

EEO PUBLIC FILE REPORT

FOR

**WPBF-TV**

This EEO Public File Report  
Covers the One-Year Period  
Ending on September 30, 2021

## **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, 2021 (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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**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

**I. VACANCY LIST**

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Photographer Open Date: 9/1/2020 Hire Date: 10/18/2020	2-6, 8-11, 13-15, 17, 19-34	4
Account Executive Open Date: 9/24/2020 Hire Date: 2/1/2021	4-5, 8, 10-11, 13-14, 19-20, 22, 25, 29-34	4
Account Executive Open Date: 9/24/2020 Hire Date: 4/19/2021	4-5, 8, 10-11, 13-14, 19-20, 22, 25, 29-34	4
Director of Programming & Public Affairs Open Date: 11/10/2020 Hire Date: 6/28/2021	1-9, 11, 14-15, 17, 19-22, 24-26, 29-34	4
News Production Manager Open Date: 11/12/2020 Hire Date: 1/3/2021	3-9, 11, 13-15, 17, 19-22, 24-26, 29-34	7
Executive Producer Open Date: 12/8/2020 Hire Date: 3/8/2021	2, 4-8, 10-11, 14-15, 17, 19-22, 24-25, 29-34	7
Digital News Producer Open Date: 12/9/2020 Hire Date: 6/1/2021	1-9, 11, 13-17, 19-22, 24-26, 29-34	7
Assignment Editor Open Date: 12/20/2020 Hire Date: 2/8/2021	2, 4-8, 10-11, 13-15, 17, 19-22, 24-25, 29-34	4
Sales Account Associate Open Date: 2/9/2021 Hire Date: 3/8/2021	3-6, 8, 11, 14-15, 17, 19-25, 29-34	4
Sports Director/Anchor/Reporter Open Date: 2/16/2021 Hire Date: 7/1/2021	1-8, 11, 14-15, 17, 19-25, 29-34	7
Weekend Sport Anchor/Reporter/MMJ Open Date: 2/16/2021 Hire Date: 7/15/2021	1-8, 11, 14-15, 17, 19-25, 29-34	4
Promotion Writer/Producer Open Date: 2/22/2021 Hire Date: 4/14/2021	1-6, 8, 11, 13-15, 17, 19-25, 29-34	4
Photographer Open Date: 3/1/2021 Hire Date: 4/19/2021	1-6, 8, 11, 13-15, 17, 19-25, 29-34	4
News Producer Open Date: 3/1/2021 Hire Date: 6/14/2021	1-6, 8, 11, 13-15, 17, 19-25, 29-34	4

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

**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: 4/8/2021 Hire Date: 8/16/2021	2-6, 8, 11, 13-15, 17, 19-23, 25, 29-34	4
Photographer Open Date: 4/8/2021 Hire Date: 8/30/2021	2-3, 5-8, 11, 14-15, 17-23, 25, 29-34	7
News Producer Open Date: 4/16/2021 Hire Date: 8/11/2021	2-6, 8, 11, 13-15, 17, 19-23, 25, 29-34	13
News Producer Open Date: 4/29/2021 Hire Date: 6/14/2021	2-8, 11, 13-15, 17, 19, 21-23, 25, 29-34	4
Reporter Open Date: 5/18/2021 Hire Date: 7/26/2021	2-6, 8, 11, 13-15, 17, 19-23, 25, 29-34	13
Sales Assistant Open Date: 6/2/2021 Hire Date: 7/1/2021	4-6, 8, 11, 14-15, 17, 19, 21-22, 25, 29-34	4
Editor Open Date: 6/24/2021 Hire Date: 8/2/2021	3-6, 8, 11, 14-15, 17, 19, 21-23, 25, 30-34	4
Editor Open Date: 7/26/2021 Hire Date: 8/2/2021	3, 5-6, 8, 11-15, 17, 19, 21-22, 25, 30-34	12

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

**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.aaaja.org/membership/career_listings/">http://www.aaaja.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@batestech.edu">rrobinson@batestech.edu</a> Roland Robinson	N	0
4	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	77
5	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
6	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
7	Current Employee	N	21

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	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
9	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
10	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
11	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
12	Former Employee	N	1
13	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut Phone : . Jason Steklouf Manual Posting	N	16
14	MediaBistro 825 8th Avenue 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	1

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

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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>
15	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
16	National Association of Hispanic Journalists 1193 National Press Bldg. Washington, District of Columbia 20045 Phone : 202-662-7145 Career Services Manual Posting	N	0
17	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
18	Palm Beach Film Commission 1555 Palm Beach Lakes Blvd Suite 900 West Palm Beach, Florida 33401 Phone : 561-233-1000 Url : <a href="http://www.pbfilm.com">http://www.pbfilm.com</a> Email : <a href="mailto:gbodden@pbfilm.com">gbodden@pbfilm.com</a> Fax : 1-561-233-3113 Career Services	N	0
19	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
20	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, 2020 - September 30, 2021**

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
21	Radio Television News Directors 529 14th St, NW Suite 425 Washington, District of Columbia 20045 Phone : 202-659-6510 Url : <a href="http://www.rtna.org">http://www.rtna.org</a> Email : <a href="mailto:tarap@rtna.org">tarap@rtna.org</a> Fax : 1-202-223-4219 Tara Puckey	N	0
22	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
23	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
24	Scripps Journalism School Ohio University 32 Park Place Athens, Ohio 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
25	Syracuse University 900 South Crouse Ave Syracuse, New York 13244 Phone : 315-443-1870 Newhouse Alumni Manual Posting	N	0
26	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



**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

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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	The LornaDave Agency P.O. Box 368 Fogelsville, Pennsylvania 18051-0368 Phone : 610-248-1317 Email : john@lornadave.com John Derr	N	0
28	The NWT Group 2110 Elmwood Bryan, Texas 77802 Phone : 817-987-3600 Url : www.NoWhiningTalent.com Email : carolynkane@theNWTgroup.com Carolyn Kane	N	0
29	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Career Services Manual Posting	N	2
30	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
31	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
32	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

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<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>
33	Work Opportunities Unlimited 2247 Palm Beach Lakes Blvd #1102 West Palm Beach, Florida 33409 Phone : 603-812-0333 Url : <a href="http://www.WorkOpportunities.net">www.WorkOpportunities.net</a> Email : <a href="mailto:kjankowski@workopportunities.net">kjankowski@workopportunities.net</a> Kara Jankowski  Prong 2 Start Date: 11/22/2019	Y	0
34	<a href="http://www.mediagignow.com">www.mediagignow.com</a> 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a> Email : <a href="mailto:customerservice@mediagignow.com">customerservice@mediagignow.com</a> MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>118</b>

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

**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	10/12/2020	Establishment of a mentoring program	WPBF-TV Digital Media Manager participated in a Hearst Buddy in the Hearst Associates Program from October 12 to December 10, 2020. Hearst has partnered up with the T. Howard Foundation to develop the Hearst Associates Program. In addition to working in a team, Associates will learn about Hearst businesses and enhance career development skills through a variety of engaging experiences .The Hearst Buddy program offers support for the Hearst associate, provides an additional resource for each Associate, outside of their assigned department and team. The program also provides another Hearst employee to share information about their career, functional area and business unit.	1	Digital Media Manager
2	11/10/2020	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, 2020 - September 30, 2021**

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	<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>
3	12/4/2020	Establishment of a mentoring program	WPBF-TV Assistant Creative Services Director is participating in the twelve month Hearst Early Career Mentorship Program. This program is designed for an employee early in their career to gain experience and insight into Hearst Television (HTV) and station operations. The program offers a structured setting to develop beneficial one-on-one relationships. Acting as a teacher, confidant and guide to the broadcast world, mentors have the opportunity to encourage and advise individuals by sharing their own experiences and knowledge in the broadcast profession. Individuals participating in the program will have the opportunity to build their professional network, expand competencies, plan for a career transition, and increase knowledge in a mentor/mentee relationship.	1	Asst Creative Services Director
4	1/11/2021	Participation in events or programs sponsored by educational institutions	WPBF-TV Digital Media Manager serves on the advisory board for the Digital Media & Multimedia Technology school for Broward College. This role focuses on guiding the college administration and providing recommendations on curriculum and programs that are current and relevant to the digital media industry.	1	Digital Media Manager

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

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	<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>
5	2/9/2021	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
6	3/1/2021	Provision of training to management	Station leaders participated in a 4 hour conscious inclusion training hosted by a third party partner. The training included information on how to cultivate a culture of awareness around the many dimensions of diversity. Leaders reviewed a model of inclusion, how to uncover unconscious bias and other topics related to diversity and inclusion to create an inclusive environment of diverse perspectives to make individuals work experiences better.	7	President & General Manager General Sales Manager, Local Sales Manager News Director, Creative Services Director Chief Engineer, Business Manager
7	4/22/2021	Participation in events or programs sponsored by educational institutions	WPBF-TV Creative Services Director participated in the Hearst Mentorship Day for Baruch College. The mentorship day was held via Zoom. The mentor buddy meet with 4 Baruch students over the course of the two hour program. These students were given advice on beginning a career in marketing, the many areas and types of marketing and the mentors on experience in the field.	1	Creative Services Director

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

**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>
8	6/1/2021	Establishment of a mentoring program	WPBF-TV Digital Media Manager participated in a Hearst Buddy in the Hearst Associates Program from June 1 to July 29, 2021. Hearst has partnered up with the T. Howard Foundation to develop the Hearst Associates Program. In addition to working in a team, Associates will learn about Hearst businesses and enhance career development skills through a variety of engaging experiences .The Hearst Buddy program offers support for the Hearst associate, provides an additional resource for each Associate, outside of their assigned department and team. The program also provides another Hearst employee to share information about their career, functional area and business unit.	1	Digital Media Manager
9	6/1/2021	Establishment of an intern program designed to assist members of the community	WPBF participated in the Emma Bowen Fellowship from June 1 to August 2, 2021. Hearst Television Inc formed a partnership with the Emma Bowen Foundation The Emma Bowen Foundation was founded in 1989 to diversify the media industry by giving talented students of color the opportunity to intern at some of the nation's leading media companies. During it's history, the Foundation has provided internships for more than 1,300 students of color.	4	Emma Bowen Fellow News Director Assistant News Director Executive Producer

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

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	<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>
10	7/2/2021	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. This topic was on hurricanes. This events had 3.2K in views and had 237 engagements.	1	Meteorologist
11	7/9/2021	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. This topic was on parts of a Hurricane. This events had 2.4K in views and had 109 engagements.	1	Meteorologist
12	7/15/2021	Participation in other activities designed by the station employment unit	WPBF-TV Sales Account Executive participated as a panelist for Hearst Interns. The Vice President of Talent Development of Hearst hosted a presentation for 60+ interns from around Hearst with six panelists from different Hearst businesses with the idea to expose the interns to the breadth of opportunities at Hearst and enable them to be ambassadors for our brands.	1	Account Executive

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

**III. RECRUITMENT INITIATIVES**

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13	7/16/2021	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. This topic was on Clouds. This events had 2.8K in views and had 177 engagements.	1	Meteorologist
14	7/23/2021	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. This topic was on tornadoes. This events had 3.3K in views and had 184 engagements.	1	Meteorologist
15	7/28/2021	Participation in other activities designed by the station employment unit	WPBF-TV Executive Producers was a panelist for a Zoom presentation to Hearst's Emma Bowen and Fred Young Fellows. She along with other panelist served to impart the many opportunities that are available for careers within Hearst Television.	1	Execuive Producer



**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

**III. RECRUITMENT INITIATIVES**

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16	7/30/2021	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. This topic was on the Atmosphere. This events had 2.3K in views and had 62 engagements.	1	Meteorologist
17	8/6/2021	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. This topic was on Rip Currents. This events had 3.3K in views and had 138 engagements.	1	Meteorologist

**WPBF-TV**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 - September 30, 2021**

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18	9/23/2021	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 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