



**EEO PUBLIC FILE REPORT**

**FOR THE PERIOD BEGINNING FEBRUARY 1, 2011**

**PUBLIC INSPECTION FILE  
POSTED ON STATION WEBSITE**

**WETM-TV**  
**EEO PUBLIC FILE REPORT**  
**FOR THE ONE-YEAR PERIOD BEGINNING \_FEBRUARY 1, 2011– JANUARY 31, 2012**

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FEBRUARY 1, 2011 – JANUARY 31, 2012**

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hire</b>
Master Control Operator	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33	29
Sales Account Executive	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33	33
Production Asst./ Graphics	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33	30
News Videographer	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33	30
News Reporter	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33	25
News Reporter	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33	25
News Videographer	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33	30
News Reporter	1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33	25
General Manager	Special Circumstances - Station received very limited notice of departure by the then-current general manager, and as a result of such exigent circumstances, was required to fill this essential job position in a rare departure from its consistent broad outreach recruitment practices. This specific vacancy was filled by referral.	33

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**MASTER RECRUITMENT SOURCE LIST (MRSL)**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	<b>BROOME COMMUNITY COLLEGE</b> P.O. BOX 1017 BINGHAMTON, N.Y. 13902 (607) 778-5000 Contact: Truillo_l@sunybroom.edu	NO	0
2	<b>CAYUGA COMMUNITY COLLEGE</b> 197 Franklin Street, Auburn NY 13021 Phone: 315-255-1743 or Toll Free: 866-598-8883 Contact: Merritt@cayuga-cc.edu	NO	0
3	<b>CHEMUNG COUNTY COMMISSION ON HUMAN RELATIONS</b> HUMAN RESOURCE CENTER, RM 325 425 PENNSYLVANIA, AVENUE ELMIRA, NEW YORK 14904 (607) 734-8823 Contact: nickyh@ywcaelmira.org	NO	0
4	<b>COLLECTIVE TALENT WEBSITE</b> www.collectivetalent.com	NO	0
5	<b>CORNING COMMUNITY COLLEGE</b> 1 ACADEMIC DRIVE CORNING, NY 14830 (607) 962-9CCC Contact: careers@corning-cc.edu	NO	0
6	<b>CORNELL UNIVERSITY</b> Contact: employment_svcs@cornell.edu	NO	0
7	<b>ECONOMIC OPPORTUNITY PROGRAM</b> BALDWIN ST ELMIRA, NY 14901 Contact: alewis@cseop.org	NO	0
8	<b>ELMIRA BUSINESS INSTITUTE</b> Contact: JHunt@ebi-college.com	NO	0
9	<b>ELMIRA COLLEGE</b> 1 PARK PLACE ELMIRA, NY 14901 Contact: eccareers@elmira.edu	NO	0
10	<b>GREATER SOUTHERN TIER BOCES</b> 459 PHILO RD ELMIRA, NY 14903 Contact: LRoof@gstbooces.org	NO	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
11	<b>HOWARD UNIVERSITY</b> CAREER SERVICES 525 BRYANT ST NW WASHINGTON, DC 20049 Contact: HowardCareerServices@gmail.com	NO	0
12	<b>IATSE LOCAL 821/289</b> Local Union at WETM-TV Box 1147 Elmira, NY 14902 Contact: dsiskin@stny.rr.com	YES	0
13	<b>ITHACA COLLEGE</b> 953 DANBY ROAD ITHACA, NY 14850 Contact: careers@ithaca.edu	NO	0
14	<b>ITT TECHNICAL INSTITUTE</b> Contact: PCalabro@itt-tech.edu	NO	0
15	<b>MANSFIELD UNIVERSITY</b> MANSFIELD, PA 16993 Contact: joverton@mansfield.edu	NO	0
16	<b>MEDIA LINE</b> <a href="http://WWW.MEDIALINE.COM">WWW.MEDIALINE.COM</a> Contact: medialine@medialine.com	NO	0
17	<b>NATIAVE AMERICAN JPTA, THE</b> Contact: netsyrcharlotte@hotmail.com	NO	0
18	<b>NATIONAL ASSOCIATION OF BLACK JOURNALISTS</b> Contact: BobButler7@comcast.net	NO	0
19	<b>NEWPORT TELEVISION –WEBSITE</b> <a href="http://www.newporttv.com">www.newporttv.com</a> Contact: newporthr@newporttv.com	YES	0
20	<b>NEW YORK STATE BROADCASTERS</b> 1805 WESTERN AVE ALBANY, NY 12203 Contact: info@nysbroadcasters.org	NO	2
21	<b>NYS DEPARTMENT OF LABOR</b> 200 BALDWIN STREET ELMIRA, NY 14901 607-733-7131 Contact: labordewsElmira@labor.NY.Gov	YES	0
22	<b>NY STATE DIVISION OF HUMAN RIGHTS</b> Contact: sowens@ci.syracuse.ny.us	NO	0
23	<b>ONONDAGA COMMUNITY COLLEGE</b> Contact: pasiakd@sunyocc.edu	NO	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
24	<b>PEACE INC.</b> 52 Oswego Street Baldwinsville, NY 13027 Contact: <a href="mailto:Alicia.Manor@peace-cao.org">Alicia.Manor@peace-cao.org</a>	NO	0
25	<b>PENN STATE UNIVERSITY</b> 101 Innovation Blvd., Suite 213H University Park, PA 16802 Contact: <a href="mailto:tlw34@psu.edu">tlw34@psu.edu</a>	NO	4
26	<b>SUNY OSWEGO</b> Contact: <a href="mailto:gmorris@oswego.edu">gmorris@oswego.edu</a>	NO	0
27	<b>SYRACUSE UNIVERSITY</b> KAREN MCGEE SYRACUSE, NY 13244 Contact: <a href="mailto:careers@syr.edu">careers@syr.edu</a>	NO	0
28	<b>TOMPKINS CORTLAND COMMUNITY COLLEGE</b> JIM HULL 170 NORTH STREET, PO BOX 139 DRYDEN, NY 13053 607-844-8222 Contact: <a href="mailto:evenert@tc3.edu">evenert@tc3.edu</a>	NO	0
29	<b>TVJOBS.COM</b> PO BOX 4116 OCEANSIDE, CA 92052 877-988-9808 Contact: <a href="http://www.tvjobs.com">www.tvjobs.com</a>	NO	1
30	<b>WETM TV WEBSITE</b> 101 EAST WATER STREET ELMIRA, NY 14901 607-733-5518 <a href="http://www.wetmtv.com">www.wetmtv.com</a>	NO	10
31	<b>WETM-TV / ON-AIR COMMERCIAL</b> 101 W. Water St Elmira, NY 14901	NO	3
32	<b>WETM-TV INTERNAL POSTING</b>	NO	0
33	<b>WORD-OF-MOUTH REFERRALS</b>	NO	10
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>			<b>30</b>

### III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
<b>1</b>	<b>Hosting, co-sponsoring and promoting regional job fair</b>	<p>WETM hosted a regional job fair at Corning Community College on April 13, 2011. The job fair afforded employers the opportunity to maximize interaction with students. In addition, the job fair provided for an exchange of information to CCC students and alumni as well as the general public. The job fair was co-sponsored by Corning Community College, Chemung County Chamber of Commerce, Corning Area Chamber of Commerce, CSS Workforce NY, GST BOCES, NY State Dept. of Labor, Steuben County Industrial Development Agency, Southern Tier Economic Growth and WETM. To help create awareness for the job fair WETM aired a substantial promotional on-air schedule and also provided pre &amp; post event news coverage that aired in the WETM-TV local newscasts.</p>
<b>2.</b>	<b>Establish internship program designed to assist members of the community</b>	<p>WETM has established an internship program that allows students from high schools and universities to gain valuable hands-on knowledge and experience in the broadcast &amp; journalism field. During this reporting period a total of 12 area students from the following schools participated in the WETM internship program:</p> <p><b>Winter 2011</b></p> <ol style="list-style-type: none"> <li>1. Temple University: News-Sports internship</li> </ol> <p><b>Spring 2011</b></p> <ol style="list-style-type: none"> <li>2. BOCES CTE Program: Production internship</li> <li>3. BOCES CTE Program: Production internship</li> <li>4. Horseheads High School: Production internship</li> <li>5. Alfred University: Sales internship</li> </ol> <p><b>Summer 2011</b></p> <ol style="list-style-type: none"> <li>6. Bloomsburg University: News internship</li> <li>7. Alfred University: News internship</li> <li>8. Youngstown State University: News internship</li> <li>9. City College of NY: Production internship</li> </ol> <p><b>Winter 2011-2012</b></p> <ol style="list-style-type: none"> <li>10. Elmira College: News internship</li> <li>11. Elmira College: Sales internship</li> <li>12. Elmira College: Sales internship</li> </ol>

3.	<b>Provide training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities</b>	<p>WETM provided paid intern opportunities in association with NY State Assoc. of Broadcasters and CCS Workforce NY that allows participants in the program to gain valuable hands-on knowledge and experience in the broadcast/journalism field. During this reporting period, WETM-TV provided for three paid intern positions.</p> <ol style="list-style-type: none"> <li>1. CCS Workforce NY: News/sports Dept paid internship</li> <li>2. CCS Workforce NY: Production &amp; news paid internship</li> <li>3. NY State Broadcast Assoc: News paid internship</li> </ol>
4.	<b>Participation in events &amp; programs sponsored by educational institution relating to career opportunities in broadcasting</b>	<p>In collaboration with area schools, WETM staff members participated in career days at the following schools:</p> <p><b>First Quarter / 2011</b></p> <ol style="list-style-type: none"> <li>1. Cohen Middle School</li> <li>2. Parley Coburn Elementary School</li> <li>3. Waverly High School</li> <li>4. Athens High School</li> </ol> <p><b>Second Quarter / 2011</b></p> <ol style="list-style-type: none"> <li>5. Cohen Middle School</li> <li>6. Ridge Road Elementary School</li> </ol>
5.	<b>Participation in programs designed to promote outreach</b>	<p>WETM hosted station tours for the following schools and organizations to help provide a better understanding of broadcasting and careers associated with broadcasting and journalism:</p> <ol style="list-style-type: none"> <li>1. Mansfield University Dept. of Communications Media Class</li> <li>2. Tiger Cubs of Pack 101</li> <li>3. Tiger Cubs of Pack 43/Pine City</li> <li>4. Tiger Cubs-Corning</li> </ol>
6.	<b>Participation in programs designed to promote outreach</b>	<p>WETM-TV "<i>Weather Wisdom</i>" Program:</p> <p>Each week during the school year WETM Chief Meteorologist Joe Pasquarelli or another WETM meteorologist visits area schools in the Twin Tiers. Mr. Pasquarelli teaches a two day lesson plan about the weather in each school he visits. Each lesson is approximately 45 minutes. On the last day of his visit, WETM videotapes a selected student asking a weather question, then plays the question on air with Mr. Pasquarelli providing the answer live on-air. During this reporting period Mr. Pasquarelli made over 60 visits to approximately 30 schools, teaching weather and meteorology to more than 1,500 students.</p>



7.	<b>Establishment of mentoring and shadowing programs</b>	<p>WETM-TV provided mentoring and shadowing opportunities for students at local schools, giving them valuable hands-on knowledge and experience in the broadcast/journalism field. A total of three students from the following area high schools participated in the WETM mentoring/shadowing program during this reporting period:</p> <ol style="list-style-type: none"> <li>1. Southside High School-Elmira</li> <li>2. Elmira Free Academy</li> <li>3. Corning-Painted Post West High School</li> </ol>
8.	<b>Establishment of mentoring and shadowing programs</b>	<p>In collaboration with SCT BOCES, WETM established a mentoring program with the school's TV &amp; Technology class. During this reporting period approximately 9 students participated in the WETM mentoring program. Each student was onsite at the WETM broadcast facility for a period of 5 days at 3 hours per day.</p>
9.	<b>Training of management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination</b>	<p>During this reporting period all WETM managers completed training on preventing discrimination in the workplace. During this reporting period all WETM managers also completed training on hiring practices of new employees.</p>