

EEO PUBLIC FILE REPORT

FOR

WMOR-TV

This EEO Public File Report
Covers the One-Year Period
Ending on September 30, 2018

EEO Annual Public File Report

WMOR-TV

This EEO Public File Report is filed in Station WMOR-TV's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the one year time period ending September 30, 2018 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The full-time vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each full-time vacancy;
- * The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- * The total number of persons interviewed for each recruiting source over the Reporting Period.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Shaneka Reeves, slreeves@hearst.com or 813.740.3211

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I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive Open Date: 1/24/2017 Hire Date: 2/21/2018	1-4, 6-11, 13-20, 22-23, 25-28	7
Account Executive Open Date: 5/16/2017 Hire Date: 5/1/2018	1-16, 18-23, 25-28	7
Local Sales Manager Open Date: 11/22/2017 Hire Date: 2/1/2018	1-4, 6, 8-11, 14-20, 22-23, 25-27, 29	3
Master Control Operator Open Date: 1/25/2018 Hire Date: 2/28/2018	1-4, 6, 8-11, 14-20, 22-23, 25-27, 29	3
National Sales Manager Open Date: 2/9/2018 Hire Date: 7/17/2018	1, 3-4, 6, 8-11, 14-20, 22-27, 29	3

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	AAJA 5th 3rd Street Suite 1108 San Francisco, California 94103 Phone : 1-415-346-2051 Url : https://customer9867c50f.portal.production.membersuite.com/login.aspx Corp Recruiter Manual Posting	N	0
2	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@bates.ctc.edu Roland Robinson	N	0
3	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Email : htv.careers@hearst.com Career Services	N	5
4	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
5	Corporate Recruiter	N	1
6	CT School of Broadcasting 3901 Coconut Palm Dr #105 Tampa, Florida 33619 Phone : 813-443-5307 Email : jperkins@gocsb.com Fax : 1-813-443-5310 Jennifer Perkins	N	0
7	Employee Referral	N	4
8	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Florida Southern College 111 Lake Hollingsworth Dr. Lakeland, Florida 33801 Phone : 863-680-4390 Jessica Misa Manual Posting	Y	0
10	Full Sail Career Center 3300 University Blvd. Winter Park, Florida 32792 Phone : 800-757-5105 Fax : 1-407-551-1098 Tom Oberdick	N	0
11	Hillsborough Community College 4001 Tampa Bay Blvd Tampa, Florida 33614 Phone : 813-259-6047 Fax : 1-813-259-6047 Laurie Ragsdale	Y	0
12	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut Phone : 646-589-6824 Url : www.indeed.com Jason Steklof Manual Posting	N	1
13	ITT Technical Institute 4809 Memorial Hwy Tampa, Florida 33634 Phone : 813-885-2244 Email : dstrickland@itt-tech.edu Douglas Strickland	N	0
14	James A. Haley Veterans' Hospital 10770 North 46th Street Suite A-400 Tampa, Florida 33617 Phone : 813.316.3223 Email : gino.gibbons@va.gov Fax : 1-813-228-2857 Gino Gibbons	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	NAACP-Tampa PO Box 4266 Tampa, Florida 33677 Phone : 813-234-8683 Fax : 1-813-236-2248 Pat Spencer	N	0
16	NAHJ 1050 Connecticut Ave NW 10th Floor Washington, District of Columbia 20036 Phone : (512) 506-9991. Url : http://nahj.ihispano.com/user/login/employer Career Services Manual Posting	N	0
17	Pinellas Hope 5726 126th Ave., North Clearwater, Florida 33760 Phone : 727.556.6397 Fax : 1-727-556-6398 Tom Mitchell	N	0
18	Pinellas Technical Education Center 333 N. 31st Street, North St. Petersburg, Florida 33713 Phone : 727-538-7167 Email : GREENLEYB@pcsb.org Bethany Greenley	N	0
19	PTEC-Clearwater Comm. Outreach 6100 154th Avenue North, Bldg 7 Clearwater, Florida 33760 Phone : 727-533-9744 Fax : 1-727-538-7203 Nancy Trudell	N	0
20	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0

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21	Spots N Dots 600 West Peachtree St, NW Suite 350 Atlanta, Georgia 30308 Phone : 888-884-2630 Url : http://spotsndots.com/ Gene McKay Manual Posting	N	1
22	Suncoast Chamber of Commerce 550 N. Rio Street Suite 300 Tampa, Florida 33619 Phone : 813-261-5043 Email : dhavens@sarasotachamber.com Fax : 1-813-261-5046 Donna Havens	Y	0
23	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
24	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0
25	University of Florida PO Box 118400 Gainesville, Florida 32611 Phone : 352-273-2300 Url : https://ufl-csm.symplicity.com/employers/ Phyllis Pen'a Manual Posting	Y	0
26	University of South Florida 4202 E. Fowler Ave. Svc. 2088 Tampa, Florida 33620-6930 Phone : 813-974-2011 Url : www.career.usf.edu/employers/ccon_Job_List.htm Kathy Rosche Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	University of Tampa 401 W. Kennedy Blvd Box K Tampa, Florida 33606 Phone : 813-253-6236 Url : http://www.ut.edu/career/employerservices/fulltime/ Donna Napoli Manual Posting	Y	0
28	Workforce Tampa Center 9215 North Florida Ave. Suite 101 Tampa, Florida 33612 Phone : (813)397-2035 Fax : 1-813-930-7486 Career Services	N	0
29	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			12

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/24/2017	Provision of training to management	Dave Kaylor, corporate recruiter, provided recruitment/hiring training geared towards Veteran's to department heads on October 24, 2017. The training reinforced recruitment best practices and procedures, equal opportunity concepts and "do's and don'ts of recruiting and hiring.	9	President & General Manager National Sales Manager, WMOR General Sales Manager Business Manager
2	10/26/2017	Participation in Job Fairs	MACDILL AFB CAREER FAIR Surf's Edge Club 7315 Bayshore Blvd MacDill AFB, FL 33621 Hearst's Director of Veteran Recruiting visited the station to provide training to hiring managers relating to the hiring of US Armed Forces veterans. Among the topics covered in the training session were: how to evaluate the past employment and duties of armed services personnel and the "transferability" or applicability of those skills and qualifications to a broadcast/newsgathering/digital business; the process and "pipeline" for identifying, interviewing, and attracting qualified candidates from the Armed Services pool; ensuring non-discrimination in the consideration and hiring of veterans and periodic leave status; and common misconceptions about veteran employment	2	Creative Services Director Veteran Recruiting Director
3	3/24/2018	Sponsorship of events in the community designed to increase public awareness	2018 Black, Brown & College Bound Summit Tampa Convention Center 333 S. Franklin Street Tampa, FL 33602	1	Creative Services Director
4	4/17/2018	Participation in Job Fairs	HCC Dale Mabry Campus Career Fair 4001 W Tampa Bay Blvd. Tampa FL 33614	1	Business Manager
5	6/12/2018	Participation in Job Fairs	Participation in the NABEF/NABOB Media Sales Institute (MSI) recruitment event. Two representatives attended the MSI event where students learn about companies and interview to showcase their skills..	2	Human Resources Director Local Sales Manager, WMOR

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	6/13/2018	Participation in Job Fairs	Participation in the NABEF/NABOB Media Sales Institute (MSI) recruitment event. Two representatives attended the MSI event where students learn about companies and interview to showcase their skills.	2	Human Resources Director Local Sales Manager, WMOR
7	9/30/2018	Participation in events sponsored by community groups	Prospera: Advertising Declassified Seminar We gathered more than 40 participants and evaluated different media and we explored diverse tools and definitions that will allow then to understand and communicate with media reps and providers. Note: This seminar was in Spanish	1	Estrella Account Executive
8	9/30/2018	Listing of each upper-level category opening in a job bank or newsletter	During the reporting period, the station listed upper-level (and other) positions with recruitment sources whose membership includes substantial participation of women and minorities, including AAJA, NAHJ, and others.	1	Business Manager
9	9/30/2018	Participation in events sponsored by community groups	Digital Advertising Declassified During the seminar we instructed more than 80 small entrepreneurs on the different aspects and options when investing in Digital Advertising. We taught the participants how to calculate ROI, KPI and different values and benchmarks to make the best decisions when deciding which options was the most effective for their businesses. Note: The presentation was in Spanish.	1	Estrella Account Executive
10	9/30/2018	Participation in job banks, internet programs and other programs designed to promote outreach	HPWA: Hispanic Professional Women Association I currently served as Ambassador for this organization that unites with different organizations to create and give Scholarships to minority Women in Tampa Bay Area.	1	Estrella Account Executive