

WPLG-TV
EEO PUBLIC FILE REPORT
October 1, 2017 - September 30, 2018

III. RECRUITMENT INITIATIVES

E. Outreach Activities	
<p>Below is a list and brief description of all outreach activities performed during the past year. Stations may attach copies of the Outreach Activity Description Forms included in this section for these purposes.</p>	
Activity:	Menu Category
<p>(v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</p>	
<p>1. INTERNSHIP PROGRAM FOR COLLEGE STUDENTS (offered during the FALL, SPRING, AND SUMMER of 2017-2018 semesters for course credit only) - had 7 students interning during the period and they reported to Chris Schenk, News Executive Producer.</p>	
# 5	
<p>(v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment. (vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.</p>	
<p>2. The Emma L. Bowen Foundation for Minority Interests in Media Program allows minority high school and college students the opportunity to become involved in a long-term work and education program. This enables students to gain experience in their chosen field and helps them obtain jobs in the media industry. This is a four to five year paid internship that includes scholarship opportunities. Our Emma L. Bowen Foundation Trainee Annabelle Caceres, began her first year of internship with WPLG-TV in June – August 2018.</p>	
#5, #7	
<p>(viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. (xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</p>	
<p>3. WPLG-TV provides a Tuition Reimbursement program to encourage full time employees to further their education in order to advance in their career. The Tuition Reimbursement Plan covers all full time employees who want to take courses at a recognized educational institution. Approved eligibility includes academic or vocational courses related to their position, courses necessary to complete an undergraduate degree or high school diploma, and courses in a graduate degree program, provided the degree is relevant to their position, and other courses that will enhance ability to contribute to their current job. The maximum benefit for tuition reimbursement is \$2,000 per calendar year. Within the applicable period of this report, 1 employee (Promotion Producer) pursued additional skills in their areas with a total of \$1,133 in tuition reimbursement.</p>	
# 8, #14	
<p>(iv) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.</p>	
<p>4. WPLG-TV is proud to offer tours of our studios to schools and civic organizations by our, Community Relations Director, Mayte Padron. The tour groups are given an overview of the Local 10 daily news operation, visit the studio, production areas, newsroom, news set, weather center, and editing areas. Also groups have the opportunity to watch our, local produced news broadcast live and all tours are followed by a Q&A session.</p>	

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Mayte Padron, Community Relations Director, has organized various tours with different schools and Youth Groups. Among the schools and organizations that participated in our tours, we have:
 October 17, 2017 - West Park Preparatory school, Hollywood, FL.
 November 7, 2017 - Attucks Middle School, Hollywood, FL.
 November 14, 2017 - Greater Ft. Lauderdale Chamber of Commerce.
 November 21, 2017 - Unilatina International College, Miramar, FL.
 December 12, 2017 - Central Charter School Lauderdale, FL.
 January 16, 2018 - McFatter Technical College & High School, Davie, FL.
 January 30, 2018 - Henry D. Perry Education Center, Miramar, FL.
 February 1, 2018 – Hosted tour and luncheon for the WOW Center Miami
 February 2, 2018 - Miami-Dade Police Officers and their children.
 February 6, 2018 - Pasadena Lakes Elementary School, Pembroke Pines, FL.
 March 20, 2018 - Hosted a community group roundtable and tour for Southwest Miami Senior High School.
 March 29, 2018 - Miami Children's Initiative.
 July 24, 2018 - Hosted tour for high school students participating in the summer journalism program at the University of Miami.

4

5. On April 15, 2017 WPLG-Local10 launched multi-faceted, and multi-year campaign called "My Future, My Choice". The campaign includes Public Service Announcements, weekly news stories and a Town Hall Meeting to show the youth that they can choose to have a promising future. As an offshoot of the campaign, WPLG created 'My Future, My Choice' LIFE Awards to honor outstanding members of the South Florida community. From July 28th to August 10th, 2018 viewers had an opportunity to nominate deserving adults and youth in the following categories: Leadership, Inspiration, Family and Education. There is also one award each for LIFEchanger and LIFEtime. The LIFEchanger award recognizes a hometown hero who entered a person's life at a pivotal point and made a significant impact. The LIFEtime award recognizes a community member who's dedicated his or her life to the betterment of others. All Finalists will attend a special awards ceremony on Wednesday, October 10, 2018, from 6:30pm-9:30pm where winners will be announced for the first time.

4

6. On February 15, 2018 – WPLG launched the eARTh Day Art Contest to showcase the art works of talented South Florida Art students. The contest ran from February through April, awarding school's name from Miami-Dade County with \$4,500 in school supplies and displaying the works of art of the ten finalists at Perez Art Museum Miami.

4

(x) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

7. October 20, 2017 – WPLG President Bert Medina, Local 10 Creative Services staff and Community Relations Director Mayte Padron participated in a ribbon cutting ceremony at JA World to benefit Junior Achievement.

#10

8. November 3, 2017 – Anchors, Louis Aguirre and Janine Stanwood, served as "Principals for a Day" at Hialeah Gardens Middle School They spoke to a group of students about the necessary training and education to become a journalist/reporters.

#10

9. January 25, 2018 - Anchor, Louis Aguirre, served as a celebrity reader at Bennett Elementary School in Fort Lauderdale, FL.

#10

WPLG-TV
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October 1, 2017 - September 30, 2018

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10. February 28, 2018 - Anchor, Eric Yutzy, served as an emcee-guest speaker at the Miami-Dade Public School's Dinner Gala. Spoke to a group of students about training and education to become a Journalist.	#10
11. April 28, 2018 – WPLG participated in the Career Fair at Broward College- Miramar Campus hosted by South Florida Black Journalists Association (SFBJA). At the event, Peggy Phillip, News Managing Editor, spoke to different journalist students about training and education to becoming a journalist. She also had the opportunity to review-resumes tapes, offer feedback of their work and offer advice about getting a job in the TV news industry.	# 4
12. May 18, 2018 – Reporter, Terrell Forney, was a guest speaker at Career Day at Horizon Elementary School at Sunrise, FL. He spoke to students about the training and education to become a Journalist.	#10
13. May 22, 2018 – Traffic Reporter, Samantha Bryant, mentored a high school student as part of City Year Breaking Bread in Brickell.	#10
14. May 24, 2018 – Reporter, Layron Livingston, served as emcee at Miami-Dade County Youth Fair & Exposition Scholarship Awards Ceremony.	#10
15. June 24, 2018 – Chief Certified Meteorologist, Betty Davis, was a special guest at All That Jazz, the scholarship Fundraiser of the South Florida Chapter of the National Alumnae Association of Spelman College.	#10
16. July 18-22, 2018 – WPLG had a booth at the Miami International Training Conference and Career Fair hosted by National Association of Hispanic Journalist (NAHJ). Among the WPLG employees who participated in this event: Bill Pohovey (News Director), Andres Rodriguez (Digital Technology Director), Louis Aguirre (Anchor Reporter), Nicole Perez (Anchor reporter), Liane Morejon (Reporter), Will Manso (Sports Anchor), Jenise Fernandez (Anchor/Traffic) and Aliana Perez (Weather Producer) They met with attendees including college students seeking employment in the broadcasting field, reviewed resumes tapes, offered feedback of their work and offered advice about getting a job in the TV news industry.	#10
17. August 1-3, 2018 - National Association of Black Journalists Career Fair in Detroit-Reporter Neki Mohan, Reporter Terrell Forney and Anchor Calvin Hughes attended the annual convention and met with attendees seeking employment in the broadcasting field. Many attendees are college students. They reviewed resumes tapes and offered feedback of their work. They offered advice about getting a job in the TV news industry.	#10
18. Reporter/Anchor Janine Stanwood – Is participating in a weekly Reading Pals program with the United Way of Miami-Dade to introduce/encourage reading in early childhood centers. Program started in 2015, and it has continued with 2017-2018 school year and is recurring every Thursday.	#10
<i>(xvi) 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.</i>	
17. WPLG-TV, Local 10, ran on-air :15-second announcements to invite organizations to be placed on the station's job notification mailing list. We also ran :30-second announcements notifying candidates to go to our website and check out available career and job opportunities.	#16

WPLG-TV
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II. MASTER Recruitment Source Information (“MRSL”)

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-Time Positions For Which This Source Was Utilized (Position #s from Appendix 1)
1	WPLG / Local 10 Website (www.Local10.com)	36	24
2	Florida State University Career Center * Dunlap Student Success Center Calvin Williams, Ph.D. Program Director, Employer Relations and Recruitment Services (ERRS) PO Box 3064162 100 South Woodward Avenue Tallahassee, FL. 32306-4162 Phone 850-644-9771 / Fax 850-644-3273 Calvin.williams@fsu.edu lkume@fsu.edu www.career.fsu.edu		24
6	Barry University* Career Development Center Debbie Azemar 11300 NE 2nd Ave. Miami Shores, FL 33161		24
7	Medill Northwestern University * 1845 Sheridan Road Evanston, Illinois, 60208 Beverly Stewart b-stewart@northwestern.edu Tel. 847-491-2049		24
8	Miami Dade College, Kendall Campus 11011 SW 104th Street Miami, Fl 33176-3393 Phone: (305) 237-230 bherrera@mdc.edu Bienela Herrera-Alonzo, MS. ED. Senior Academic & Career Advisor & Adjunct Faculty Advisement & Career Services		24

WPLG-TV
EEO PUBLIC FILE REPORT
October 1, 2017 - September 30, 2018

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9	<p>Armando “Tony” Guzman Miami Dade College – Wolfson Campus Advisement & Career Services 300 N.E. 2nd Ave., Room 3117 Miami, FL 33132 305-237-7049, 305-237-7087 E-mail: aguzman4@mdc.edu</p>		24
10	ZipRecruiter		
11	Indeed.com	48	24
12	<p style="text-align: center;">University of Georgia Grady College of Journalism & Mass Communication * Grady Jobs – ugagradyjobs@gmail.com</p>		24
24	<p>Cuban American National Council (CNC) * 1223 SW 4th Street Miami, FL 33135 lbarroso@cnc.org Tel: 305-642-3484 Ext. 172</p>		24
29	<p>National Hispanic Media Coalition * Pasadena, CA Brenda Rivas Vice President, HR & Operations Email: brivas@nhmc.org Tel. 626-792-6462 www.nhmc.org</p>		24
31	<p>Broward Community College * Heidi Schwarz Email: hschwarz@broward.edu</p>		24
35	<p>Florida Agricultural and Mechanical University (FAMU) * The Career Center Melony Washington C.C. Cunningham Bldg., Suite 100 Tallahassee, FL 32307 Email: melony.washington@famuedu Tel. 850-599-3700 – Fax: 850-599-3353</p>		24

WPLG-TV
EEO PUBLIC FILE REPORT
October 1, 2017 - September 30, 2018

II. MASTER Recruitment Source Information (“MRSL”)

36	NATAS Suncoast Chapter * P.O. Box 840738 Pembroke Pines, FL 33084 Karla MacDonald emmysuncoast@gmail.com Tel. 954-322-3171		24
44	MediaLine * 1209 Wood Valley Rd. Augusta, GA 30909 Rich Everitt medialine@medialine.com Tel. 706-364-7564		24
51	Hispanic Unity of Florida * Milenis Johancsik Senior Career Coach 5840 Johnson Street Hollywood, FL 33021 mjohancsik@hispanicunity.org Tel. 954-342-0415 www.HispanicUnity.org		24
58	Employee Referral	13	
59	Talent Dynamics or Talent Agents Sandra Connell, President 600 Las Colinas Blvd. Suite 100 Irving, TX 75039 Connell@talentdynamics.com Tel. 214-640-3139	13	5
60	Affiliate Station WKMG-TV Orlando, FL Donna Ansley dansley@wkmg.com		24
61	Former Employee	3	
62	BH Media Careers (Resume Library.com, Various Links)	5	24
64	Internal Posting	7	24
66	TV Jobs.com Broadcast Employment Services Oceanside, CA92052 info@tvjobs.com		24

WPLG-TV
EEO PUBLIC FILE REPORT
October 1, 2017 - September 30, 2018

II. MASTER Recruitment Source Information (“MRSL”)

68	<p style="text-align: center;">Career Builder Stacie Kempe-National Account Executive Email: Stacie.kempe@careerbuilder.com Tel. 312-698-0658 www.careerbuilder.com</p>		
69	<p style="text-align: center;">LinkedIn Rosie Vasco @ www.linkedin.com Alex Price @ www.linkedin.com</p>	1	24
71	<p style="text-align: center;">Spots-N-Dots www.spotsndots.com 888-884-2630</p>		
77	Industry/Client Referral	8	
78	<p style="text-align: center;">Twitter Peggy Phillip @pphillip www.twitter.com</p>		
79	<p style="text-align: center;">Miami International University of Art & Design * 1501 Biscayne Blvd., Suite 100 Miami, FL 33132-1418 Marcia Gomez magomez@edmc.edu nmoura@aii.edu Tel. 305-428-5882</p>		24
80	<p style="text-align: center;">St. Thomas University * Cristina C. Lopez Associate Director of Career Services 16401 NW 37th Ave. Miami Gardens, FL 33054 cclopez@stu.edu Tel: 305-628-6577 Fax: 305-474-6930</p>		24
81	<p style="text-align: center;">NABJ Career Fair @ Broward College –Miramar Campus</p>	3	2
	Total Number of Interviewees	137	

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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	Hire Date
1.	Associate Producer 2017/2018-01	1,2, 6-9, 11, 12, 24, 29, 31, 35, 36, 44, 51, 60, 62,64, 66, 69, 79, 80	11	10/30/17
2.	Associate Producer 2017-12	1,2, 6-9, 11,12, 24, 29, 31, 35, 36, 44, 51, 58, 60, 62,64, 66, 69, 79, 80	1	11/13/17
3.	Web-Editor 2017/2018-02	1,2, 6-9, 11,12, 24, 29, 31, 35, 36, 44, 51, 58, 60,62, 64, 66, 69, 79, 80	11	11/21/17
4.	Reporter 2017/2018-03	1,2, 6-9, 11,12, 24, 29, 31, 35, 36, 44, 51, 59, 60, 62, 64, 66,69, 79, 80	1	1/8/18
5.	Digital Sales Specialist 2017-13	1,2, 6-9,11, 12, 24, 29, 31, 35, 36, 44, 51, 58, 60, 61, 62,64, 66, 69, 79, 80	58	1/15/18
6.	Sports Producer/ Reporter 2017-14	1,2, 6-9,11, 12, 24, 29, 31, 35, 36, 44, 51, 58,59, 60, 62, 66, 69, 79,80	1	2/8/18
7.	Videographer/Editor 2017/2018-04	1,2, 6-9, 11, 12, 24, 29, 31, 35, 36, 44, 51, 58, 60, 62, 64, 66,69,77, 79, 80	1	3/12/18
8.	Digital Technology Director 2018-06	1,2, 6-9,11, 12, 24, 29, 31, 35, 36, 44, 51, 58, 60, 61,62, 66, 69, 77,79,80	1	3/29/18
9.	Promotion Producer/Editor 2018-09	1,2, 6-9, 11,12, 24, 29, 31, 35, 36, 44, 51, 58,59, 60, 61, 62,64, 66,69, 79, 80	1	4/2/18
10.	Associate Producer 2017/2018-05	1,2, 6-9, 11, 12, 24, 29, 31, 35, 36, 44, 51, 58, 60, 62, 64, 66, 69, 79, 80	11	4/2/18
11.	Photographer/Editor 2018-12	1,2, 6-9, 11, 12, 24, 29, 31, 35, 36, 44, 51, 60, 62, 64, 66, 68,69,77, 79, 80	77	4/30/18
12.	Senior Promotion Producer/Editor 2018-10	1,2, 6-9, 11, 12, 24, 29, 31, 35, 36, 44, 51,58, 60, 62, 64, 66, 69,79, 80	1	5/1/18

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13.	Producer/ Reporter Audio Podcast 2018-08	1,2, 6-9, 11, 12, 24, 29, 31, 35, 36, 44, 51, 58, 60, 62, 64, 66, 69, 79, 80	1	5/1/18
14.	Reporter 2018-13	1,2, 6-9, 10,11, 12, 24, 29, 31, 35, 36, 44, 51, 58, 59,60, 62, 64, 66, 69, 77,79, 80	59	5/23/18
15.	Operations Account 2018-15	1,2, 6-9, 11, 12, 24, 29, 31, 35, 36, 44, 51,58, 60, 62, 64,69,79, 80	11	6/1/18
16.	Videographer/Editor 2018-16	1,2, 6-9, 11, 12, 24, 29, 31, 35, 36, 44, 51,59, 60, 62, 64,69, 77,79, 80	1	6/18/18
17.	Reporter 2018-11	1,2, 6-9, 10,11, 12, 24, 29, 31, 35, 36, 44, 51, 58, 59,60,61, 62, 64, 66, 69, 77,79, 80	59	6/25/18
18.	Assignment Editor 2018-17	1,2, 6-9, 10,11, 12, 24, 29, 31, 35, 36, 44, 51, 58,60,61, 62, 64, 66, 69,79, 80,81	1	7/2/18
19.	Associate Producer 2018-18	1,2, 6-9, 11,12, 24, 29, 31, 35, 36, 44, 51, 58, 60, 64, 66, 69, 79, 80	11	7/11/18
20.	Reporter 2018-14	1,2, 6-9, 10,11, 12, 24, 29, 31, 35, 36, 44, 51,59,60, 62, 64, 66, 69, 79, 80	59	7/30/18
21.	Meteorologist 2018-07	1,2, 6-9, 10,11, 12, 24, 29, 31, 35, 36, 44, 51, 58, 59,60, 62, 64, 66, 69, 77,79, 80	59	8/16/18
22.	Director/Ross Overdrive 2018-18	1,2, 6-9, 10,11, 12, 24, 29, 31, 35, 36, 44, 51, 58, 59,60,61, 62, 64, 66, 69, 77,79, 80	11	8/20/18
23.	Associate Producer 2018-19	1,2, 6-9, 11,12, 24, 29, 31, 35, 36, 44, 51, 58, 60, 64, 66, 69, 79, 80	58	8/29/18
24.	Producer 2018-20	1,2, 6-9, 11,12, 24, 29, 31, 35, 36, 44, 51, 60, 64, 66, 69, 79, 80	1	9/12/18
Total			137	

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WPLG Inc. is looking for organizations that regularly distribute about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our station.

Please Notify:

Rosie Vasco

WPLG, Inc.

3401 West Hallandale Beach Blvd.

Pembroke Park, FL 33023

954-364-2545

rvasco@wplg.com