

2010 ANNUAL EEO PUBLIC FILE REPORT

(To be completed by each station or each station group annually and placed in each station's public inspection file and on each station's web site)

Call Sign of Station(s): WSCV and WTVJ

1. List all full-time job vacancies filled by any station covered by this report during the past year. (October 1, 2009 through September 30, 2010)

Reporter/Anchor (WTVJ)
Director, Local Brand Manager (WTVJ)
Assignment Desk Manager (WTVJ)
Executive Producer (WTVJ)
Graphic Designer (WSCV)
Reporter/Anchor (WSCV)
Sales Manager (WTVJ)
Account Manager (WTVJ)
Producer (2) (WTVJ)
Visual Content Manager (WTVJ)
Assignment Editor (WSCV)
Executive Producer, Digital Channel (WTVJ)
Meteorologist (WTVJ)
Account Manager (WTVJ)

2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form.
Please see Appendix A – WTVJ/WSCV Recruitment Source List
3. In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in response to Question 1? 70
4. In total, how many persons interviewed by the station for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form.

Name of Recruitment Source	Total Number of Interviewees Referred during the Year
Art Institute of Ft. Lauderdale	1
Connecticut School of Broadcasting	1
Florida Atlantic University	1

5. Please summarize the station's (or station group's) broad outreach initiatives during the past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature and extent of the station's participation in each initiative.

DEVRY UNIVERSITY MOCK INTERVIEWS: WTVJ and WSCV station employees conducted "mock interviews" with graduating Devry University students to provide them with critical feedback as they prepared for the job process after graduation. Station employees enhanced their own interviewing skills as they worked with students who needed to gain this critical skill as they entered the workforce. Two "mock interview" programs were conducted during the annual reporting year.

EMMA BOWEN FOUNDATION FOR MINORITY INTERESTS IN MEDIA: The station continues to partner with the Foundation to advance diversity within the broadcasting industry. The main objective of the work-study and scholarship program is to give minority youth work experience during high school and college years that will help prepare them for jobs in the media. Current program participation includes 4 students working in various departments within the station, from Research to Production and News. During 2009, the program expanded within the Local Media Stations with the intent to grow the students through webinars, social media and mentoring. The station has hired six students for full time or temporary assignments since the program began in 1989.

HISPANIC HERITAGE YOUTH: The station supported the Hispanic Heritage Youth program by encouraging high school students to submit essay entries regarding community service and achievement in a variety of areas (academics, journalism, sports, mathematics, etc.)

INTERNSHIP PROGRAM: WSCV/WTVJ works closely with local colleges and universities to build an active and healthy internship program. The station continues to include formal orientations for new interns, career discussion luncheons and intern presentations to their mentors and management. During the current Public File Annual Report year, 102 interns have participated in the WSCV/WTVJ internship program for fall, spring and summer semesters. The stations are also working with the Fort Lauderdale Art Institute, Florida Agricultural Mechanical University (FAMU) and Florida International University (FIU) who attract large diverse populations.

LOCAL MEDIA SALES ASSOCIATE PROGRAM: Launched in 2010, this program identifies outstanding aspiring media sales associates who will bring diverse backgrounds to Local Media. WTVJ, after attending the National Sales Institute, sponsored by Florida A&M University, identified a candidate who will participate in this fast-track rotational program that offers her experience in all aspects of the sales cycle. The program is to enhance the organization's continued commitment towards developing a pipeline of diverse sales staff.

MANAGEMENT PROGRAM TRAINING: The mid management training program was designed to build the skills of mid managers to become more effective in leading teams and developing their careers. The series of workshops began in September 2006. During 2009, EMS training was conducted for Managers. Managers also met bimonthly with the WTVJ President and GM for workshops and station communications.

WOMEN OF TOMORROW: A mentoring organization, established by a former WTVJ Reporter Anchor and former station President and GM in 1997, which enables female community and business leaders to mentor at-risk teenagers at local area schools. Recognized on the floor of Congress in 2001 for mentoring, the program now reaches over 2000 students in Broward and Dade County. In 2009, Ardyth Diercks, WTVJ President and GM, met with a group of participants to discuss and explore the different opportunities in broadcasting.

JOB FAIR PARTICIPATION AND COMMUNITY EVENTS:

Organization	Date	Event	Participant(s)
National Association of Hispanic Journalists	June-10	Job Fair	Jessica Grothues, Director, Talent Recruitment & Development, NBC News & MSNBC
National Association of Black Journalists	July-10	Job Fair	Paige Creager, Director of Human Resources, NBC Local Media
The Imagen Foundation	March-10	15 th Annual Entertainment Industry Career Fair	Margie Reid Garcia, Human Resources Coordinator – Shanah Zamost, Manager Human Resources
NAMIC: National Association for Multi-Ethnicity in Communications	September-10	Job Fair	Adrienne Day, Director, Human Resources, Local Media Commercial

EDUCATIONAL INSTITUTION SPONSORED CAREER OPPORTUNITIES AND COMMUNITY GROUP SPONSORED ACTIVITY PARTICIPATION:

Organization	Date	Event	Participant(s)
Florida A&M University, School of Journalism & Graphic Communication	October-09	Photojournalism Workshop	Karel Crawford, Photojournalist, WTVJ
Women of Tomorrow	October-09	Career Workshop and Tour	Ardyth Diercks, President & GM WTVJ
Florida A&M University	January-10	Photojournalism Workshop for the 2010 NABJ TV Short course	Karel Crawford, Photojournalist, WTVJ
Brownsville Middle School	January-10	Journalism Workshop	Pam Giganti, Reporter/Anchor, WTVJ
University of Miami	January-10	Panel Discussion	Pam Giganti, Reporter/Anchor, WTVJ
Aventura Charter School	January-10	Career Day Presentation	Adam Kuperstein, Reporter/Anchor, WTVJ
Cub Scouts of Broward County	February-10	Live Truck and Live Newscast Demonstration	David Necochea, Photojournalist, WSCV
St. Louis Catholic School	February-10	Career Day Presentation	Diana Gonzalez, Reporter, WTVJ
DeVry University	February-10	Mock Interviews for students pursuing professional careers	Ellen Gorringer, Director Human Resources, WTVJ & WSCV - Brenda Roman, Administrative Assistant, WSCV – Brigitte Chio, Executive Administrative Assistant, WTVJ
University of Miami / National Association of Television Program Executives Educational Foundation	March-10	Student Career Workshop	Maria Cristina Barros, Director of Marketing and Community Relations

Silver Lakes Middle School	March-10	Career Day Presentation	Kevin Corke, Reporter/Anchor, WTVJ
Pembroke Pines Charter Middle School	March-10	Career Day Presentation	Kevin Corke, Reporter/Anchor, WTVJ
Emma Bowen Foundation	March-10	Interviewing and Networking Skills Dialogue, Marketing your Emma Bowen Foundation Experience discussion	Ellen Gorringer, Director Human Resources, WTVJ & WSCV
Broward County High School	March-10	Career Day Presentation	Cecilia Bradley, Content Manager Telemundo Stations
Miami-Dade County Public Schools	April-10	Student Journalism Forum	Ivan Taylor, Reporter, WSCV
DeVry University	April-10	Mock Interviews for students pursuing professional careers	Ellen Gorringer, Director Human Resources, WTVJ & WSCV – Jose Suarez, Digital Media Telemundo Stations - Brenda Roman, Administrative Assistant, WSCV – Brigitte Chio, Executive Administrative Assistant, WTVJ
Coral Reef Elementary School	April-10	Career Day	Richard Cape, Photojournalist, WSCV
Coral Cove Elementary School	April-10	Career Day	Adam Kuperstein, Reporter/Anchor, WTVJ
Key Biscayne Community School	May-10	Career Day	Adam Kuperstein, Reporter/Anchor, WTVJ
Florida Atlantic University	May-10	University Site Visit of WSCV & WTVJ, Internship Program	Christina Espino - Human Resources Coordinator, WSCV & WTVJ
Academy of Television Arts & Sciences	July-10	"Lights! Camera! Access!", a half day summit to celebrate the 20 th Anniversary of the Americans with Disabilities Act and call to action on media employment & portrayals within the People with Disability Community	Enrique Caballero, Vice President, Human Resources, Local Media & Telemundo LA
Pembroke Pines Charter School	Sept 2010	Career Day	Kevin Corke, WTVJ Reporter Anchor

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ

Job Title: Reporter/Anchor

Date Job Filled: 01/04/2010

Recruitment Source
That Referred

Ultimate Hire: Rehire

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
<p>Please see Appendix A for a complete listing of WTVJ/WSCV Recruitment Sources.</p> <p>WTVJ/WSCV adds agencies to this list upon written request.</p>				

(ATTACH ADDITIONAL SHEETS AS NEEDED)

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ

Job Title: Director, Local Brand Manager

Date Job Filled: 01/04/2010

Recruitment Source
That Referred

Ultimate Hire: Website Job Posting

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ

Job Title: Assignment Desk Manager

Date Job Filled: 01/25/2010

Recruitment Source
That Referred

Ultimate Hire: Internal Promotion

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ
 Job Title: Executive Producer
 Date Job Filled: 03/15/2010
 Recruitment Source That Referred Ultimate Hire: Website Job Posting

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WSCV

Job Title: Graphic Designer

Date Job Filled: 03/29/2010

Recruitment Source
That Referred

Ultimate Hire: Art Institute of Ft. Lauderdale / Yoh Staffing Agency

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
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Station: WSCV

Job Title: Reporter/Anchor

Date Job Filled: 03/29/2010

Recruitment Source
That Referred

Ultimate Hire: Yoh Staffing Agency

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ

Job Title: Sales Manager

Date Job Filled: 04/12/2010

Recruitment Source
That Referred

Ultimate Hire: Internal Company Transfer

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ
Job Title: Account Manager
Date Job Filled: 04/13/2010
Recruitment Source
That Referred
Ultimate Hire: Employee Referral

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ

Job Title: Producer (2)

Date Job Filled: 06/01/2010-06/07/2010

Recruitment Source

That Referred

Ultimate Hire: Employee Referral / Employee Referral

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ

Job Title: Visual Content Manager

Date Job Filled: 08/02/2010

Recruitment Source
That Referred

Ultimate Hire: Internal Promotion

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WSCV

Job Title: Assignment Editor

Date Job Filled: 08/16/2010

Recruitment Source
That Referred

Ultimate Hire: Connecticut School of Broadcasting (Former Intern) / Yoh Staffing Agency

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ

Job Title: Executive Producer, Digital Channel

Date Job Filled: 08/30/2010

Recruitment Source

That Referred

Ultimate Hire: Rehire

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ

Job Title: Meteorologist

Date Job Filled: 09/08/2010

Recruitment Source
That Referred

Ultimate Hire: Talent Agency Referral

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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**JOB VACANCY
RECRUITMENT SOURCE DATA FORM
(To Be Attached to Annual Public File EEO Report)**

Station: WTVJ

Job Title: Account Manager

Date Job Filled: 09/13/2010

Recruitment Source

That Referred

Ultimate Hire: Florida Atlantic University (Former Intern)

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone	Has this source requested notices?
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