

SUN BROADCASTING INC.

FCC EEO PUBLIC FILE

OCTOBER 1, 2016 – SEPTEMBER 30, 2017

EEO Public File Report

This EEO Public File Report is filed in Station **WXCW-TV, WARO-FM, WFSX-FM, WFWN-AM, WNOG-AM, WXNX-FM and WFFY-FM's** public inspection file pursuant to Section 73.2080c(6) of the Federal Communications Commission's ("FCC") rules.

During the period beginning on October 1, 2016 and ending on September 30, 2017, the stations filled the following full-time vacancies:

1. Marketing Consultant	WFFY-FM
2. Marketing Consultant	WFSX-FM
3. Reporter / Producer	WXCW-TV
4. On-Air Talent	WXNX-FM
5. News/Talk & Sports PD	WFSX-FM
6. Program Director	WFFY-FM
7. On-Air Talent	WFFY-FM

The station interviewed a total of thirty-eight (38) applicants for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviews referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
1. AllAccess.com	12
2. Employee Referral	11
3. Unsolicited	11
4. WFSX-FM Radio Ad	4
5. Bethune-Cookman College	0
6. Florida A & M University	0
7. Florida International College	0
8. Hispanic Chamber of Commerce	0
9. Hispanic Institute/Hodges Univ.	0
10. Indeed.Com	0
11. Return to Work Inc.	0
12. Southern Technical Institute	0
13. SUN Job Posting	0
14. Sunday Morning News	0
15. University of Florida	0
16. University of South Florida	0
17. WARO-FM Radio Ad	0
18. WFFY-FM Radio Ad	0
19. WFSX-FM Radio Ad	0
20. WFWN-FM Radio Ad	0
21. WNOG-FM Radio Ad	0
22. WXCW-TV Radio Ad	0
23. WXNX-FM Radio Ad	0
24. Zip Recruiter	0

Attachment A contains specific information for each full-time vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

ATTACHMENT A

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

JOB TITLE	RECRUITMENT SOURCE	# of PERSONS INTERVIEWED
MARKETING CONSULTANT	UNSOLICITED	9

Recruitment Sources Utilized*	Total number of interviewees referred
* (please refer to the attached recruitment source list for complete address)	

All Access Music Group	no	
Bethune-Cookman College	yes	
Employee Referral	yes	5
Florida A & M University	yes	
Florida International University	yes	
Hispanic Chamber of Commerce	yes	
Hispanic Institute/Hodges Univ.	yes	
Indeed.Com	no	
Marist College	yes	
Return to Work Inc.	yes	
Southern Technical Institute	yes	
SUN Broadcasting Job Posting	yes	
Sunday Morning News	yes	
University of Florida	yes	
University of South Florida	yes	
Unsolicited	yes	4
WARO-FM Website	no	
WFFY-FM Website	no	
WFSX-FM Website	no	
WFVN-FM Website	no	
WNOG-FM Website	no	
WXNX-FM Website	no	
WXCW-TV Website	no	
Zip Recruiter	no	

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

JOB TITLE	RECRUITMENT SOURCE	# of PERSONS INTERVIEWED
MARKETING CONSULTANT	WFSX-FM WEBSITE	4

Recruitment Sources Utilized*	Total number of interviewees referred
* (please refer to the attached recruitment source list for complete address)	

All Access Music Group	no
Bethune-Cookman College	yes
Employee Referral	yes
Florida A & M University	yes
Florida International University	yes
Hispanic Chamber of Commerce	yes
Hispanic Institute/Hodges Univ.	yes
Indeed.Com	no
Marist College	yes
Return to Work Inc.	yes
Southern Technical Institute	yes
SUN Broadcasting Job Posting	yes
Sunday Morning News	yes
University of Florida	yes
University of South Florida	yes
Unsolicited	yes
WARO-FM Website	no
WFFY-FM Website	no
WFSX-FM Website	no
WFWN-FM Website	no
WNOG-FM Website	no
WXNX-FM Website	no
WXCW-TV Website	no
Zip Recruiter	no

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FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

JOB TITLE	RECRUITMENT SOURCE	# of PERSONS INTERVIEWED
REPORTER/PRODUCER	UNSOLICITED	3

Recruitment Sources Utilized*	Total number of interviewees referred
* (please refer to the attached recruitment source list for complete address)	

All Access Music Group	no	
Bethune-Cookman College	yes	
Employee Referral	yes	2
Florida A & M University	yes	
Florida International University	yes	
Hispanic Chamber of Commerce	yes	
Hispanic Institute/Hodges Univ.	yes	
Indeed.Com	no	
Marist College	yes	
Return to Work Inc.	yes	
Southern Technical Institute	yes	
SUN Broadcasting Job Posting	yes	
Sunday Morning News	yes	
University of Florida	yes	
University of South Florida	yes	
Unsolicited	yes	1
WARO-FM Website	no	
WFFY-FM Website	no	
WFSX-FM Website	no	
WFVN-FM Website	no	
WNOG-FM Website	no	
WXNX-FM Website	no	
WXCW-TV Website	no	
Zip Recruiter	no	

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

JOB TITLE	RECRUITMENT SOURCE	# of PERSONS INTERVIEWED
ON-AIR TALENT	EMPLOYEE REFERRAL	9

Recruitment Sources Utilized*	Total number of interviewees referred
* (please refer to the attached recruitment source list for complete address)	

All Access Music Group	yes	6
Bethune-Cookman College	yes	
Employee Referral	yes	3
Florida A & M University	yes	
Florida International University	yes	
Hispanic Chamber of Commerce	yes	
Hispanic Institute/Hodges Univ.	yes	
Indeed.Com	no	
Marist College	yes	
Return to Work Inc.	yes	
Southern Technical Institute	yes	
SUN Broadcasting Job Posting	yes	
Sunday Morning News	yes	
University of Florida	yes	
University of South Florida	yes	
Unsolicited	yes	
WARO-FM Website	no	
WFFY-FM Website	no	
WFSX-FM Website	no	
WFVN-FM Website	no	
WNOG-FM Website	no	
WXNX-FM Website	no	
WXCW-TV Website	no	
Zip Recruiter	no	

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

JOB TITLE	RECRUITMENT SOURCE	# of PERSONS INTERVIEWED
NEWS/TALK & SPORTS PD	ALLACCESS.COM	1

Recruitment Sources Utilized*	Total number of interviewees referred
* (please refer to the attached recruitment source list for complete address)	

All Access Music Group	yes	1
Bethune-Cookman College	no	
Employee Referral	no	
Florida A & M University	no	
Florida International University	no	
Hispanic Chamber of Commerce	no	
Hispanic Institute/Hodges Univ.	no	
Indeed.Com	no	
Marist College	no	
Return to Work Inc.	no	
Southern Technical Institute	no	
SUN Broadcasting Job Posting	no	
Sunday Morning News	no	
University of Florida	no	
University of South Florida	no	
Unsolicited	yes	
WARO-FM Website	no	
WFFY-FM Website	no	
WFSX-FM Website	no	
WFWN-FM Website	no	
WNOG-FM Website	no	
WXNX-FM Website	no	
WXCW-TV Website	no	
Zip Recruiter	no	

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

JOB TITLE	RECRUITMENT SOURCE	# of PERSONS INTERVIEWED
PROGRAM DIRECTOR	UNSOLICITED	3

Recruitment Sources Utilized*	Total number of interviewees referred
* (please refer to the attached recruitment source list for complete address)	
All Access Music Group	no
Bethune-Cookman College	yes
Employee Referral	yes
Florida A & M University	yes
Florida International University	yes
Hispanic Chamber of Commerce	yes
Hispanic Institute/Hodges Univ.	yes
Indeed.Com	no
Marist College	yes
Return to Work Inc.	yes
Southern Technical Institute	yes
SUN Broadcasting Job Posting	yes
Sunday Morning News	yes
University of Florida	yes
University of South Florida	yes
Unsolicited	yes
WARO-FM Website	no
WFFY-FM Website	no
WFSX-FM Website	no
WFVN-FM Website	no
WNOG-FM Website	no
WXNX-FM Website	no
WXCW-TV Website	no
Zip Recruiter	no
	3

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

JOB TITLE	RECRUITMENT SOURCE	# of PERSONS INTERVIEWED
ON-AIR TALENT	EMPLOYEE REFERRAL	9

Recruitment Sources Utilized*

* (please refer to the attached recruitment source list for complete address)

		interviewees referred
All Access Music Group	yes	5
Bethune-Cookman College	yes	
Employee Referral	yes	1
Florida A & M University	yes	
Florida International University	yes	
Hispanic Chamber of Commerce	yes	
Hispanic Institute/Hodges Univ.	yes	
Indeed.Com	no	
Marist College	yes	
Return to Work Inc.	yes	
Southern Technical Institute	yes	
SUN Broadcasting Job Posting	yes	
Sunday Morning News	yes	
University of Florida	yes	
University of South Florida	yes	
Unsolicited	yes	3
WARO-FM Website	no	
WFFY-FM Website	no	
WFSX-FM Website	no	
WFVN-FM Website	no	
WNOG-FM Website	no	
WXNX-FM Website	no	
WXCW-TV Website	no	
Zip Recruiter	no	

SUN BROADCASTING/JOB POSTING MAILING LIST

ALL ACCESS MUSIC GROUP

28955 Pacific Coast Highway, Suite 210-5
Malibu, CA 90265

Telephone: 310/457-6616
Fax: 310/457-8058
Contact: Joel Denver
E-mail: allaccess.com

BETHUNE-COOKMAN COLLEGE

Director Student Services
640 Mary McLeod
Daytona Beach, FL 32114

Telephone: 386/255-1401
Fax: 386/481-2139
Contact: M. Horne
E-mail: hornem@cookman.edu

FLORIDA A & M UNIVERSITY

Dept of Journalism / Communications
Post Office Box 14
Tallahassee, FL 32073

Telephone: 850/599-3700
Fax: 850/599-3086
Contact: Brandi Milton
E-mail: brandi.milton@famu.edu

FLORIDA INTERNATIONAL UNIVERSITY

Career Services
University Park Campus, GC 230
North Miami, FL 33181

Telephone: 305/348-2423
Fax: 305/348-3829
Contact: Lesley Deehl
E-mail: spencek@fiu.edu

HISPANIC CHAMBER OF COMMERCE

10051 McGregor Blvd.
Ft. Myers, FL 33901

Telephone: 239/418-1441
Fax: 239/418-1475
Contact: Leonardo Garcia
E-mail: hispanicchamber.lg@earthlink.net

HISPANIC INSTITUTE-HODGES UNIV

4501 Colonial Blvd.
Ft. Myers, FL 33966

Telephone: 239/938-7793
Fax: 239/938/7866
Contact: Carmen Rey-Gomez, MSW
E-mail: crey-gomez@hodges.edu

INDEED, INC.

7501 N. Capital of Texas Highway, Bldg. B
Austin, TX 78731

Contact: www.indeed.com

MARIST COLLEGE

3399 North Road
Poughkeepsie, NY 12601

Telephone: 888/877-7900
Contact: Laura Zurowski
E-mail: laura.zurowski@marist.edu

RETURN TO WORK INC.

900 W. Marion Avenue
Punta Gorda, FL 33950

Contact: Carol Sarganis
E-mail: carol.sarganis@return2work.org

SUN BROADCASTING/JOB POSTING MAILING LIST

SOUTHERN TECHNICAL INSTITUTE

1685 Medical Lane
Fort Myers, FL 33907

Telephone: 239/939-4766
Fax: 239/396-4040
Contact: Rolnecia Albert
E-mail: ralbert@swfc.edu

SUN BROADCASTING JOB POSTINGS

2824 Palm Beach Blvd.
Ft. Myers, FL 33916

Telephone: 239/338-4375
Fax: 239/479-5535
Contact: Karen Seiferth
E-mail: karen.seiferth@winktv.com

SUNDAY MORNING NEWS

LaBelle, FL

E-mail: kq4ym@ix.netcom.com

UNIVERSITY OF FLORIDA

Department of Broadcasting
J. Wayne Reitz Union
PO Box 118507
Gainesville, FL 32611

Telephone: 352/392-1601
Fax: 352/392-3810
Contact: Charles Harris
E-mail: charris@jou.ufl.edu

UNIVERSITY OF SOUTH FLORIDA

MASS COMMUNICATIONS
4202 East Fowler St., MP CIS-1040
Tampa, FL 33620

Telephone: 813/974-2591
Fax: 813/974-2592
Contact: Marsha Stein
E-mail: adefonzo@cas.usf.edu

WARO-FM

2824 Palm Beach Blvd.
Ft. Myers, FL 33916

Telephone: 239/337-2346
Contact: Joe Corbett
E-mail: joe.corbett@sbroadcast.com
Contact: 945.thearrow.com

WFFY-FM

2824 Palm Beach Blvd.
Ft. Myers, FL 33916

Telephone: 239/337-2346
Contact: Joe Corbett
E-mail: joe.corbett@sbroadcast.com

WFSX-FM

2824 Palm Beach Blvd.
Ft. Myers, FL 33916

Telephone: 239/337-2346
Contact: Mike Moody
E-mail: mike.moody@sbroadcast.com

WFVN-FM

2824 Palm Beach Blvd.
Ft. Myers, FL 33916

Telephone: 239/337-2346
Contact: Joe Corbett
E-mail: joe.corbett@sbroadcast.com
Contact: 973.thefan.com

SUN BROADCASTING/JOB POSTING MAILING LIST

WXNX-FM

2824 Palm Beach Blvd.
Ft. Myers, FL 33916

Telephone: 239/337-2346

Contact: Joe Corbett

E-mail: joe.corbett@sbroadcast.com

Contact: jobs@93x.fm

WXCW-TV

2824 Palm Beach Blvd.
Ft. Myers, FL 33916

Telephone: 239/479-5548

Contact: Jamie Ricks

E-mail: jamie.ricks@sbroadcast.com

ZIPRECRUITER INC.

1453 3rd Street Promenade #335
Santa Monica, CA 90401

Contact: www.ziprecruiter.com

ATTACHMENT B

Sun Broadcasting Inc. engaged in the following Outreach Efforts during the period covered in the report:

Activity Classification	Type of Activity	Brief Description
16	Author's Parade 11/10/2016	Lois Thome Lois is one of the VIP's at the Allen Park Elementary Author's Parade. 900 people in attendance (entire student body and many parents) This event honors students who wrote and illustrated their own books. 10 a.m. in Fort Myers.
10	Junior Media Day 2/8/2017	Sun Broadcasting along with the Cape Coral Chamber of Commerce hosted a Junior Media Day tour to 25 high school students and gave them a tour of the news stations and radio stations. Q&A in News studio from News and Weather talent and talked about educational steps required to work in broadcast.
16	"Do the Right Thing" Awards 2/15/2017	News Anchor Chris Ciffate gave a keynote speech at Cape Coral's city "Do The Right Thing" ceremony for recognizing students who "did the right thing".
10	Anchors in our Schools Read Across America: Trafalgar Elementary 2/24/17 Gulf Elementary 3/2/17 Skyline Elementary 3/3/17 Gateway Elementary 3/6/17	Each year news anchors and reporters make nearly one hundred school visits to discuss all aspects of broadcasting. They read to young students educate classrooms of all ages on how TV works, what various jobs with a television station are available, and the educational steps required to work in TV as a career. Listed are 4 specific examples.
10	Career Day/Community Leaders Day Oasis Charter School 3/8/2017	The company provided a hands-on demonstration of jobs/careers available in TV and radio, including education, salary expectations and challenges.
16	SW Florida Reading Festival 3/20/2017	Sun Broadcasting co-sponsored the Southwest Florida Reading Festival with the Lee County Library System. The company had a booth at the event for children to meet and ask questions of News Talent regarding their jobs in Broadcasting.

Sun Broadcasting Inc. engaged in the following Outreach Efforts during the period covered in the report:

Activity Classification	Type of Activity	Brief Description
10	Southwest Florida Hispanic Chamber Job Fair Hodges University 3/29/2017	Sun Broadcasting co-sponsored and participated in the University Career Fair. 37 companies participated on the campus of 700 students. Current open positions were distributed. Resumes and applications were collected.
16	Girls Going Places Florida Gulf Coast University 5/3/17	News Anchor Lois Thome participated in this pre-teen and teen girls mentoring event. The mentoring conference for girls from all over SWFL, 200+ in attendance
10	South Ft Myers High School Recruitment Fair 5/4/2017	Sun Broadcasting attended this Recruitment Fair for outgoing high school seniors interested in what jobs were available locally. The company had the chance to meet with over two hundred students and pass out applications for those interested in working in local broadcasting. Seniors were welcome to approach the table and discuss career possibilities, ranging from on-air to behind the scenes in promotions and sales.
16	Read Across Pinewoods 5/15/17	News Anchor Lois Thome read to 25-50 students at Pinewoods Elementary and educated them how a television station works.
16	Miami Media School 5/18/2017	Sales Managers met with Career Services Director and five Miami Media School graduates. The managers discussed the Account Executive/Sales positions, duties and qualifications for the position. Both field questions and invited follow-up.
10	Junior Achievement 5th Grade Career Talks Caloosa Elementary School 5/19/2017	Sales Manager rotated through three classes, chatting with the students about a career in broadcasting, skills and education needed, and answered questions from the classes.
10	FGCU Recruitment Wednesdays 9/27/2017	FGCU Recruitment Wednesdays is a career fair held weekly on the FGCU campus to showcase local positions that are available to students. It is a free event open to all current students and allows for the students to see what part-time positions are available within their intended majors.

Sun Broadcasting Inc. engaged in the following Outreach Efforts during the period covered in the report:

Activity Classification	Type of Activity	Brief Description
10	Broadcast Center Tours 10/1/2016 - 9/30/2017	The company hosts schools, home schools, youth groups and adult organizations throughout the year visiting the station and learning about broadcasting. These tours address not only the technical workings of the station, these tours offer advice to students and/or adults on careers in TV news, operations, management and the educational steps required to fulfill those career paths. Sun Broadcasting prides itself on these exhaustive tours and the hands-on experience for students of all ages; grade school through high school, college groups, leadership groups, clubs and organizations.