

EEO Public File Report

This report covers full-time vacancy recruitment data for the period from **February 1, 2010 through January 31, 2011.**

1. Employment Unit Location/Name: Stephens Media Group - Rochester, L.L.C.
2. Unit Members: WFKL-FM (Fairport, NY), WRMM-FM (Rochester, NY), WZNE-FM (Brighton, NY)
3. EEO Contact Information for employment unit:

Mailing Address: SMG Rochester 28 East Main St. – 8 th Floor Rochester, NY 14614	Telephone Number: 585-399-5700 <hr/> Contact Person/Title: Michael Ninnie/General Manger <hr/> Email Address: mike.ninnie@smgroc.com
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4. List all full time job vacancies filled by each station in the employment unit:

	Job Title	Recruitment Source Referring Hiree
1	Marketing Consultant	Industry Referral
2	Marketing Director	Internal Promotion
3	Production Director	All Access
4	Marketing Consultant	Employee Referral
5	Marketing Consultant	Industry Referral

5. Recruitment Sources:

#	Name	Organization	Street Address	City	State	ZIP	Phone	Requested Notification pursuant to prong 2?	Total # Of Interviewees referred by source
1	Ken Sayers	Action for a Better Community	49 Stone St.	Rochester	NY	14605	585-325-5116 ext 3410	Yes	0
2	Elaine Antonioli	Alfred College	1 Saxson Dr.	Alfred	NY	14802	607-587-4060	Yes	0
3	Judith C. Applebaum	University of Buffalo	408 Capen Hall	Buffalo	NY	14260	716.645.4642	Yes	0
4	JoAnne Buschang	Bryant & Stratton	1225 Jefferson Rd.	Rochester	NY	14623	585.7200.0660	Yes	0
5	Meg Osborne	Cayuga Community College	197 Franklin St.	Auburn	NY	13202 1	315-255-1743 ext 2222	Yes	0
6	Bill Towler	City Newspaper	250 N. Goodman	Rochester	NY	14607	585-244-3329 ext. 20	Yes	0
7	Demetra	Cornell	410	Ithaca	NY	14853	607-255-	Yes	0

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	Dentes	University	Thurston Ave.				5221		
8	Denise	Continuing Developmental Services	650 Blossom Rd.	Rochester	NY	14610	585-341-4660	Yes	0
9		Empire State College	1 Union Ave.	Saratoga Springs	NY	12866	518-587-2100 ext 2793	Yes	0
10		Finger Lakes Community College	4355 Lakeshore Dr.	Canandaigua	NY	14424	585-394-3500 ext. 7270	Yes	0
11		Gannett Newspapers	55 Exchange Blvd.	Rochester	NY	14614	585-232-7100	Yes	0
12	John McGowan	Genesee Community College	1 College Rd.	Batavia	NY	14020	585-343-0055 ext. 6383	Yes	0
13		SUNY Geneseo College	1 College Circle	Geneseo	NY	14454	585-245-5616	Yes	1
14	Nancy Caves	Hobart & William Smith College	629 S. Main st.	Geneva	NY	14456	315-781-3514	Yes	0
15	J. Fracchia	Ithaca College	953 Danby Rd.	Ithaca	NY	14850	607-274-3011 ext 1687	Yes	0
16	S. Swartle	Keuka College		Keuka Park	NY	14478	315-279-5000	Yes	0
17	Stacy Socia	LDA Life and Learning Services	339 East Ave. Ste 420	Rochester	NY	14604	585-263-3323	Yes	0
18	Career Center	Monroe Community College	1000 E. Henrietta Rd.	Rochester	NY	14623	585-292-2248	Yes	0
19	Linda Crandall	Nazareth College	4245 East Ave.	Rochester	NY	14618	585-389-2878	Yes	0
20	Careers Michelle Kerry	Onondaga Community College	4585 W. Seneca Turnpike	Syracuse	NY	13215	315-498-2585	Yes	0
21	Career Services	SUNY Oswego	7060 Route 104	Oswego	NY	13126	315-312-2500	Yes	0
22	Mary Flaherty	Roberts Wesleyan College	2301 Westside De.	Rochester	NY	14624	585-594-6000	Yes	0
23	Sharitta Gross	Rochester Institute of Technology	One Lomb Memorial Dr.	Rochester	NY	14623	585-475-2411	Yes	0
24	M Wilson	Rochester Rehab	1000 elmwood Ave. Ste 600	Rochester	NY	14620	585-271-2520	Yes	0
25	Theresa Thompson	United Way of Rochester	75 College Ave.	Rochester	NY	14607	585-242-6547	Yes	0
26	Employment Center	University of Rochester	Unknown	Rochester	NY	14627	585-275-2121	Yes	0
27	Nancy Strong	Veterans Outreach Center	459 South Ave.	Rochester	NY	14620	585-546-1081	Yes	0
28	John Boronky	Wayne Fingerlakes BOCES	131 Drumlin Court	Newark	NY	14513	315-332-7400	Yes	0
29	Career Center	Wells College	170 Main St.	Auburn	NY	13026	315-364-3266	Yes	0

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30	Career Services	SUNY Brockport	350 new Campus Dr.	Brockport	NY	14420	585-395-2759	Yes	2
31	Chris Garbin	C. Garbin & Associates	274 Goodman St. N #270	Rochester	NY	14607	585-232-1430	No	0

Company Postings

#	Name	Organization	Street Address	City	State	ZIP	Phone	Requested Notification pursuant to prong 2?	Total # Of Interviewees referred by source
39	Deborah Cox	SMG Corporate	2448 E. 81 st Suite 5500	Tulsa	OK	74137	918-462-2660	N	0
40	Mary Beth Benson	SMG Rochester	Internal postings	Rochester	NY	14614	585-399-5700	N	8

Advertisements

#	Name	Organization	Street Addresses	City	State	ZIP	Phone	Total # Of Interviewees referred by source
41	All Access	Allaccess.com	web	N/A	N/A	N/A	N/A	5
42	Warm1013.com Thezone941.com Fickle933.com	SMG Rochester	web	Rochester	NY	14614	585-399-5700	2
43	Rochesterhelpwanted.com	RegionalHelpWanted.com, Inc	Web	Poughkeepsie	NY	12601	800-365-8630	0

6. Total # of Interviewees Referred: For the period from **February 1, 2010 through January 31, 2011**, this employment unit interviewed 18 interviewees for full-time job vacancies.

7. Supplemental Recruitment Measures:

a. Participation in Job Fairs – *(i) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.*

- Veterans' Outreach Center Job Fair (10/13/09) – SMG Rochester donated air time and participated in the Veterans' Outreach Job Fair in Rochester. The Sales Manager was on hand to discuss employment opportunities with job seekers and distribute literature.
- State University at Geneseo (3/25/09) The Sales Manager and Marketing Director attended a job fair at SUNY Geneseo
- State University at Brockport (11/4/09) The Sales Manager and Promotions Director attended a job fair at SUNY Brockport

- St. John Fischer Job Fair (3/24/10) The Sales Manager, GM and marketing director attended a job fair at St. John Fischer College.
- MCC Media Job Fair(11/10/10) The Marketing Director attended a job fair at Monroe Community College

- b. Internship Program - *(v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.*

SMG has an internship program for students and members of the community to help them acquire skills needed for employment in the broadcast industry. The programs operate all year long and are offered in programming, promotions, marketing and sales. SMG sends out internship packages to 11 schools in Western and Central New York.

- c. Sponsorship of community events to inform the public of careers in broadcasting – *(x) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting*

- Students from City of Rochester Schools (9/17/09) – WRMM personality gave a tour of the SMG facilities and talked about how radio stations operate and the different jobs in the radio broadcasting industry.
- Greece Olympia High School Students (10/21/09) – WFKL Morning Show host gave a tour of the station facilities and educated the group on different jobs in the radio industry.
- Girl Scout Troops (11/11/09) WRMM personality gave a tour of the SMG facilities to two different troops and talked about jobs in the broadcast industry.
- Boy Scout Troops (12/28/09) WRMM personality gave a tour of the SMG facilities and talked about jobs in the broadcast industry.

- d. *Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination – (xiv)*

New York State Broadcasters' Association Webinar on EEO was viewed on 5/11/10 by the General Manager, Human Resource Director and Chief Engineer.

- e. Meeting with Community Organizations about opportunities in broadcasting – *(xv) Provision of training to the personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidate for broadcast positions.*

The general manager has discussed job opportunities with executives at the Veterans Outreach Center and ARC of Monroe County to educate them regarding the variety of job possibilities in broadcasting. The goal was to help

the organizations better refer job candidates to the stations for jobs they may not have been aware of.