse University, 215 University Place, Syracuse, NY 13244  
(315) 443-9241 E-mail: [cmrfchew@syr.edu](mailto:cmrfchew@syr.edu)

Mr. Sautter was invited as a guest speaker in Prof. Chew's class of "TV-Radio-Film Principles and Practice". He initialized his lecture with a description of his own career development. Mr. Sautter then developed his lecture by sharing the various career paths that are available in the broadcast industry. At the end of his lecture, Mr. Sautter fielded questions from the students and offered advice about making a career in television promotions. He further informed the students about current openings within the station employment unit. The class has a mixed cultural and racial base. In a thank you note, Associate Professor Chew stated, "... you are helping to nurture the future generation of media professionals."

Event B:

Date of Event: January 15, 2009 – AM SESSION

Participating Employee: Vincent Lopez, Director of Engineering  
Ed Sautter, Promotions Director

Location: Oswego County BOCES

179 County Route 64, Mexico, NY 13114

Contact Person: Ronald A. Camp, Director of Career and Technical Education  
Oswego County BOCES  
179 County Route 64, Mexico, NY 13114  
315-963-4313

Mr. Lopez, Director of Engineering, addressed approximately 75 students representing nine school districts in Oswego County which has a 3% North American, 1.5% Hispanic and a 1% Asian minority representation. Mr. Lopez discussed the technical needs that the broadcast industry requires in the realms of on-air broadcasting, computer systems, networking and web-based applications. He shared with the students his own educational and experience based

knowledge and apprised students of the current entry level openings at the Station Employment Unit.

Following Mr. Lopez's presentation, Mr. Ed Sautter, Promotions Director lectured the students; sharing the technical side of promotions, which includes: creating, editing and producing an on-air promotional spots. Mr. Sautter continued his lecture with information about the career choices in the broadcasting industry outside the promotions arena, inclusive of marketing, business, programming and production. As did Mr. Lopez, Mr. Sautter informed the students of the entry level and non-entry level positions that were currently open at the Station Employment Unit.

At the conclusion of the lecture time, Mr. Lopez and Mr. Sautter fielded questions from the students and distributed information about the more frequently available positions at the Station Employment Unit.

Event C:

Date of Event: January 15, 2009 – PM SESSION

Participating Employee: Vincent Lopez, Director of Engineering  
Ed Sautter, Promotions Director

Location: Oswego County BOCES  
179 County Route 64, Mexico, NY 13114

Contact Person: Ronald A. Camp, Director of Career and Technical Education  
Oswego County BOCES  
179 County Route 64, Mexico, NY 13114  
315-963-4313

To accommodate the afternoon students, Oswego County BOCES hosted another lecture session. Both Mr. Lopez and Mr. Sautter participated in the afternoon session delivering the same information to the approximately 75 students in attendance at the afternoon assembly.

Career opportunities in the broadcast industry were explored by way of personal experiences as well as job requirements. A question and answer period was conducted by both Directors and informational hand-outs were distributed.

### **3. Co-Sponsoring Job Fair**

The Station Employment Unit consistently makes every effort to widely disseminate job information when available. In a further effort to make our equal employment opportunities available, our station employment unit was directly involved with the "Broadcasting Internet Career Fair" along with The New York State Broadcasters Association, Inc. The event was promoted by broadcasting announcements over a two-week period prior to the event, beginning on March 10th. Station Employment Unit personnel participated on the Publicity and Implementation Committees.

Date of Station Participation: March 24-March 30, 2008

Location: [www.NYSBroadcastersCareerFair.com](http://www.NYSBroadcastersCareerFair.com)

During the one week Internet Career Fair period there was opportunity for our viewers to place their resumes and to apply for jobs which were posted in “our” booth (CNY003). Our station employment unit received 105 resumes for the master control operator position and 20 resumes for the Account Executive opening, directly from our booth (CNY003), as well as resumes that were re-directed from the fair to our local website. The resumes were distributed to hiring managers. A certificate of compliance as a co-sponsor was awarded to our station employment unit by the New York State Broadcasters Association, Inc.

#### **4. Community Events**

Event A:

Mt. Goat Run

Date: May 4, 2008

Location: Clinton Square, Downtown, Syracuse, NY

Host/Sponsor of Activity: Fleet Feet Sports

Media Sponsor: WSYT/WNYS (LMA)

Participating Employees: Ed Sautter, Promotion Director; Promotions Manager, Leslie Baycura; Producer, Christopher Barbera; and Web Designer, Jessica Webb.

Brief Description of Activity and Station Employment Unit Participation: A community and station employment unit event to increase the community awareness and to raise funds of the large number of programs in the community. Promotional spots ran in the weeks preceding the event to encourage participation and attendance. The Mountain Goat Run has experienced steady growth in participation, sponsorship and community interest. Over 3,500 people participated in one of the Mountain Goat Events and the 10-Mile Mountain Goat Run and companion 5k saw 30% increase in participation. This event is attended by a large representation of women and minorities. The station employment unit staff provided current employment opportunity information via handouts and one-on-one question and answer sessions.

Event B:

16<sup>th</sup> Annual AIDS Walk/Run

Date: June 1, 2008

Location: Beaver Lake Nature Center, Baldwinsville, NY

Host/Sponsor of Activity: AIDS Community Resources

Media Sponsors: WSYT/WNYS (LMA)

Participating Employees: Leslie Baycura, Promotions Manager, Publicity Coordinator, Jessica Bull, and Ed Sautter, Promotions Director

Brief Description of Activity and Station Employment Unit Participation:

A community and station employment unit event to raise the awareness of AIDS in the community and to raise donations to fund the support programs developed and maintained by the AIDS Community Resource organization. Promotional spots ran in the weeks leading up to the event, inviting the public to participate and/or attend the event. The Station Employment Unit staff members were on hand to give handouts relating to career opportunities in the broadcasting industry as well as station specific job openings. The event attracted well over 1,100 participants, including substantial numbers of minorities and raised over \$201,000.00 (up 29% from the prior year).

Event C:

Elephant Extravaganza

Date: August 16, 2008

Location: Rosamond Gifford Zoo, Burnet Park, Syracuse, NY

Host/Sponsor of Activity: Rosamond Gifford Zoo

Media Sponsors: WSYT/WNYS (LMA)

Participating Employees: Ed Sautter, Promotion Director and Christopher Barbera, Producer.

Brief Description of Activity and Station Employment Unit Participation:

Each year the Rosamond Gifford Zoo holds this community event to elevate the awareness of the zoo along with raising funds to help subsidize the expense of the zoo. The Station Employment Unit promotes this event several weeks ahead of the event date to encourage the communities' attendance and participation. The Station Employment Unit attends the event with the presence of a signed tent manned with station employment unit personnel. The personnel distribute handouts with information relating to career opportunities in the broadcast industry as well as station specific job openings. The event attracts between 1,500 and 2,000 attendants with a large representation of minorities.

Event D:

DTV Transition Lectures

Dates: 4/30/08, 5/4/08, 5/20/08, 6/2/08, 6/11/08, 9/10/08, 9/24/08, 11/13/08 and 1/26/09.

Locations:

Betts Branch Library, Syracuse, NY; Minoa Public Library, Minoa, NY; Jordan Public Library, Jordan, NY; Liverpool Public Library, Liverpool, NY(3); Salina Public Library, Mattydale, NY; Mundy Public Library, Syracuse, NY; Onondaga Hill Library, Syracuse, NY.

Hosts/Sponsor: CNY Society of Broadcast Engineers

Participating Employees: Vincent Lopez, Director of Engineering and Don Nahumck, Engineer.

Brief Description of Activity and Station Employment Unit Participation: The CNY Society of Broadcast Engineers hosted a series of lectures to help the community understand the transition to DTV which will be effective on February 17, 2009. These lectures are targeted toward the elderly and people who get their television through other than cable or dish. Each of the venues

holds between 30 and 50 attendees. Vinny Lopez, Director of Engineering has conducted the above listed lectures throughout the second, third and fourth quarter of 2008 as well as one lecture in January, 2009. During his lectures he explains the forthcoming digital transition and hands out fact sheets with pertinent telephone numbers, website and how to obtain coupons for savings on converter boxes. Additionally, Mr. Lopez handed out information relating to career opportunities in the broadcast industry as well as station specific job openings. The public libraries are conveniently located and easily accessed, therefore a number of minority and women were in attendance.

### **Training**

Sinclair Broadcast Group, Inc. and its station, WSYT and WNYS 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 will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, and sex national origin, age, disability, veteran status, Acquired-Immune Deficiency syndrome (AIDS), AIDS - related complex (ARC), veteran status or any other category protected by law.

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 hiring practices to its management within 90 days of hire.