

**WTVX(TV), WTCN-CA, WWHB-CA
EEO PUBLIC FILE REPORT
October 1, 2010 thru September 30, 2011**

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	# Interviewed	RS Referring Hire
1	GENERAL SALES MANAGER	8,10,11,12,13,16,22,23,30	19	10
2	PROMOTIONS/PRODUCER/EDITOR	3,6,22,23,25	5	25
3	PROGRAMMING RESEARCH COORDINATOR	2,3,6,8,11,14,20,22,23,25,26,31	6	20
4	ACCOUNT EXECUTIVE	3,5,6,8-15,20,22,23,25,30	5	25
5	ACCOUNT EXECUTIVE	3,5,6,8-15,20,22,23,29,31	6	31
6	ACCOUNT EXECUTIVE	3,5,6,8-15,20,22,23,31	6	19
7	ACCOUNT EXECUTIVE	3,5,6,8-15,20,22,23,30	5	10
8	ACCOUNT EXECUTIVE	3,5,6,8-15,20,22,23,29,31	5	13
9	ACCOUNT EXECUTIVE	3,5,6,8-15,20,22,23,30	6	14
10	ACCOUNT EXECUTIVE	3,5,8-15,20,22,23,26,29	6	26

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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	The Palm Beach Post 2751 S. Dixie Highway West Palm Beach, FL 33405 Tel: 561-820-4343	No	1
2	Workforce Alliance Career Center (<i>vacancy postings are available via Center's online job bank and at the Center's Career Office</i>) 1951-D Military Trail West Palm Beach, FL Fax: 561-340-1057 pbcalliance.com EmployFlorida.com (sueburg/fourpoints1) Teeka Hardley (Tel: 340-1060 x2301) <i>No charge</i>	Yes <i>(Salary-based positions only)</i>	1
3	Palm Beach Community College On-line Career Center 3160 PGA Blvd. Palm Beach Gardens, FL www.palmbeachstate.edu/career <i>No charge</i>	Yes	5
4	Lincoln College of Technology Kathy Piccini 2410 Metrocenter Blvd. West Palm Beach, FL Tel: 561-842-8324 Fax: 561-842-9503	Yes	0
5	Florida Career College 6058 Okeechobee Blvd. West Palm Beach, FL Tel: 561-909-7271 Fax: 561-689-0739	Yes	0
6	Connecticut School of Broadcasting David Chase 3450 Northlake Boulevard, Suite #110 Palm Beach Gardens, FL 33403 Tel: 561-847-4126	No	2

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
7	SEU Internship Program (with Connecticut School of Broadcasting)	No	0
8	Urban League of Palm Beach County 1700 North Australian Avenue West Palm Beach, FL 33407 Tel: 561-833-1461 Fax: 561-833-6050 Send Ad in email to: gmarshall@ulpbc.org <i>No charge</i>	Yes	0
9	Hispanic Chamber of Commerce 809 N. Dixie Highway West Palm Beach, FL www.info@pbhchamber.com Tel: 561-832-1986 Fax: 954-525-2602	Yes	3
10	Spots N'Dots (<i>Vacancy postings appear on the source's website as well as its printed publication</i>) Spots N'Dots Publications 600 West Peachtree Street, NW, Suite #350 Atlanta, GA 30308 ads@spotsndots.com 888-884-2630 (Gene McKay) <i>\$Charge</i>	No	11
11	Tampa Bay Association of Black Journalists P.O. Box 172092 Tampa, FL 33672-2092	No	0
12	El Hispano Newspaper Patricia Rebillon – Port St. Lucie-South FL Tel: 772-878-6488 elhispanoflorida@gmail.com	Yes	1
13	TVB – Television Bureau of Advertising 3 East 54 th Street, 10 th Floor New York, NY 10022 www.tvb.org (wtvx/wpbfl) Tel: 212-486-1111 Fax: 212-935-5631 Email Ad to tiphany@tvb.org <i>No Charge for members</i>	No	0
14	Florida Association of Broadcasters www.fab.org	No	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
15	MEDIAWEEK ADWEEKMEDIA CLASSIFIED EAST 77 Broadway NY, NY 10003 646-654-5000 (mainline) Norma Lamosalla 646-654-7559 www.mediajobmarket.com	No	2
16	Broadcasting & Cable www.broadcastingcable.com Classified Advertising Zahra Majma 917-331-9498 TV Careers-Jobs-Submit A Career (pw-fourpoints) \$Charge	No	1
17	Media Recruiter 303.400.5150 www.mediarecruiter.com	No	2
18	Jobing.com P.O. Box 29386 Phoenix, AZ 85038-9386 www.jobing.com (fourpoints/wtvx4you) Tel: 561-208-8249	No	0
19	Monster.com Tel: 800-MONSTER	No	1
20	TVJobs.com P.O. Box 4116 Oceanside, CA 92052 Tel: 877-988-9808	No	6
21	Craigslist of West Palm Beach www.classifiedads.com <i>(Vacancy postings for South Florida)</i>	No	1
22	WTVX, WTCN, WWHB Website www.WeAreWestPalm.com	Yes	3
23	NEXSTAR.TV Website www.nexstar.tv	Yes	8
24	WTVX, WTCN, WWHB Television AE Recruitment Opportunity Advertising	No	0
25	Employee Referral	No	4
26	Non-Employee Referral	No	4

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
27	Walk-In/Self-Referral	No	1
28	Unknown Resource	No	0
29	Job Fair- 4.7.11 Palm Beach State College Lake Worth Campus 4200 S. Congress Ave Lake Worth, FL 33461 866-576-7222	No	4
30	Job Fair- 10.7.10 Palm Beach State College Palm Beach Gardens Campus 3160 PGA Blvd Palm Beach Gardens , Florida 33410	No	4
31	Job Fair- 3.23.11-Northwood University 2600 N. Military Trail West Palm Beach, Florida 33409 561.478.5506	No	3
32	Nova Southeastern University 3301 College Avenue Ft . Lauderdale, Florida 33314 954.262.7376 Contact –Liana Aquino	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			69

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	<p>Internship program designed to assist members of the community to acquire skills needed for broadcast employment.</p>	<p>Four Points West Palm Beach has an established relationship with the Connecticut School of Broadcasting in West Palm. Students complete their internship program with us for college credit towards their broadcasting career. During this reporting period, we hosted three interns from the School, as follows:</p> <p>Intern: Production and Creative Services</p> <p>We hosted the first intern of this period September to December, 2010.</p> <p>And, the second and third were hosted June to August, 2011.</p> <p>The interns learned while working alongside the staff. They learned about local TV promotion and marketing initiatives, including the development of sports content, promotional spots and client commercials, editing programming for the stations, and creating web content.</p>
2	<p>Non-Vacancy Recruitment Efforts During Reporting Period</p> <p>Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>#1 NSA cross-trained with Office Manager in making deposits and banking duties.</p> <p>#2 NSA cross trained in Account Executive Duties and given sales training.</p> <p>#3 Office Manager cross-trained with National Sales Assistant.</p> <p>#4 Producer/Videographer/Editor cross trained with content ingestion.</p> <p>#5 eMedia Manager cross trained in sales management</p> <p>#6 CSD cross trained with content ingestion.</p>

3	<p>Participation in job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</p> <p>3 different job fairs</p> <ul style="list-style-type: none"> • Fall Palm Beach State College 10/7/10 • Spring Northwood University 3/23/11 • Spring Palm Beach State College Job Fair 4/7/11 	<p>Vice President/General Manager, Chief Engineer, General Sales Manager, eMedia Manager and Creative Services Manager were in attendance.</p> <p>Available employment opportunities:</p> <ul style="list-style-type: none"> (1) Experienced Account Executive Positions- Full Time (2) AE Training Position (3) Creative Services Director (4) Web/Graphic Design Position- Part Time (5) Internships-College Credit
4	<p>Participate in events sponsored by organizations representing groups present in the community interest in broadcast employment issues, including conventions, career days, workshops and similar activities.</p>	<p>Florida Association of Broadcasters ongoing support through NCSA public service announcements and participates via ongoing updates from FAB to station members.</p>
5	<p>Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.</p>	<p>On-air Account Executive recruitment campaign in English and Spanish.</p>
6	<p>Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.</p>	<p>VP General Manager also visited with Nova University Student Services to discuss internship training and employment opportunities for the school's business and sales students. Staff also followed up with full posting of opportunities on Nova's Career Site.</p>
7	<p>Participation in at least four events or programs relating to career opportunities in broadcasting sponsored by educational institutions.</p>	<p>Creative Services Director participation in FAU Student Media Guidance March 2011.</p> <p>Vice President and General Manager met with current Owl TV (FAU) staff and advisor to discuss careers in TV. May 26th, 2011.</p> <p>Vice President and General Manager participation in FAU Student Media Selection Committee and Advisory Board. June 3rd, 2011</p>

		Northwood University and PBSC Job Fair Participation 10.7.10, 3.23.11, 4.7.11
8	Listing each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities.	Used TVJobs.com, Spots and Dots, FAB, Tampa Bay Association of Black Journalists, Urban League, Hispanic Chamber of Commerce of Palm Beach County for all upper level job openings.