

EEO PUBLIC FILE REPORT

FOR

**WPBF-TV**

This EEO Public File Report  
Covers the One-Year Period  
Ending on September 30, 2019

## **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, 2019 (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.

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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
Assignment Editor Open Date: 4/20/2018 Hire Date: 10/1/2018	2, 4-5, 7-10, 12-13, 15, 18, 20-27, 29-36, 38	5
Sales Assistant Open Date: 7/6/2018 Hire Date: 10/22/2018	1-2, 5, 7-13, 15, 17-26, 28-36, 38	11
Reporter Open Date: 7/16/2018 Hire Date: 10/15/2018	2-3, 5, 7-10, 12-14, 17-18, 20-27, 29-36, 38	14
Sales Account Associate - Entry Level Open Date: 8/8/2018 Hire Date: 2/11/2019	1-3, 5, 7-10, 12-13, 15, 17-18, 20-27, 29-36, 38	15
Newscast Director Open Date: 9/20/2018 Hire Date: 11/13/2018	2-3, 5, 7-10, 12-13, 15, 17-18, 20-27, 29-36, 38	33
Digital Sales Manager Open Date: 10/26/2018 Hire Date: 2/7/2019	1-3, 5, 7-10, 12-13, 16-18, 20-27, 29-36, 38	16
Producer Open Date: 11/27/2018 Hire Date: 2/18/2019	1-3, 5, 7-13, 17-18, 20-25, 27, 29-36, 38	5
News Director Open Date: 11/28/2018 Hire Date: 3/4/2019	2-3, 5, 7-13, 17-18, 20-26, 29-36, 38	11
Producer Open Date: 12/5/2018 Hire Date: 4/15/2019	2-3, 5, 7-10, 12-13, 15, 17-18, 20-27, 29-38	5
Account Executive Open Date: 2/20/2019 Hire Date: 4/29/2019	1-3, 5, 7-10, 12-15, 17-18, 20-27, 29-36, 38	14
Account Executive Open Date: 2/28/2019 Hire Date: 9/16/2019	1-3, 5, 7-10, 12-13, 16-18, 20-27, 29-36, 38	16
Photographer Open Date: 4/2/2019 Hire Date: 4/15/2019	2-3, 5-10, 12-13, 17-18, 20-27, 29-36, 38	5
Digital Media Manager Open Date: 4/30/2019 Hire Date: 7/15/2019	1-3, 5-10, 12-14, 17-18, 20-27, 29-36, 38	14
Photographer Open Date: 5/2/2019 Hire Date: 5/30/2019	2-3, 5-13, 17-18, 20-27, 29-36, 38	11

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**I. VACANCY LIST**

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Producer Open Date: 5/28/2019 Hire Date: 9/9/2019	2-3, 5-10, 12-13, 17-18, 20-27, 29-36, 38	5
Photographer Open Date: 5/29/2019 Hire Date: 8/12/2019	2-3, 5-10, 12-13, 15, 17-18, 20-27, 29- 36, 38	15
Photographer Open Date: 7/23/2019 Hire Date: 9/3/2019	2, 5-13, 17-18, 20-27, 29-36, 38	5
Photographer Open Date: 7/23/2019 Hire Date: 8/26/2019	2, 5-13, 17-18, 20-27, 29-36, 38	11
Sales Account Associate- Entry Level Open Date: 8/8/2019 Hire Date: 9/11/2019	1-2, 5-7, 9-10, 12-13, 15, 17-18, 20-25, 27, 29, 33-36, 38	15

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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	602 Communications 1011 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Phone : 602-954-8373 Url : <a href="http://602communications.com/site/">http://602communications.com/site/</a> Email : <a href="mailto:slizik@602communications.com">slizik@602communications.com</a> Sandy Lizik	N	0
2	Asian American Journalists Association 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : <a href="http://www.aaja.org/membership/career_listings/">http://www.aaja.org/membership/career_listings/</a> Career Services Manual Posting	N	0
3	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : <a href="mailto:rrobinson@batetech.edu">rrobinson@batetech.edu</a> Roland Robinson	N	0
4	Broadcasting & Cable 810 Seventh Ave 27th Floor New York, New York 10019 Phone : 212-378-0400 Url : <a href="http://www.broadcastingcable.com/">http://www.broadcastingcable.com/</a> Career Services Manual Posting	N	1
5	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url : <a href="http://careers.hearsttelevision.com/">http://careers.hearsttelevision.com/</a> Email : <a href="mailto:htv.careers@hearst.com">htv.careers@hearst.com</a> Career Services	N	36
6	CareerSource Palm Beach County 3400 Belvedere Road West Palm Beach, Florida 33406 Phone : +1 561-340-1060 Email : <a href="mailto:jobs@careersourcepbc.com">jobs@careersourcepbc.com</a> Career Services	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
7	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Url : <a href="http://www.collectivetalent.com">http://www.collectivetalent.com</a> Email : <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> Career Services	N	0
8	Connecticut School of Broadcasting 3450 Northlake Blvd Suite 110 Palm Beach Gardens, Florida 33403 Phone : 561-847-4126 Url : <a href="http://www.gocsb.com">http://www.gocsb.com</a> Email : <a href="mailto:ddoyle@gocsb.com">ddoyle@gocsb.com</a> Career Services	N	0
9	Democratic Women's Club of Martin County PO Box 1611 Stuart, Florida 34994 Phone : 772-418-3006 Email : <a href="mailto:womenmatters51@yahoo.com">womenmatters51@yahoo.com</a> Fay James  Prong 2 Start Date: 8/4/2015	Y	0
10	Dolan Media Management 3 North Court Street Fredrick, Maryland 21701 Phone : 301-668-1511 Url : <a href="http://www.smartrecruit.com">www.smartrecruit.com</a> Email : <a href="mailto:Dolan@smartrecruit.com">Dolan@smartrecruit.com</a> Dolan Media Management	N	0
11	Employee Referral	N	5
12	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0

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13	Florida Association of Broadcasters 201 South Monroe St Ste 201 Tallahassee, Florida 32301 Phone : 850-681-6444 Url : <a href="http://www.fab.org">http://www.fab.org</a> Email : <a href="mailto:intern@fab.org">intern@fab.org</a> Career Services	N	0
14	Former Employee	N	3
15	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut Phone : . Jason Steklof Manual Posting	N	15
16	Linkedin Florida Url : <a href="http://www.linkedin.com">http://www.linkedin.com</a> Career Services Manual Posting	N	4
17	MediaBistro 825 8th Avenue 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
18	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : <a href="http://www.medialine.com">http://www.medialine.com</a> Email : <a href="mailto:medialine@medialine.com">medialine@medialine.com</a> Career Services	N	0
19	Monster 622 Third Avenue, 39th Floor NY, New York Phone : 9784618279 Url : <a href="http://www.monster.com">www.monster.com</a> Customer Service Manual Posting	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	National Association of Hispanic Journalists 1193 National Press Bldg. Washington, District of Columbia 20045 Phone : 202-662-7145 Career Services Manual Posting	N	0
21	NLGJA 1420 K Street Washington, District of Columbia 20005 Phone : 202-588-9888 Url : <a href="http://www.nlgja.org">http://www.nlgja.org</a> Email : <a href="mailto:lcorona@nlgja.org">lcorona@nlgja.org</a> Career Services	N	0
22	Palm Beach State College 4200 Congress Ave Lake Worth, Florida 33461 Phone : 561-868-3350 Url : <a href="http://www.palmbeachstate.edu/">http://www.palmbeachstate.edu/</a> Career Services Manual Posting	N	0
23	PBHChamber.com 809 N. Dixie Highway #208 West Palm Beach , Florida 33401 Phone : 561-832-1986 Career Services Manual Posting	N	0
24	Radio Television News Directors 529 14th St, NW Suite 425 Washington, District of Columbia 20045 Phone : 202-659-6510 Url : <a href="http://www.rtnda.org">http://www.rtnda.org</a> Email : <a href="mailto:karenh@rtdna.org">karenh@rtdna.org</a> Fax : 1-202-223-4219 Katie Switchenko	N	0
25	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker 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
26	Savannah College of Art and Design PO Box 2072 Savannah, Georgia 31402 Phone : 912-525-4610 Url : <a href="http://www.scad.edu">http://www.scad.edu</a> Laura Behrendt Manual Posting	N	0
27	Scripps Journalism School Ohio University 32 Park Place Athens, Florida 45701 Phone : 740-593-2590 Url : <a href="http://www.scrippsjschool.org">http://www.scrippsjschool.org</a> Email : <a href="mailto:stewartr@ohio.edu">stewartr@ohio.edu</a> Career Services	N	0
28	Society of Broadcast Engineers 9102 North Meridian St Suite 150 Indianapolis, Indiana 46260 Phone : 314-846-9000 Url : <a href="http://www.sbe.org">http://www.sbe.org</a> Career Services Manual Posting	N	0
29	Syracuse University 900 South Crouse Ave Syracuse, New York 13244 Phone : 315-443-1870 Newhouse Alumni Manual Posting	N	0
30	Talent Dynamics 600 Las Colinas Blvd Suite 100 Irving, Texas 75039 Phone : 214-951-9610 Email : <a href="mailto:connell@talentdynamics.com">connell@talentdynamics.com</a> Sandra Connell	N	0
31	The LornaDave Agency P.O. Box 368 Fogelsville, Pennsylvania 18051-0368 Phone : 610-248-1317 Email : <a href="mailto:john@lornadave.com">john@lornadave.com</a> John Derr	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
32	The NWT Group 2110 Elmwood Bryan, Texas 77802 Phone : 817-987-3600 Url : <a href="http://www.NoWhiningTalent.com">www.NoWhiningTalent.com</a> Email : <a href="mailto:carolynkane@theNWTgroup.com">carolynkane@theNWTgroup.com</a> Carolyn Kane	N	0
33	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : <a href="http://www.tvjobs.com">http://www.tvjobs.com</a> Career Services Manual Posting	N	1
34	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
35	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : <a href="http://colorado.edu/">http://colorado.edu/</a> Christine Mahoney Manual Posting  Prong 2 Start Date: 1/22/2018	Y	0
36	University of Miami 5225 Ponce De Leon Blvd Coral Gables, Florida 33124 Phone : 305-284-2211 Url : <a href="http://www.miami.edu">http://www.miami.edu</a> Email : <a href="mailto:lherrera@miami.edu">lherrera@miami.edu</a> Career Services	N	0
37	US Jobs 9002 N. Purdue Road, Suite 100 Indianapolis, Indiana 46268 Phone : 866-268-6206 Url : <a href="https://us.jobs/secure/emplogin.asp?redirect=http://Recruiter">https://us.jobs/secure/emplogin.asp?redirect=http://Recruiter</a> . Manual Posting	N	1

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<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 Reporting Period</b>
38	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
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>67</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	10/10/2018	Participation in events or programs sponsored by educational institutions	Jensen Beach Elementary, Jensen Beach, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
2	10/17/2018	Participation in events or programs sponsored by educational institutions	Chester A. Moore Elementary, Ft. Pierce, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
3	10/24/2018	Participation in events or programs sponsored by educational institutions	Banyan Creek Elementary School, Delray Beach, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist

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4	10/31/2018	Participation in events or programs sponsored by educational institutions	Pinewood Elementary School, Stuart, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
5	11/14/2018	Participation in events or programs sponsored by educational institutions	The Greene School, West Palm Beach, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
6	12/2/2018	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 and SAJA.	3	
7	12/5/2018	Participation in events or programs sponsored by educational institutions	Cypress Trails Elementary School, Royal Palm Beach, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologisst

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8	12/5/2018	Participation in events or programs sponsored by educational institutions	The Hope Center for Autism, Stuart, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
9	12/11/2018	Provision of training to management	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.	9	General Manager, General Sales Mgr, Local Sales Mgr Operation Director, Creative Services Director Asst News Director, Exec Producer Engineering Supervisor, Business Manager
10	1/9/2019	Participation in events or programs sponsored by educational institutions	Citrus Cove Elementary Boynton Beach, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist

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11	1/16/2019	Participation in events or programs sponsored by educational institutions	Allapattah Flats K-8, Port St, Lucie, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
12	1/23/2019	Participation in events or programs sponsored by educational institutions	Jensen Beach High School, Jensen Beach, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
13	2/26/2019	Participation in events or programs sponsored by educational institutions	Frances K. Sweet Elementary, Ft. Pierce, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist

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14	2/27/2019	Participation in events or programs sponsored by educational institutions	Northport K-8, Port St. Lucie, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
15	3/6/2019	Participation in events or programs sponsored by educational institutions	Crystal Lake Elementary, Stuart, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
16	3/13/2019	Participation in events or programs sponsored by educational institutions	Orchard View Elementary, Delray Beach, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist

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17	3/27/2019	Participation in events or programs sponsored by educational institutions	Lakewood Part Elementary, Ft. Pierce, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
18	4/10/2019	Participation in events or programs sponsored by educational institutions	Belvedere Elementary, West Palm Beach, FL - WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
19	5/22/2019	Establishment of an intern program designed to assist members of the community	WPBF's Internship program works in conjunction with Colleges across the country. The colleges in our internship program this year include Florida State University, University of Florida, Mississippi State University, Boston College and University of South Carolina. This intern program includes News, Production and Promotion departments. We have had much success with this program and some interns have been hired as employees. The station hosted a total of 6 interns during the reporting period.	3	News Director Assistant News Director Director of Operations

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20	8/4/2019	Establishment of training programs for station personnel	Hearst Sales Development Program - 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
21	8/7/2019	Participation in Job Fairs	August 7-11, 2019 - WPBF's News Director participated in the NABJ Career Fair held in Miami, Florida. The NABJ Career Fair is the largest career expo for minority journalists and media professionals in the country. The Career Fair showcases news organizations looking for journalists and media related professionals for their newsrooms. A total of 6 Hearst News Directors and the VP of News attended this career fair.	1	News Director
22	9/24/2019	Participation in Job Fairs	On September 24, 2019, the WPBF-TV General Sales Manager, attended the University of Central Florida Career Expo along with other representatives from WESH-TV, WMOR-TV, and HTV Charlotte. Attendees were able to learn about what Hearst has to offer, as well as website information in order to apply for open positions.	1	General Sales Manager