

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) in Syracuse, NY** is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning February 1, 2010 to and including January 31, 2011 (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

February 1, 2010 to January 31, 2011

Station(s) Comprising Station Employment Unit: **WSYT/WNYS (LMA)**

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	General Manager	Internal Candidate	1
2	Producer	Syracuse Newspaper	9
3	Master Control Operator	Internal Candidate	1
4	Sales Support Coordinator	Referral	2
5	Account Executive	Syracuse Newspaper	9
6	Account Executive	Referral	1
7			
8			
9			
10			

Total Number of Persons Interviewed During Applicable Period: 23

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from February 1, 2010 to January 31, 2011

Station(s) Comprising Station Employment Unit: **WSYT/WNYS (LMA)**

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	American Society of Women Accountants Roseanne Bottoe, EA 222 Hanover Ave Liverpool, NY 13088	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
B	Arise, Inc David Borst 635 James Street, Ste 110 Syracuse, NY 13203	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
C	Asian American Journalists Assoc 1182 Market Street, Ste 320 San Francisco, CA 94102	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
D	Bishop State Community College 351 N Broad St Mobile, AL 36603	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
E	Broadcast Employment Services (TVjobs.com) Mark Holloway, President PO Box 4116 Oceanside, CA 92052		Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
F	California Chicano News Media Association	0	Producer Master Control Operator

	Sylvia Wells 3800 S. Figeroa St Los Angeles, CA 90037		Sales Support Coordinator Account Executive Account Executive
G	Careerbuilder.com Brian Maggio 8401 Greensboro Dr, Ste 250 McLean, VA 22102	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
H	CCC/Student Planning Development Center Meg Osbourne 197 Franklin St Auburn, NY	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
I	Cheyney University Career Services 1837 University Circle Cheyney, PA	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
J	CNY Works Judith Shanley 443 N. Franklin St Syracuse, NY 13202	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
K	Cornell University Career Services Norma Cancellari 103 Barnes Hall Ithaca, NY 14853	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
L	Displaced Homemaker Program/ NYS Lynn Bush 901 James Street Syracuse, NY 13203	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
M	Dunbar Center Clara Everson 1453 S State Street Syracuse, NY 13217	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
N	Eastside Neighbors in Partnership Jim Dessauer PO Box 8016 Syracuse, NY 13217		
O	Hispanic Link News Service 1420 N Street, NW Washington, DC 20005	0	Producer Master Control Operator Sales Support Coordinator

			Account Executive Account Executive
P	Internal Applications	1 5 1 0 0 0	General Manager Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
Q	Ithaca College John Francchis 1101 Gannett Center Ithaca, NY 14850	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
R	LeMoyne College Career Services Linda McGraw 1419 Salt Springs Rd Syracuse, NY 13214	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
S	Massachusetts College of Liberal Arts Dr. Robert Bishoff 375 Church St North Adams, MA 01247	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
T	Medialine.com Mark Shilstone PO Box 51909 Pacific Grove, CA 93950	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
U	NAACP – Syracuse/Onondaga Preston Fagan PO Box 397 Syracuse, NY 13205	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
V	NAMIC Roxanne Remekie 336 W. 37 th St, Ste 302 New York, NY 10018	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
W	National Association of Broadcasters 1771 N St, NW Washington, DC 20036	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
X	National Assoc. of Hispanic Journalists 1000 National Press Building	0	Producer Master Control Operator Sales Support Coordinator

	529 14 th St, NW Washington, DC 20045		Account Executive Account Executive
Y	National Association of Black Journalists 8701 A Adelphi Rd Adelphi, MD 20783	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
Z	National Black MBA Association 180 N Michigan Ave, Ste 1515 Chicago, IL 60601	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
A A	National Hispanic Media Coalition Inez Gonzalez 2514 S Grand Ave Los Angeles, CA 90007	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
B B	Native American Journalists Assoc. 555 Dakota St Vermillion, SD 57069	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
C C	Native American Public Telecommunications 1800 N 33 rd St Lincoln, NE 68583	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
D D	New House School of Communication Bridget Lichtinger 215 University Place Syracuse, NY 13244	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
E E	NYS Department of Labor Judy Shanley 443 Franklin St Syracuse, NY 13204	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
F F	OCM BOCES Career Training Center Harriet Silverman 4500 Crown Rd Liverpool, NY 13090	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
G G	Office of Cooperative Education and Career Services Rochester Institute of Technology 57 Lomb Memorial Drive	0	Producer Master Control Operator Sales Support Coordinator Account Executive

	Rochester, NY 14623		Account Executive
H	Onondaga Community College	0	Producer
H	Nancy Licata – Radio/TV Dept 4941 Onondaga Rd Syracuse, NY 13215		Master Control Operator Sales Support Coordinator Account Executive Account Executive
I	Onondaga Community College /	0	Producer
I	Business School Lisa Woolner Academic 1, Room 254 Syracuse, NY 13215		Master Control Operator Sales Support Coordinator Account Executive Account Executive
J	Oswego County BOCES	0	Producer
J	179 County Route 64 Mexico, NY 13114		Master Control Operator Sales Support Coordinator Account Executive Account Executive
K	Referral	0	Producer
K		0	Master Control Operator
		1	Sales Support Coordinator
		1	Account Executive
		0	Account Executive
L	Senior Job Bank	0	Producer
L	Eric Summers 1383 Steel Bridge Rd MacClenny, FL 32063		Master Control Operator Sales Support Coordinator Account Executive Account Executive
M	Sinclair Broadcast Group	0	Producer
M	10706 Beaver Dam Rd	0	Master Control Operator
	Hunt Valley, MD 21030	0	Sales Support Coordinator
	Sharon Pickeral	0	Account Executive
	www.sbg.net	0	Account Executive
N	Society of Broadcast Engineers	0	Producer
N	John Poray 9102 N. Meridian St, Ste 150 Indianapolis, IN 46260		Master Control Operator Sales Support Coordinator Account Executive Account Executive
O	Southwest Community Center	0	Producer
O	Maryanne Ciccarelli 401 South Ave Syracuse, NY 13204		Master Control Operator Sales Support Coordinator Account Executive Account Executive
P	Station Websites	0	Producer
P	www.foxsyracuse.com		Master Control Operator
	www.my43.tv		Sales Support Coordinator
	1000 James Street		Account Executive
	Syracuse, NY 13204		Account Executive

	Mike Asiedu		
Q Q	SUNY – Medger Evers College Office of Career Management 1650 Bedford Ave Brooklyn, NY 11225	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
R R	SUNY Oswego Dept of Communication Studies Cristina Pieraccini 6 Lanigan Hall Oswego, NY 13126	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
S S	Syracuse Newspapers PO Box 4915 Syracuse, NY 13221 Michelle Martin	4 0 1 5 2	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
T T	Syracuse Northeast Community Center Katie Jayson 716 Hawley Ave Syracuse, NY 13203	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
U U	Syracuse University Ed Pulaski Crouse Hinds School of Management Ste 310 Syracuse, NY 13244	0 0 0 1 0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
V V	Syracuse University Sue Catanes Crouse Hinds School of Management Ste 310 Syracuse, NY 13244	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
W W	Art Institute of Ft Lauderdale LuWin Sanchez 1799 SE 17 th St Ft. Lauderdale, FL 33316	0	Producer
X X	THE NYS Broadcasters Assn. Sandy Hickey 1805 Western Ave Albany, NY 12203	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
Y Y	The Spanish Action League Maritza Alvarado 7000 Osewego St Syracuse, NY 13204	0	Producer Master Control Operator Sales Support Coordinator Account Executive

			Account Executive
Z Z	Tompkins Cortland Community College Jim Hull – Career Services 170 North Street, box 139 Dryden, NY 13053	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
A A A	WAR Associates Deirdre Brown PO Box 100 Nedrow, NY 13120	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
B B B	West Side Learning Center Theresa Pagano 422 Gifford St Syracuse, NY 13204	0	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive
C C C	Indeed.com	0 0 0 0 1	Producer Master Control Operator Sales Support Coordinator Account Executive Account Executive

* The station broadcasts and publishes notices asking organizations that want to be notified of job vacancies to contact us. However, at this time, the station has yet to receive such requests.

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from February 1, 2010 to January 31, 2011

Station(s) Comprising Station Employment Unit **WSYT / WNYS (LMA)**

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by **WSYT / WNYS (LMA)**

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 from local colleges and technical schools and prepare them for entry-level jobs within the broadcast industry.

Program Objectives:

- Develop links with colleges, universities and technical schools to promote the Station Employment Unit as a prospective employer.
- Create symbiotic relationship between interns and Station Employment Unit.
- Provide interns with opportunities to translate classroom theories into industry applications. Interns will have the opportunities to develop practical skills that will improve their chances for success in the broadcast industry.

Eligibility Requirements:

- Applicants must be attending an accredited institution. Graduate students are also eligible. Preferably, application should be communication majors, although other majors will be considered.
- The applicant must be at least 18 years of age.
- The applicants must be in good academic standing as defined by his or her academic institution.
- The applicants must receive academic credit for their internship experience. He/She must be registered for college credit at his/her institutions during the quarter or semester in which the intern ship 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.

Any person interested in an internship should contact the station Employment Unit for more details.

Internship Program Review

During the period 1/15/2010 through 12/15/2010, the Station Employment Unit had a total of four students interning; all three in the Creative Services department. One came from Syracuse University, one from LeMoyne College, and two from Onondaga Community College.

Educational Events

#1 Date of Event: April 2, 2010

Participating Employees: Ed Sautter, Creative Services Director

Location: Onondaga Community College
4941 Onondaga Road
Syracuse, NY 132015-2099

Contact Person: Anthony Vadala, Chairman, Electronic Media Communications Dept.

Students in the Television News class produced a half-hour television newscast for Mr. Sautter to view and critique their production. Directly after the taping, a brief facilities tour was conducted. Once Mr. Sautter returned from the tour, they shared their reviews of the production and the facilities. He offered input on the news production with regard to technique, camera positioning and general layouts. He spoke on topics such as future curriculums, current and future technology and the trends in broadcasting. A question and answer period was held at the conclusion of their time with the students. Mr. Sautter expounded on the employment opportunities that are available in the broadcast industry and specifically the type of job openings that are available with the station employment unit. There was a broad range of multi-cultural and multi-racial students in attendance.

#2 Date of Event: December 1 to December 31, 2010

Participating Employees: Ed Sautter, Creative Services Director

Location: Online at FoxSyracuse.com and My43.tv

Local students and job seekers were invited to attend the station's Online Job Fair during the month of December. The station aired promotional spots that directed viewers to informational pages. Syracuse University was highlighted as the number one employer in the area. A link was provided to Syracuse University job postings as well as to other major area employers. Included were links to local and national online want ads, job banks, resume building websites, interview skills websites and links to Sinclair Broadcast

Group job opportunities. The Job Fair was also promoted during TV shows that appealed to women and viewers from multi-racial backgrounds.

#3 Date of Event: October 21, 2010

Participating Employee: Ed Sautter, Promotions Director

Location: Syracuse University

Newhouse II, 3rd Floor, Room 340, Syracuse, NY

Contact Person: Fiona Chew, PH.D. Associate Professor Television-Radio-Film

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.

#4 Date of Event: October 6, 2010

Participating Employee: Vinny Lopez, Director of Engineering

Location: Turning Stone Convention Center

Contact Person: Vinny Lopez, President of Society of Broadcast for Engineers

SBE22 Convention is conducted for both the industry as well as for student / university participation. Mr. Lopez served on a panel during the Student Career Seminar. He and the panel talked to students about the broadcasting industry, about jobs available, ways to find jobs, education levels required and skills students will need. Mr. Lopez specifically spoke about engineering careers. He also told students that a great place to start would be an entry level position in Master Control at a TV station. Toward the end of this seminar, Mr. Lopez fielded questions from the students and offered advice about careers in television. He further informed the students about current openings within the station employment unit. The event had a mixed cultural and racial base.

Community Events

#1 18th Annual AIDS Walk/Run

Date: June 6, 2010

Location: Beaver Lake Nature Center, Baldwinsville, NY

Host/Sponsor of Activity: AIDS Community Resources

Media Sponsors: WSYT/WNYS (LMA)

Participating Employees: Ed Sautter – Creative Services Director, Leslie Baycura - Promotions Manager, Jessica Webb – Graphic Designer and Christopher Barbera – Producer.

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 1,200 participants, including substantial numbers of minorities and raised over \$ \$175,523.

#2 *Elephant Extravaganza*

Date: August 21, 2010

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

Host/Sponsor of Activity: Rosamond Gifford Zoo

Media Sponsors: WSYT/WNYS (LMA)

Participating Employees: Ed Sautter – Creative Services Director, Leslie Baycura - Promotions Manager, and Blythe Dawson – 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 hand-outs with information relating to career opportunities in the broadcast industry as well as station specific job openings. The event attracts several thousand attendants with a large representation of minorities.

#3 *ARC WALK/RUN*

Dates: September 11, 2010

Locations: Long Branch Park, Liverpool, NY 13088

Hosts/Sponsor: ARC of Onondaga

Participating Employees: Ed Sautter – Creative Services Director and Leslie Baycura - Promotions Manager.

Brief Description of Activity and Station Employment Unit Participation:

The Walk/run is a community event that is intended to elevate the awareness of developmentally disabled persons in our community. This premiere fund raising event

for the organization includes multiple children's centers, sports clinic and career information. The station employment unit staff was available to answer questions and handout information relating to career opportunities in the broadcasting industry as well as station employment unit specific job openings. The race was attended by approximately 450 participants with a large representation of women and minorities.

Training

SBG, Inc. is an equal opportunity employer. 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, 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 harassment.

Newly hired Managers and Supervisors also took web-based training courses titled "Sinclair/ Broadcast Group Code of Business Conduct and Ethics", "Workplace Harassment: Recognizing and Preventing Harassing Behavior- Managers Edition" and "Preventing Sexual Harassment: Managers Edition" within 90 days of the start of their employment. All other employees newly hired employees took web-based training courses titled "Recognizing and Preventing Sexual Harassment: Essentials" and "Sinclair Broadcast Group Code of Business Conduct and Ethics" also within 90 days of the start of their employment. The purpose of these courses is to increase and renew awareness, manager and supervisor development, and FCC Compliance.