

EEO PUBLIC FILE REPORT

FOR

WPBF-TV

This EEO Public File Report
Covers the One-Year Period
Ending on September 30, 2017

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, 2017 (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, 2016 - September 30, 2017

I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive Open Date: 6/30/2016 Hire Date: 3/13/2017	1-3, 5-7, 9-11, 13-15, 17-19, 21-22, 24-35	28
Account Executive Open Date: 8/3/2016 Hire Date: 4/17/2017	1-7, 9-14, 16-19, 21-22, 24-35	28
Assistant Creative Services Director Open Date: 8/5/2016 Hire Date: 11/14/2016	1-2, 5-11, 13-14, 17-19, 21-22, 24-25, 27, 29-30, 33-35	5
Master Control Operator Open Date: 10/17/2016 Hire Date: 11/11/2016	2-3, 5-7, 9-11, 13-15, 17-22, 24-27, 29-35	20
News Brand Producer Open Date: 10/24/2016 Hire Date: 4/17/2017	2-3, 5-11, 13-15, 17-19, 21-22, 24-27, 29-35	5
Assistant News Director Open Date: 1/24/2017 Hire Date: 2/14/2017	2-3, 5-11, 13-14, 18-19, 21-22, 24-27, 29-35	8
Digital Client Specialist Open Date: 2/7/2017 Hire Date: 3/7/2017	1-3, 5-7, 9-11, 13-15, 17-19, 21-27, 29-35	23
Executive Producer Open Date: 2/16/2017 Hire Date: 3/30/2017	2-3, 5-14, 17-19, 21-22, 24-27, 29-35	8
Client Service Specialist Open Date: 4/13/2017 Hire Date: 7/5/2017	1-7, 9-19, 21-22, 24-27, 29-35	4
Executive Producer Open Date: 4/13/2017 Hire Date: 6/12/2017	2-3, 5-15, 17-19, 21-22, 24-27, 29-35	12
News Producer Open Date: 4/18/2017 Hire Date: 8/2/2017	2-3, 5-7, 9-11, 13-14, 17-19, 21-22, 24-27, 29-35	5
Promotion Writer Producer Open Date: 5/2/2017 Hire Date: 9/18/2017	2-3, 5-7, 9-11, 13-15, 17-19, 21-22, 24-27, 29-35	15
Production Assistant Open Date: 5/9/2017 Hire Date: 6/5/2017	2-3, 5-11, 13-15, 17-19, 21-22, 24-27, 29-35	8
Account Executive Open Date: 5/18/2017 Hire Date: 6/8/2017	1-7, 9-14, 16-19, 21-22, 24-35	12

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

I. VACANCY LIST

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive Open Date: 7/5/2017 Hire Date: 9/26/2017	1, 5, 9, 13-14, 18-22, 24-25, 33-35	20

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

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.aaja.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 : kwitkoe@bates.ctc.edu Ken Witkoe	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	3
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	30
6	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Career Services	N	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

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
7	Connecticut School of Broadcasting 3450 Northlake Blvd Suite 110 Palm Beach Gardens, Florida 33403 Phone : 561-847-4126 Url : http://www.gocsb.com Email : ddoyle@gocsb.com Career Services	N	0
8	Current Employee	N	12
9	Democratic Women's Club of Martin County PO Box 1611 Stuart, Florida 34994 Phone : 772-418-3006 Email : womenmatters51@yahoo.com Fay James	Y	0
10	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
11	Emerson College 120 Boylston St Boston, Massachusetts 02116 Phone : 617-824-8500 Url : http://www.emerson.edu Email : careers@emerson.edu Career Services	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
14	Florida Association of Broadcasters 201 South Monroe St Ste 201 Tallahassee, Florida 32301 Phone : 850-681-6444 Url : http://www.fab.org Career Services Manual Posting	N	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

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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	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut Phone : . Jason Steklof Manual Posting	N	19
16	Linkedin Florida Url : http://www.linkedin.com Career Services Manual Posting	N	3
17	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
18	National Association of Hispanic Journalists 1193 National Press Bldg. Washington, District of Columbia 20045 Phone : 202-662-7145 Career Services Manual Posting	N	0
19	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
20	Non-Employee Referral	N	2
21	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

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	PBHChamber.com 809 N. Dixie Highway #208 West Palm Beach , Florida 33401 Phone : 561-832-1986 Career Services Manual Posting	N	0
23	Previous Employee	N	1
24	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
25	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
26	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
27	Scripps Journalism School Ohio University 32 Park Place Athens, Florida 45701 Phone : 740-593-2590 Url : http://www.scrippsjschool.org Email : stewartr@ohio.edu Career Services	N	0
28	Spots n Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, Georgia 30152 Phone : 888-884-2630 Url : http://www.spotsndots.com Gene McKay Manual Posting	N	8

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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 : connell@talentdynamics.com Sandra Connell	N	0
31	The LornaDave Agency P.O. Box 368 Fogelsville, Pennsylvania 18051-0368 Phone : 610-248-1317 Email : john@lornadave.com John Derr	N	0
32	The NWT Group 2110 Elmwood Bryan, Texas 77802 Phone : 817-987-3600 Url : www.NoWhiningTalent.com Email : carolynkane@theNWTgroup.com Carolyn Kane	N	0
33	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Career Services Manual Posting	N	2
34	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
35	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			85

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/18/2016	Participation in events or programs sponsored by educational institutions	Felicia Rodriguez spoke at Score Academy's Career Day. Score Academy is a K-12 private school in Palm Beach Gardens. Felicia spoke to approximately 45 students at Career Day about the many career opportunities available in the Broadcast Television Industry.	1	Anchor/Reporter
2	10/19/2016	Participation in events or programs sponsored by educational institutions	Manatee K-8 Academy, 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
3	10/20/2016	Provision of training to management	On October 20, 2016, the station's Chief Engineer attended, in person, a training session in Omaha, Nebraska, held by the station's corporate parent. At the session, Hearst's Director of Veteran Recruiting provided training 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.	1	Chief Engineer

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
4	11/2/2016	Participation in events or programs sponsored by educational institutions	Cross Pointe Elementary School, Palm Beach County. 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	11/9/2016	Participation in events or programs sponsored by educational institutions	Samuel S. Gaines K-8 Academy, 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
6	11/30/2016	Participation in events or programs sponsored by educational institutions	Allamanda Elementary School, Palm Beach Gardens, 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

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
7	12/7/2016	Participation in events or programs sponsored by educational institutions	Addison Mizner Elementary School, Boca Raton, 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
8	12/7/2016	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 Manager, Director of Operations, Research Director, Creative Services Director, Business Manager, News Director, Digital Media Manager
9	1/5/2017	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.	2	

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
10	1/11/2017	Participation in events or programs sponsored by educational institutions	Lakewood Park 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
11	1/18/2017	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
12	2/1/2017	Participation in events or programs sponsored by educational institutions	Northboro Elementary 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

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
13	2/3/2017	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.	4	Engineer Reporter Producer Anchor
14	2/8/2017	Participation in events or programs sponsored by educational institutions	Fort Pierce Magnet School of the Arts, 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
15	2/15/2017	Participation in events or programs sponsored by educational institutions	Banyan Creek 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

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
16	2/22/2017	Participation in events or programs sponsored by educational institutions	Julian D. Parker 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
17	2/28/2017	Participation in events or programs sponsored by educational institutions	Students from Saint Andrew's School in Boca Raton toured WPBF-TV. Students participated in a behind the scenes visit and had a close up look at how news stations prepare a news cast. Students were able to see the many career opportunities in Television.	4	News Director Assistant News Director Director of Operations Executive Director
18	3/1/2017	Participation in events or programs sponsored by educational institutions	Citrus Cove Elementary School, 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
19	3/8/2017	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

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
20	4/5/2017	Participation in events or programs sponsored by educational institutions	Highland Elementary School, Lake Worth, 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
21	4/12/2017	Participation in events or programs sponsored by educational institutions	Northport K-8 School, 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
22	4/19/2017	Participation in events or programs sponsored by educational institutions	Poinciana Elementary School, 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

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2016 - September 30, 2017

III. RECRUITMENT INITIATIVES

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23	5/2/2017	Participation in events sponsored by community groups	The Young Entrepreneurs Academy (YEA!), Class of 2016-17, Investor Panel is the culmination of work that began in October 2016. This was an opportunity for student to take the stage in a "shark tank" format, in which students pitched their businesses to a group of local business leaders/owners from the community. New Anchor Tiffany Kenney emceed the event which was held at the FAU Jupiter campus.	4	Creative Services Director News Director Director of Operations General Sales Manager
24	5/17/2017	Participation in events or programs sponsored by educational institutions	Students from BAK Middle School of the Arts in West Palm Beach toured WPBF-TV. This is a public performance arts school. The students are Communications majors and air a newscast each morning for their school. They toured the Newsroom, met with Editors, Directors, Anchors and Meteorologists. Heath Myrick, Creative Services Director, held a presentation teaching the students about the technical aspects of Creative Services.	4	News Director Senior Anchor Creative Services Director
25	5/28/2017	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 University of Florida, Florida State University, University of Miami and Ithaca College. 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.	4	News Director Assistant News Director Director of Operations Creative Services Director
26	8/11/2017	Participation in events or programs sponsored by educational institutions	Students from The King's Academy toured WPBF-TV and participated in a Career Exploration day at WPBF TV. Two students participated in a job shadow day. The WPBF staff gave students a behind the scenes look at how a TV station operates. Students were able to see the many opportunities for careers in Television from Production and Master Control operations to careers as an Anchor or Meteorologist.	4	News Director Director of Operations Creative Services Director Master Control Supervisor