



ROCHESTER
FIRST.COM



Channel 8 | WROC-TV is committed to fostering a culture and workplace environment that reflects our basic values as well as our local community in which we serve. Our culture is diverse and inclusive, an environment where everyone feels welcomed, valued, respected, and heard. This culture cultivates equity and diversity in all that we do.

As broadcasters, it is our responsibility and privilege to serve our local viewers with relevant local news and information while upholding the highest journalistic standards that are free from bias, promote diversity, foster equity, and encourage community contribution across our broadcast and digital platforms. We embrace this responsibility as our noble purpose.