

FCC EEO Public File Report

Call Sign
WHEC-TV

Type of Station
TV

Location: City/State
Rochester, NY

Facility ID
70041

For the reporting period: 02/01/15 to 01/31/16

Full-Time Positions Filled

Job Title	Date Closed	Recruitment Source Groups	Source for Person Hired
Broadcast Electronics/IT Technician	03/18/2015	Internal,National,T Except for: 158 254 487 1192 1439 2117 2232	796
Digital Media Manager	12/10/2015	Internal,National,P,Paid Except for: 158 190 242 254 442 452 454 488 516 653 686 710 751 927 1092 1154 1192 2079 2094 2103 2179 2232	2232
Executive Assistant	02/20/2015	Internal,National,S Except for: 158 254 452 1092 1192	358
Interactive Account Executive	03/06/2015	Internal,National,P Except for: 173 388 452 645 686 1092 1192 1287 2108	2094
Multimedia Journalist	09/29/2015	Internal,National,P Except for: 158 254 452 1092 1192 1287 2232	924
News Producer	12/10/2015	Internal,National,P Except for: 158 254 388 452 1092 1192 1287 1439	1186
News Producer	04/07/2015	Internal,National,P Except for: 158 452 1092 1192 1287 1439	1186
News Producer	04/07/2015	Internal,National,P Except for: 158 452 1092 1192 1287 1439	369
Operations Technician	07/23/2015	Internal	369
Operations Technician	02/03/2015	Internal,National,T Except for: 158 487 1192 1439	369
Photographer/Editor (Full Time)	02/06/2015	Internal,National,P Except for: 158 254 1192 1287 1439	369
Photographer/Editor (Full Time)	09/01/2015	Internal,National,P Except for: 158 1192 1439	369
Technical Manager	07/08/2015	Internal	369
Weekend Anchor/Reporter	12/11/2015	Internal,National,P Except for: 158 452 1092 1192 1287	369

List of Recruitment Sources for Interviewees

Source	# of Interviewees	Source	# of Interviewees	Source	# of Interviewees	Source	# of Interviewees
247	1	358	6	369	15	616	1
698	1	751	1	772	2	782	3
796	2	924	11	1186	15	1439	1
1466	2	2094	1	2103	4	2232	2

List of Recruitment Sources that requested postings

920 1230

Recruitment Source Groups

Group Name Ending Date: Members of this group

Internal	Current: 307 369 402 408 416 555 843 865 893 905 911 1213 1270 1844 1845 1847 1848 2081 2082 04/08/15: 1846 INACTIVE 01/07/16: 912 INACTIVE 913 INACTIVE
National	Current: 254 255 452 487 644 657 1092 2239 11/17/15: 254 ADDED 01/12/16: 1843 INACTIVE 2238 ADDED 2239 ADDED
P=Professional	Current: 156 158 171 173 181 195 196 197 216 220 247 270 272 278 305 331 348 358 368 388 398 429 431 432 436 443 444 446 493 494 500 513 616 617 643 645 649 686 697 698 708 720 722 723 734 736 741 762 772 782 796 798 803 804 809 822 823 826 920 924 1186 1220 1230 1273 1287 1439 1451 1464 1465 1466 1467 1468 1469 2108 2111 2117 2232 12/14/15: 1192 INACTIVE 12/10/15: 2232 ADDED
Paid	Current: 190 242 442 454 488 516 653 710 751 1154 2079 2094 2103 2179 12/14/15: 1192 INACTIVE 12/08/15: 927 INACTIVE 08/06/15: 2179 ADDED
S=Support	Current: 156 158 170 171 172 181 195 196 197 216 220 247 270 272 278 305 331 348 358 368 388 398 429 431 432 436 443 444 446 493 494 500 513 616 617 643 649 697 698 708 720 722 723 734 736 741 762 772 782 796 798 803 804 809 822 823 826 924 1186 1204 1464 1465 1466 1467 1468 1469 2111 2117 2232 12/14/15: 1192 INACTIVE 12/10/15: 2232 ADDED
T=Technical	Current: 156 158 171 181 195 196 197 216 220 247 270 272 278 305 331 348 358 368 388 398 429 431 432 436 443 444 446 493 494 500 513 616 617 643 645 649 697 698 708 720 723 734 736 741 762 772 782 796 798 803 804 809 822 823 826 920 924 1186 1439 1464 1465 1466 1467 1468 1469 2111 2117 2232

12/14/15: 1192 INACTIVE
 12/10/15: 2232 ADDED

Recruitment Sources

ID	Source	ID	Source	ID	Source
156	Alfred State College SDC 204 10 Upper College Dr Alfred, NY 14802 Elaine Antonioli (607) 587-4060	158	602 Communications 1011 Lyndhurst Falls Ln Knightdale, NC 27545 Graeme Newell (919) 217-4438	170	Clifford Ave Head Start 1772 Clifford Ave Rochester, NY 14609 Alice M Jones (585) 482-8914
171	ABVI-Goodwill 422 S Clinton Ave Rochester, NY 14620 Christopher Frank (585) 697-5753	172	Action for a Better Community Inc 550 E Main St Rochester, NY 14604 Desiree Wilson (585) 325-5116	173	SAG-AFTRA Ohio-Pittsburgh Local 625 Stanwix St Suite 2007 Pittsburgh, PA 15222 Brian Lysell (412) 281-6767
181	Baden Street Settlement Workplace Development 548 Joseph Avenue Rochester, NY 14605 Earl Barnes (585) 325-4350	190	Broadcasting & Cable Magazine, Multichannel News 28 East 28th St 12th Floor New York, NY 10016 Zahra Majma (212) 378-0400	195	Monroe 2 - Orleans BOCES Ctr for Workforce Dvlpmt 160 Wallace Way Rochester, NY 14624 Barb Harte (585) 349-9100
196	Monroe #1 BOCES 41 O'Connor Rd Fairport, NY 14450 Dennis Moore (585) 383-6492	197	Broome Community College PO Box 1017 MS #55 Binghamton, NY 13902 Dani Berchtold (607) 778-5381	216	Continuing Developmental Services (CDS) 860 Hard Rd Webster, NY 14580 Chad Williams (585) 341-4600
220	Camp Good Days and Special Times, Inc 1332 Pittsford Mendon Rd Mendon, NY 14506 Samantha Looker (585) 624-5555	242	Democrat and Chronicle Media Group 55 Exchange Blvd Rochester, NY 14614 Vicki Hemmer (585) 258-9735	247	NYSDOL-Rochester Job Bank 276 Waring Rd Rochester, NY 14609 Jason Kirchoff (585) 258-8843
254	Emma L Bowen Foundation-DC 1299 Pennsylvania Ave NW, 11th Flr Washington, DC 20004 Rahsaan Harris (202) 637-4494	255	Emma L Bowen Foundation-NY 30 Rockefeller Plaza (1221 Ave of Americas 28th Floor) New York, NY 10112 Sandra Rice (212) 664-3486	270	Rochester Educational Opportunity Center 161 Chestnut St Rochester, NY 14604 Eric Vaughn (585) 327-4062
272	Empire State Consumer Project 50 Landsdowne Ln Rochester, NY 14618 Judy Braiman (585) 383-1317	278	St John Fisher College 3690 East Ave Rochester, NY 14618 Jean Skuse (585) 385-8050	305	HU Soc Office of Career Development 525 Bryant St NW Room 107 Washington, DC 20059 Carol Dudley (202) 806-5806
307	KSTP-TV 3415 University Ave St Paul, MN 55114 Dixie Hansen (651) 642-5555	331	University of Rochester, Career Center Dewey Hall 4-200 Hall, Box 270028 Rochester, NY 14627 Amber Graham (585) 275-2366	348	Community Organization-General
358	Employee-Current	368	Employee-Former	369	Internal Applicant
388	Job Fair	398	Publication	402	WDIO-TV 10 Observation Rd Duluth, MN 55811 Vicki Kaping (218) 279-7734
408	WHEC-TV 191 East Ave Rochester, NY 14604 Kathy Knox (585) 546-0745	416	WNYT-TV 15 N Pearl St Albany, NY 12204 Christine Kimball (518) 436-4791	429	YWCA of Rochester & Monroe County 175 N Clinton Ave Rochester, NY 14604 Kelly Ashworth (585) 368-2261
431	Rochester City School District 131 W Broad St Rochester, NY 14614 Lo Wan Brown (585) 262-8597	432	Pathstone 400 East Ave Rochester, NY 14607 Juana Molina (585) 340-3332	436	Rochester Rehabilitation Center-The Employment Connection 1357 University Avenue Rochester, NY 14607 Sara Taylor (585) 263-2690
442	Regional Help Wanted.com 11 Abrams Rd Central Valley, NY 10917 Peter Wagner (585) 471-2693	443	Rochester Inst of Technology-Natl Tech Inst for the Deaf One Lomb Memorial Dr Rochester, NY 146230887 Shyrl Orrego Scalice (585) 475-6883	444	Bureau of Employment, Skills Training & Youth Services-Rundel Memorial Library 115 South Ave Rm 303A Rochester, NY 14604 Ken Sayres (585) 428-6342
446	Roberts Wesleyan College Career Development 2301 Westside Dr Rochester, NY 14624 Mary Flaherty (585) 594-6539	452	Society of Broadcast Engineers 9247 N Meridian St #305 Indianapolis, IN 46260 Scott Jones (317) 846-9000	454	RTDNA -Radio Television Digital News Association 529 14th St NW Suite 425 Washington, DC 20045 Katie Switchenko (202) 725-8318
487	Society of Professional Journalists 3909 N Meridian St Indianapolis, IN 46208 Greg Jones (317) 927-8000	488	Spots 'N Dots 1635 Old Highway 41 NW Ste 112-338 Kennesaw, GA 30152 Emily McKay (888) 884-2630	493	Syracuse University School of Public Communications 215 University Place Syracuse, NY 13244

494	SUNY Geneseo Student Employment Service 1 College Cir, MacVittie College Union Room 343 Geneseo, NY 14454 Paula McClure (585) 245-5734	500	The College at Brockport - Career Services 350 New Campus Dr Brockport, NY 14420 Jeffrey Alston (585) 395-2159	513	Judith Fajardo (315) 443-1209 Urban League of Rochester 265 N Clinton Ave Rochester, NY 14605 Lisa Matthews (585) 325-6530
516	Television Week 740 Rush St Chicago, IL 60611 Robbie Ehrhardt (312) 649-5685	555	KSTC-TV 3415 University Ave St Paul, MN 55114 Glenna Sorensen (651) 523-7301	616	Monroe Community College - Career and Transfer Center 1000 E Henrietta Rd Rochester, NY 14623 Sherry Sweet (585) 292-2368
617	Monroe Community College - Damon City Campus 228 East Main St Rochester, NY 14604 Ivan Matthew (585) 262-1660	643	Native American Cultural Center Inc 121 N Fitzhugh St Suite 332 Rochester, NY 14614 Cynthia Martin (585) 442-1100	644	National Association of Broadcasters 1771 N St NW Washington, DC 200362891 Karen Hunter (202) 429-5498
645	NABET-CWA 501 3rd Street NW 6th floor Washington, DC 20001 Jodi Fabrizio-Clontz (202) 434-1254	649	Nazareth College of Rochester 4245 East Ave Rochester, NY 14618 Mike Kahl (585) 389-2890	653	Native American Journalists Association Univ of Oklahoma Gaylord College,395 W Lindsey Norman, OK 73019 Rhonda LeValdo (405) 325-9008
657	National Hispanic Media Coalition 2514 S Grand Ave Los Angeles, CA 90007 Claudia Flores (213) 746-6988	686	National Press Photographers Association 3200 Croasdaile Dr Suite 306 Durham, SC 27705 Mindy Hutchison (919) 383-7246	697	New York State Broadcasters Association 1805 Western Ave Albany, NY 12203 Carolyn Jung (518) 456-8888
698	Rochester Works! Inc 255 N Goodman St Rochester, NY 14607 Shayla Norton (585) 258-3548	708	Business Organization-General	710	Consulting Firm
720	Starbridge 1650 South Ave Suite 200 Rochester, NY 14620 Stacy Russell (585) 224-7239	722	The Leadership Institute 1101 N Highland St Arlington, VA 22201 Aynsley Harrison (703) 247-2000	723	Lifespan of Greater Rochester 1900 S Clinton Ave Rochester, NY 14618 Christina Kolankiewicz (585) 244-8400
734	YMCA Child Care Center at Lewis Street 53 Lewis St Rochester, NY 14605 Charlotte Brown (585) 325-2572	736	Monroe County Affirmative Action & Community Affairs 39 W Main St #205 Rochester, NY 14614 Rev Ron House (585) 428-3314	741	Monroe County Dept of Human Services 111 Westfall Rd Rm 204 Rochester, NY 14620 Elizabeth O'Brien (585) 753-6024
751	Recruiter	762	Self Inquiry	772	Website
782	Word of Mouth	796	Rochester Institute of Technology One Lomb Memorial Dr Rochester, NY 14623 Lisa Vasaturo (585) 475-5460	798	City of Rochester 30 Church St #005A Rochester, NY 14614 Rachel Adonis (585) 428-6808
803	Ibero-American Action League Inc 817 East Main St Rochester, NY 14605 Yolanda Albino (585) 256-8900	804	Ibero American Action League Inc 817 E Main St Rochester, NY 14605 Patricia Cruz-Irving (585) 256-8900	809	Hobart and William Smith Colleges 300 Pulteney St Geneva, NY 14456 Jacki Baroody (315) 781-3514
822	Ithaca College 953 Danby Rd Ithaca, NY 14850 Cheryl Boyer (607) 274-3365	823	Japanese American Citizens League National Headquarters, 1765 Sutter St San Francisco, CA 94115 Diedria Howard (415) 921-5225	826	Jewish Community Center of Greater Rochester 1200 Edgewood Ave Rochester, NY 14618 Christine O'Rourke (585) 461-2000
843	KOBF-TV 825 W Broadway Farmington, NM 87401 Deb Kelly (505) 326-1141	865	KAAL-TV 1320 Salem Rd SW Rochester, MN 55902 Andrew Browning (507) 258-7229	893	KOB-TV 4 Broadacast Plaza SW Albuquerque, NM 87104 Cassandra Jones (505) 243-4411
905	KOBR-TV 124 E 4th St Roswell, NM 88201 Isabel Castillo (505) 625-8888	911	Hubbard Radio Twin Cities 3415 University Ave St Paul, MN 55114 Mary Schaible (651) 647-2989	912	KSTP-FM 3415 University Ave St Paul, MN 55114 Mary Schaible (651) 647-2989
913	KTMY-FM 3415 University Ave St Paul, MN 55114 Mary Schaible (651) 647-2989	920	Genesee Community College 1 College Rd Batavia, NY 14020 Barry C. Chow (585) 343-0055	924	TV Jobs.com PO Box 4116 Oceanside, CA 92052 Mark C Holloway (760) 754-8177
927	Hispanic Link News Service 1420 N St NW Washington, DC 20005 Carlos Erickson (202) 234-0280	1092	Broadcast Engineering 9800 Metcalf Overland Park, KS 66212 Jennifer Shafer (913) 967-1732	1154	National Association of Black Journalists 1100 Knight Hall, Suite 3100 College Park, MD 20742 Renee Toroff (301) 405-0248

1186	WHEC-TV Website 191 East Ave Rochester, NY 14604 Kathy Knox (585) 546-0745	1192	Mediabistro-TV Spy 150 W 57th St, 5th floor New York, NY 10011 Stephen Warley (212) 366-4212	1204	Mr Warren Doremus 66 Camberly Pl Penfield, NY 14526 Warren Doremus (585) 377-1007
1213	F&F Productions 14333 Meyerlake Circle Clearwater, FL 33760 Donna Guillaume (727) 535-6776	1220	Columbia Journalism School 2950 Broadway New York, NY 10027 Izabela Rutkowski (212) 854-4422	1230	CUNY Graduate School of Journalism 219 W 40th St New York, NY 10018 Yolanda Rodriguez (646) 758-7727
1270	ReelzChannel 5650 University Blvd SE Albuquerque, NM 87106 Lori Lung (505) 212-8800	1273	Poynter Institute 801 Third St South St. Petersburg, FL 33701 Colleen Eddy (727) 553-4711	1287	Craigslist Not Given Not Given, NY 99999 Not Given (999) 999-9999
1439	Creative Hotlist 110 Constitution Dr Menlo Park, CA 94025 Valerie Halaby (650) 815-4290	1451	Radio & Television Business Report PO Box 6633 Woodbridge, VA 22193 April McLynn (703) 490-3099	1464	Finger Lakes Community College - Career Services 3325 Marvin Sands Dr Canandaigua, NY 14424 Cathy Petruccione (585) 785-1270
1465	Buffalo State College - Career Development Center 1300 Elmwood Ave CLEV 306 Buffalo, NY 14222 Lynn Rogers (716) 878-5811	1466	St. Bonaventure University 3261 W State Rd, Room 231 Reilly Center St. Bonaventure, NY 14778 Pam Ferman (716) 375-2384	1467	University of Buffalo 259 Capen Hall Buffalo, NY 14260 Judith C Applebaum (716) 645-4642
1468	Cornell University 103 Barnes Hall Ithaca, NY 14853 Rebecca Sparrow (607) 255-5221	1469	Medaille College 18 Agassiz Cir Buffalo, NY 14214 Carol Cullinan (716) 880-2211	1843	National Hispanic Media Coalition 2514 S Grand Ave Los Angeles, CA 90007 Claudia Flores (213) 746-6988
1844	Hubbard Radio - Washington, DC 3400 Idaho Ave NW Washington, DC 20016 Sue Rushkowsky (202) 895-5000	1845	Hubbard Radio-Cincinnati 2060 Reading Rd Cincinnati, OH 45202 Nicole Carvelli (513) 699-5102	1846	Hubbard Radio-Salt Lake City 6985 Union Park Ave Suite 600 Cottonwood Heights, UT 84047 Mike Rawlings (801) 575-7565
1847	Hubbard Radio-St. Louis 11647 Olive Blvd St Louis, MO 63141 Brenda Joyce (314) 983-6000	1848	Hubbard Radio-Chicago 130 E Randolph St Suite 1700 Chicago, IL 60601 Liz Luptak (312) 946-1019	2079	Rick Gevers & Associates 355 E Ohio St #303 Indianapolis, IN 46204 Rick Gevers (317) 635-7912
2081	Hubbard Radio-Phoenix 4343 Camelback Road #200 Phoenix, AZ 85018 Susan Kaiser (480) 941-1007	2082	Hubbard Radio-Seattle 3650 131st Avenue SE #550 Bellevue, WA 98006 Lisa Closterman (425) 653-1160	2094	LinkedIn 2029 Stierlin Ct Mountain View, CA 94043 Job Coordinator (000) 000-0000
2103	Facebook 1601 S California Ave Palo Alto, CA 94304 Job Coordinator (650) 543-4800	2108	Medialine 1209 Wood Valley Rd Augusta, GA 30909 Rich Everitt (706) 364-7564	2111	Central New York Recruiting Consortium c/o Utica College - 1600 Burrstone Road Utica, NY 13502 Linda T. Szczesniak (315) 792-3087
2117	Fredonia Career Development Office Gregory Hall, 2nd Floor Fredonia, NY 14063 Chris LaGrow (716) 673-3327	2179	News Check Media LLC 24 W Lancaster Ave Suite 205 Ardmore, PA 19003 Patty Hersh (610) 420-6003	2232	Indeed 177 Broad Street, 6th Floor Stamford, CT 06901 Job Coordinator (203) 328-2691
2239	National Hispanic Media Coalition 2514 S Grand Ave Los Angeles, CA 90007 Claudia Flores (213) 746-6988				

Outreach Activities

Name of Event / Initiative	Contact Person	Date	Brief Description of Initiative	Other Information
Community Organizations Speaking Engagements	WHEC-TV News and Production Office	02/01/2015 - 01/31/2016	WHEC-TV's Anchors, Reporters and Meteorologists regularly speak with community organizations about their positions and careers in broadcasting. They also discuss the news business and how it is changing in today's society.	Community Organizations include: Girl Scouts of WNY Leadership Breakfast, Rochester Media Association Award Banquet, The Links Awards Luncheon, Daily Record Legal Luncheon, and Visit Rochester Forum Panel.
News Internship Program - 2015	Jason Dusetz, Executive Producer	02/01/2015 - 12/31/2015	WHEC-TV offered 2 news internships during the Spring of 2015 and 2 internships during the Summer of 2015. Interns learned about the Assignment Desk, how to write a news story from the News Producers and learned what the Reporters and Anchors do on a daily basis.	The interns attended: SUNY Brockport, SUNY Fredonia, St. John Fisher College and Genesee Community College.

News Room Job Shadows	WHEC-TV Staff, High School & College Students	02/01/2015 - 01/31/2016	<p>On a regular basis, WHEC-TV offers high school and college students the opportunity to spend a day in the newsroom learning about TV news, as well as learning about career opportunities. A typical day for the students looks like this:</p> <ul style="list-style-type: none"> • Attend either a morning or afternoon meeting; • Spend time with a Producer learning what they do to prepare for a newscast; • Follow a Reporter and/or Anchor and watch what they do as they cover a story; • Spend time with a Photographer learning about the importance of the position; • Spend time on the assignment desk learning what happens at the desk; • Take a tour of the station 	Students who shadowed in the newsroom attended the following schools: Greece Athena Middle School and Ithaca College.
School Visits	WHEC-TV Human Resources	02/01/2015 - 01/31/2016	WHEC-TV news and sales staff regularly speak with students in elementary schools, senior high schools and colleges about their jobs and careers in broadcasting.	Schools visited include: Sherman Elementary School, CP Rochester School, St. Joseph School, Manchester-Shortsville School, Palmyra-Macedon High School Journalism Class, Palmyra-Macedon Career Day, and SUNY College at Oswego Media Summit.
Station Tours	Various Schools and Community Organizations	02/01/2015 - 01/31/2016	Station tours are given on regular basis to schools and community organizations interested in television news and broadcasting careers. Area high schools, colleges and community organizations toured the station and spoke with the News Director, Anchors, Reporters, and Meteorologists about their jobs and getting into television.	Schools and community groups that participated in station tours include: Rochester City School #9, Rochester City School #10, Victor Cub Scouts Pack 67, ROTC Cadets, US State Department Foreign Journalists Program, Neighborhood Works, Rural/Metro, Genesee Community College, SUNY College at Geneseo, Webster Schroeder High School, and Pittsford Cub Scouts Pack 291.
New York State Broadcasters Internship Program	Sandy Messineo	05/01/2015 - 08/31/2015	<p>WHEC-TV was selected by the New York State Broadcasters Association to hire two interns and provide them with the opportunity to witness and experience first-hand how a television station operates. The program allows the interns to work with staff from News, Sales, Engineering, Web, and Production Departments.</p> <p>The internship was 180 hours for each intern.</p>	The interns attended University of Rochester and SUNY Cortland.
Rochester Works/WHEC-TV Career Fair	Ruthann Campbell, Communications Specialist for Rochester Works	01/13/2016 - 01/13/2016	WHEC-TV teamed up with Rochester Works, a local employment counseling service, to host a successful career fair and workshop. There were approximately 75 companies registered for this career fair. More than 700 people registered for the event and approximately 1,400 people attended. Station management handed out copies of open positions, internship information and the NAB's "Guide to Careers in Broadcasting" booklet to participants. They also answered questions about broadcasting positions and requirements for these positions.	WHEC-TV also ran on-air promotions letting the viewers know about the career fair.