

EEO PUBLIC FILE REPORT

FOR

WPBF-TV

This EEO Public File Report
Covers the One-Year Period
Ending on September 30, 2020

EEO Annual Public File Report

WPBF-TV

This EEO Public File Report is filed in Station WPBF-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, 2020 (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 Caroline Taplett, President and General Manager, WPBF-TV, 3970 RCA Blvd, Suite 7007, Palm Beach Gardens, FL 33410.

* * * * *

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

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
Reporter Open Date: 4/5/2019 Hire Date: 10/21/2019	2-3, 5-8, 10-11, 13-14, 20-21, 23-24, 26-31, 33-40, 42	5
Producer Open Date: 4/5/2019 Hire Date: 11/4/2019	2-8, 10-11, 13-14, 17, 20-21, 23-24, 26-31, 33-40, 42	17
Producer Open Date: 4/5/2019 Hire Date: 1/21/2020	2-8, 10-11, 13-14, 17, 20-21, 23-24, 26-31, 33-40, 42	5
Account Executive Open Date: 5/29/2019 Hire Date: 1/13/2020	1-3, 5-8, 10-11, 13-14, 17, 20-21, 23-24, 26-31, 33-40, 42	17
Traffic/Breaking News Anchor/Reporter Open Date: 7/8/2019 Hire Date: 1/15/2020	2-3, 5-8, 10-11, 13-14, 20-24, 26-30, 33-40, 42	5
Assistant News Director Open Date: 7/30/2019 Hire Date: 10/1/2019	2-3, 5-11, 13-14, 17, 19-21, 23-24, 26-31, 33-40, 42	9
Reporter Open Date: 8/5/2019 Hire Date: 2/3/2020	2-3, 5-7, 9-11, 13-14, 17, 19-21, 23-24, 26-31, 33-40, 42	17
Photographer Open Date: 9/3/2019 Hire Date: 11/25/2019	2, 5-7, 10-14, 17, 20-21, 23-24, 26-40, 42	12
Sales Assistant Open Date: 9/5/2019 Hire Date: 10/9/2019	1-2, 5-7, 10-11, 13-14, 17, 19-21, 23-24, 26-31, 33-40, 42	5
Executive Producer Open Date: 10/4/2019 Hire Date: 1/1/2020	1-3, 5-7, 9-11, 13-14, 17, 19-21, 23-24, 26-31, 33-40, 42	9
Assistant Creative Services Director Open Date: 10/25/2019 Hire Date: 1/15/2020	1-3, 5-7, 9-11, 13-17, 20-21, 24, 26, 28-29, 33-35, 37-40, 42	5
Digital Client Specialist Open Date: 11/4/2019 Hire Date: 2/10/2020	1-3, 5-7, 10, 14, 17-21, 24-26, 29, 31, 33, 37-40	17
Reporter Open Date: 12/18/2019 Hire Date: 4/6/2020	2-3, 5-7, 9-11, 13-14, 20-21, 24, 26-31, 33-42	5
Reporter Open Date: 12/18/2019 Hire Date: 3/1/2020	2-3, 5-7, 9-11, 13-14, 20-21, 24, 26-31, 33-42	9

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

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
News Producer Open Date: 1/15/2020 Hire Date: 8/10/2020	1-3, 5-7, 10-11, 13-14, 17, 20-21, 24, 26-31, 33-42	17
Meteorologist Open Date: 1/15/2020 Hire Date: 6/30/2020	2-3, 5-7, 10-11, 13-14, 20-21, 24, 26- 31, 33-42	5
Assignment Editor Open Date: 2/4/2020 Hire Date: 2/24/2020	1-3, 5-7, 9-11, 13-14, 20-21, 24, 26-31, 33-42	9
Photographer Open Date: 2/4/2020 Hire Date: 3/16/2020	1-3, 5-7, 10-15, 20-21, 24, 26-31, 33-42	15
Digital Sales Manager Open Date: 3/20/2020 Hire Date: 7/13/2020	1-3, 5-7, 10-14, 17, 19-21, 24, 26-31, 33-42	19
Maintenance Technician Open Date: 6/2/2020 Hire Date: 8/24/2020	2-3, 5-7, 9-11, 13-14, 17, 20-21, 24, 26- 30, 32-42	9
General Sales Manager Open Date: 7/15/2020 Hire Date: 8/10/2020	2-3, 5-7, 9-11, 13-14, 20-21, 24, 26-31, 33-42	9
Photographer Open Date: 7/22/2020 Hire Date: 9/3/2020	2-3, 5-7, 10-15, 20-21, 24, 26-31, 33-42	12
Photographer Open Date: 7/22/2020 Hire Date: 8/31/2020	2-3, 5-7, 10-15, 20-21, 24, 26-31, 33-42	5

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

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	602 Communications 1011 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Phone : 602-954-8373 Url : http://602communications.com/site/ Email : slizik@602communications.com Sandy Lizik	N	0
2	Asian American Journalists Association 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : http://www.aaaja.org/membership/career_listings/ Career Services Manual Posting	N	0
3	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
4	Broadcasting & Cable 810 Seventh Ave 27th Floor New York, New York 10019 Phone : 212-378-0400 Url : http://www.broadcastingcable.com/ Career Services Manual Posting	N	1
5	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url : http://careers.hearsttelevision.com/ Email : htv.careers@hearst.com Career Services	N	50
6	CareerSource Palm Beach County 3400 Belvedere Road West Palm Beach, Florida 33406 Phone : +1 561-340-1060 Email : jobs@careersourcepbc.com Career Services	N	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

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
7	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Career Services	N	0
8	Connecticut School of Broadcasting 3450 Northlake Blvd Suite 110 Palm Beach Gardens, Florida 33403 Phone : 561-847-4126 Url : http://www.gocsb.com Email : dfoyle@gocsb.com Career Services	N	0
9	Current Employee	N	15
10	Democratic Women's Club of Martin County PO Box 1611 Stuart, Florida 34994 Phone : 772-418-3006 Email : womenmatters51@yahoo.com Fay James Prong 2 Start Date: 8/4/2015	Y	0
11	Dolan Media Management 3 North Court Street Fredrick, Maryland 21701 Phone : 301-668-1511 Url : www.smartrecruit.com Email : Dolan@smartrecruit.com Dolan Media Management	N	0
12	Employee Referral	N	5
13	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

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
14	Florida Association of Broadcasters 201 South Monroe St Ste 201 Tallahassee, Florida 32301 Phone : 850-681-6444 Url : http://www.fab.org Email : intern@fab.org Career Services	N	0
15	Former Employee	N	3
16	Former Employee Referral	N	1
17	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut Phone : . Jason Steklof Manual Posting	N	20
18	Investigative Reporters and Editors 141 Neff Ave Columbia, Missouri 65211 Phone : 573-882-2042 Url : http://www.ire.org Email : jobwanted@ire.org Career Services	N	0
19	Linkedin Florida Url : http://www.linkedin.com Career Services Manual Posting	N	7
20	MediaBistro 825 8th Avenue 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	1
21	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : http://www.medialine.com Email : medialine@medialine.com Career Services	N	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

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
22	Napoli Management Group 8844 West Olympic Blvd Suite 100 Beverly Hills, California 90211 Phone : 310-385-8222 Mendes Napoli Manual Posting	N	1
23	National Association of Hispanic Journalists 1193 National Press Bldg. Washington, District of Columbia 20045 Phone : 202-662-7145 Career Services Manual Posting	N	0
24	NLGJA 1420 K Street Washington, District of Columbia 20005 Phone : 202-588-9888 Url : http://www.nlgja.org Email : lcorona@nlgja.org Career Services	N	0
25	Palm Beach Film Commission 1555 Palm Beach Lakes Blvd Suite 900 West Palm Beach, Florida 33401 Phone : 561-233-1000 Url : http://www.pbfilm.com Email : gbodden@pbfilm.com Fax : 1-561-233-3113 Career Services	N	0
26	Palm Beach State College 4200 Congress Ave Lake Worth, Florida 33461 Phone : 561-868-3350 Url : http://www.palmbeachstate.edu/ Career Services Manual Posting	N	0
27	PBHChamber.com 809 N. Dixie Highway #208 West Palm Beach , Florida 33401 Phone : 561-832-1986 Career Services Manual Posting	N	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

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
28	Radio Television News Directors 529 14th St, NW Suite 425 Washington, District of Columbia 20045 Phone : 202-659-6510 Url : http://www.rtdna.org Email : karenh@rtdna.org Fax : 1-202-223-4219 Katie Switchenko	N	0
29	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
30	Savannah College of Art and Design PO Box 2072 Savannah, Georgia 31402 Phone : 912-525-4610 Url : http://www.scad.edu Laura Behrendt Manual Posting	N	0
31	Scripps Journalism School Ohio University 32 Park Place Athens, Ohio 45701 Phone : 740-593-2590 Url : http://www.scrippsjschool.org Email : stewartr@ohio.edu Career Services	N	0
32	Society of Broadcast Engineers 9102 North Meridian St Suite 150 Indianapolis, Indiana 46260 Phone : 314-846-9000 Url : http://www.sbe.org Career Services Manual Posting	N	0
33	Syracuse University 900 South Crouse Ave Syracuse, New York 13244 Phone : 315-443-1870 Newhouse Alumni Manual Posting	N	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

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
34	Talent Dynamics 600 Las Colinas Blvd Suite 100 Irving, Texas 75039 Phone : 214-951-9610 Email : connell@talentdynamics.com Sandra Connell	N	0
35	The LornaDave Agency P.O. Box 368 Fogelsville, Pennsylvania 18051-0368 Phone : 610-248-1317 Email : john@lornadave.com John Derr	N	0
36	The NWT Group 2110 Elmwood Bryan, Texas 77802 Phone : 817-987-3600 Url : www.NoWhiningTalent.com Email : carolynkane@theNWTgroup.com Carolyn Kane	N	1
37	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Career Services Manual Posting	N	0
38	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
39	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 Prong 2 Start Date: 1/22/2018	Y	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

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
40	University of Miami 5225 Ponce De Leon Blvd Coral Gables, Florida 33124 Phone : 305-284-2211 Url : http://www.miami.edu Email : lherrera@miami.edu Career Services	N	0
41	Work Opportunities Unlimited 2247 Palm Beach Lakes Blvd #1102 West Palm Beach, Florida 33409 Phone : 603-812-0333 Url : www.WorkOpportunities.net Email : kjankowski@workopportunities.net Kara Jankowski Prong 2 Start Date: 11/22/2019	Y	0
42	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			105

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/3/2019	Participation in Job Fairs	The State of Jobs Conference was held on October 3, 2019 at the Port St. Lucie Civic Center. This event is attended by the School District of Indian River County, St. Lucie County Public Schools and the Martin County School District. Hundreds of high school students from the 3 counties were in attendance at this event. Amy Vaughn, WPBF Account Executive was a keynote speaker and discussed the many career opportunities in Broadcasting.	1	Account Executive
2	10/6/2019	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This sales development program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role.	3	President & General Manager General Sales Manager Local Sales Manager
3	10/13/2019	Establishment of training programs for station personnel	The WPBF Digital Media Manager attend the Poynter Institute Leadership Academy for Diversity in Digital Media. The intensive training academy was held October 13-18, 2019 at the Poynter's campus in St. Petersburg, Fla. The 30 journalists chosen from over 120 applicants are pioneers in digital media who have demonstrated an aptitude for leadership through current projects and references.	1	Digital Media Manager

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
4	10/25/2019	Participation in events or programs sponsored by educational institutions	Students from Dwyer High Schools' Television Production class toured the WPBF-TV studio. The students participated in a behind the scenes visit and spoke with Photographers, Engineers, Reporters, Producers and Anchors about careers in television. The students watched a live newscast in the studio at Noon.	2	Anchor Engineer Supervisor
5	11/7/2019	Participation in events sponsored by community groups	Media Day for Youth Leadership Palm Beach County - WPBF-TV hosted a tour for about 50 students of Youth Leadership and a presentation from Meteorologists and News Anchors. The students then toured the station and learned of the many career opportunities available in broadcasting.	6	News Director Assignment Manager, Digital Media Manager Meteorologist Asst. News Director, Executive Producer
6	11/13/2019	Participation in events or programs sponsored by educational institutions	WPBF hosted a job shadow for a senior at Indian River Charter High School in Vero Beach as part of a job shadowing program at his school. He shadowed and meet with managers, producers, anchors and meteorologist.	4	News Director Asst News Director Digital Media Manager Assignment Manager
7	2/27/2020	Participation in Job Fairs	WPBF's General Sales Manager and Digital Media Manger participated in the Palm Beach Hispanic Chamber of Commerce job fair. We had an opportunity to meet with candidates, showcase the station and discuss job opportunities in broadcasting.	2	General Sales Manager Digital Media Manager

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
8	3/25/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times.	1	Meteorologist
9	3/26/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This event 12K views, reached 10,344 people and 7,659 engagements.	1	Meteorologist
10	3/27/2020	Listing of each upper-level category opening in a job bank or newsletter	During the period covered by this report, WPBF-TV filled upper -level positions and listed vacancies with media trade groups whose membership includes participation by women and minorities including AAJA, the FAB NAHJ, NLGLA.	1	Business Manager

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
11	3/27/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This event had 4.8K in views, reached 7,141 people and had 1,652 in engagements.	1	Meteorologist
12	4/2/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This event had 8.3K in views, reach 9,835 people and had 5,409 in engagements.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
13	4/3/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This event had 6.9K, reached 7,027 people and 4,784 in engagements.	1	Meteorologist
14	4/8/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This event had 6.1K in views, reached 7,227 people and had 3,307 engagements.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
15	4/9/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This event had 16K in views, reached 73,587 people and had 5,598 engagements.	1	Meteorologist
16	4/15/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 22K in views, reached 71,645 people and had 9,586 in engagements.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
17	4/16/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 13K in views, reached 49,732 people and had 4,994 in engagements.	1	Meteorologist
18	4/23/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 12K in views, reached 15,309 people and had 7,536 in engagements.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
19	4/24/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 11K in views, reached 22,616 people and had 5,481 in engagements.	1	Meteorologist
20	4/30/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 21K in views, reached 66,635 people and had 5,671 in engagements.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
21	5/1/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 4K in views, reached 6,005 people and had 1,833 in engagements.	1	Meteorologist
22	5/7/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 8.9K in views, reached 50,566 people and had 4,679 in engagements.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
23	5/8/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 5.7K in views, reached 25,455 people and had 1,171 in engagements.	1	Meteorologist
24	5/14/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 6K in views, reached 28,690 people and had 3,325 in engagements.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
25	5/15/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 5.3K in views, reached 25,886 people and had 3,031 in engagements.	1	Meteorologist
26	5/21/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 4K in views, reached 10,046 people and had 2,523 in engagements.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
27	5/28/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 6.9K in views, reached 13,733 people and had 2,420 in engagements.	1	Meteorologist
28	6/11/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 4.3K in views, reached 10,331 people and had 1,668 in engagements.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
29	6/18/2020	Participation in other activities designed by the station employment unit	The WPBF 25 First Warning Weather School was created amid the novel coronavirus pandemic. It was produced as an opportunity for our team to connect with students who were unable to return to school due to the pandemic and continue to help learn. Our expert team of meteorologists explained several weather topics such as hurricanes, tornadoes and clouds and more using Facebook Live, allowing them to interact with students in an engaging way. The students participated in quizzes and asked questions to our team using the chat feature. The program was a critical success, collectively reaching over 565,000 people and was viewed over 196,000 times. This events had 4.3K in views, reached 10,331 people and had 1,668 in engagements.	1	Meteorologist
30	6/24/2020	Establishment of training programs for station personnel	The Harvard Leadership Development Program is designed to train and develop hand selected managers and potential leaders for future career advancement and leadership roles within Hearst Television. This development program is a comprehensive 14 week training with defined training program topics and follow up coursework. Training program objectives are tracked by the human resources team and reported to corporate management. After successful completion of the Harvard Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles. Program dates: January 29 - June 24, 2020	2	Local Sales Manager Creative Services Director

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2019 - September 30, 2020

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
31	6/26/2020	Establishment of a mentoring program	WPBF's Digital Media Manager participated in the Hearst Virtual Buddy Workshop. He serves as a buddy to an intern from the T. Howard Foundation in a virtual five-week program from June 29 to July 31, 2020. This Hearst Virtual Buddy Workshop is in conjunction with the T. Howard Foundation and the mission of the program is to promote diversity in media and entertainment by increasing the number of diverse and underrepresented groups and under-served communities within the industry.	1	Digital Media Manager
32	9/16/2020	Participation in events or programs sponsored by educational institutions	The News Director served as a member of the University of Florida Department of Journalism Advisory Council. The Department of Journalism Advisory Council is made up of local, state and national media professionals as a way for the department to communicate with various industries. Members of the Council meet twice a year (once each in the Fall and Spring semester) and meet with faculty, meet with students and work with the department on issues involving everything from curriculum to careers.	1	News Director