

**SUN BROADCASTING INC.**

**FCC EEO PUBLIC FILE**

**OCTOBER 1, 2018 – SEPTEMBER 30, 2019**

# EEO Public File Report

This EEO Public File Report is filed in Station **WXCW-TV, WARO-FM, WFSX-FM, WFSX-AM, WUVF-LD, WZLE-LE, WANA-LD, 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, 2018 and ending on September 30, 2019, the stations filled the following full-time vacancies:

1. Local Sales Manager	WXCW-TV, WUVF-LD, WZLE-LE, WANA-LD
2. Marketing/Promotions Coordinator	WXCW-TV, WUVF-LD, WZLE-LE, WANA-LD
3. Sales Assistant	WXCW-TV, WUVF-LD, WZLE-LE, WANA-LD
4. FM Announcer	WXNX-FM
5. Reporter / Producer	WXCW-TV, WUVF-LD, WZLE-LE, WANA-LD

The station interviewed a total of twenty-three (23) 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	5
2. DeMers Programming Consultant	3
3. Employee Referral	3
4. Office Team	1
5. Unsolicited	9
6. Website Posting	2
7. WARO-FM Radio Ad	0
8. Bethune-Cookman College	0
9. Florida A & M University	0
10. FGCU Job Fair	0
11. Florida International College	0
12. Hispanic Chamber of Commerce	0
13. Hispanic Institute/Hodges Univ.	0
14. Indeed.Com	0
15. National Assoc Hispanic Journalists	0
16. Return to Work Inc.	0
17. Southern Technical Institute	0
18. SUN Job Posting	0
19. Sunday Morning News	0
20. University of Florida	0
21. University of South Florida	0
22. WFFY-FM Radio Ad	0
23. WFSX-FM Radio Ad	0
24. WFVN-FM Radio Ad	0
25. WNOG-FM Radio Ad	0
26. WXCW-TV Radio Ad	0
27. WXNX-FM Radio Ad	0
28. Zip Recruiter	0

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

# FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2018 through SEPTEMBER 30, 2019

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
LOCAL SALES MANAGER	UNSOLICITED	1

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

All Access Music Group	no	
Bethune-Cookman College	yes	
DeMers Programming Consulting	no	
Employee Referral	yes	
Florida A & M University	yes	
FGCU Job Fair	yes	
Florida International University	yes	
Hispanic Chamber of Commerce	yes	
Hispanic Institute/Hodges Univ.	yes	
Indeed.Com	no	
Marist College	yes	
Natl Assoc of Hispanic Journalists	yes	
Office Team	no	
Return to Work Inc.	yes	
Southern Technical Institute	yes	
SUN Broadcasting Job Posting	yes	
SUN Broadcasting Website	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	
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, 2018 through SEPTEMBER 30, 2019

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
MKTG & PROMO COORDINATOR	EMPLOYEE REFERRAL	4

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

All Access Music Group	no	
Bethune-Cookman College	yes	
DeMers Programming Consulting	no	
Employee Referral	yes	2
Florida A & M University	yes	
FGCU Job Fair	yes	
Florida International University	yes	
Hispanic Chamber of Commerce	yes	
Hispanic Institute/Hodges Univ.	yes	
Indeed.Com	no	
Marist College	yes	
Natl Assoc of Hispanic Journalists	yes	
Office Team	no	
Return to Work Inc.	yes	
Southern Technical Institute	yes	
SUN Broadcasting Job Posting	yes	
SUN Broadcasting Website	yes	2
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, 2018 through SEPTEMBER 30, 2019

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
SALES ASSISTANT	UNSOLICITED	6

### 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	
DeMers Programming Consulting	no	
Employee Referral	yes	1
Florida A & M University	yes	
FGCU Job Fair	yes	
Florida International University	yes	
Hispanic Chamber of Commerce	yes	
Hispanic Institute/Hodges Univ.	yes	
Indeed.Com	no	
Marist College	yes	
Natl Assoc of Hispanic Journalists	yes	
Office Team	yes	1
Return to Work Inc.	yes	
Southern Technical Institute	yes	
SUN Broadcasting Job Posting	yes	
SUN Broadcasting Website	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	
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, 2018 through SEPTEMBER 30, 2019

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
FM ANNOUNCER	DeMERS CONSULTING	11

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

All Access Music Group	yes	5
Bethune-Cookman College	yes	
DeMers Programming Consulting	yes	3
Employee Referral	yes	
Florida A & M University	yes	
FGCU Job Fair	yes	
Florida International University	yes	
Hispanic Chamber of Commerce	yes	
Hispanic Institute/Hodges Univ.	yes	
Indeed.Com	no	
Marist College	yes	
Natl Assoc of Hispanic Journalists	yes	
Office Team	no	
Return to Work Inc.	yes	
Southern Technical Institute	yes	
SUN Broadcasting Job Posting	yes	
SUN Broadcasting Website	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	

# FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2018 through SEPTEMBER 30, 2019

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
REPORTER / PRODUCER	UNSOLICITED	1
<u>Recruitment Sources Utilized*</u>		<b>Total number of</b>
* (please refer to the attached recruitment source list for complete address)		<b>interviewees referred</b>
All Access Music Group	no	
Bethune-Cookman College	yes	
DeMers Programming Consulting	no	
Employee Referral	yes	
Florida A & M University	yes	
FGCU Job Fair	yes	
Florida International University	yes	
Hispanic Chamber of Commerce	yes	
Hispanic Institute/Hodges Univ.	yes	
Indeed.Com	no	
Marist College	yes	
Natl Assoc of Hispanic Journalists	yes	
Office Team	no	
Return to Work Inc.	yes	
Southern Technical Institute	yes	
SUN Broadcasting Job Posting	yes	
SUN Broadcasting Website	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	



**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.**

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

Activity Classification	Type of Activity	Brief Description
10	Broadcasting Center Station Tours	Sun Broadcasting hosted 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.
10	SW Florida Reading Festival 3/2/19	Sun Broadcasting co-sponsored Estrella TV in 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 regarding jobs in broadcasting.
10	Special Olympics 4/19/19	WFFY talent led the Torch Run and supported the event with the Collier County Sheriff's Dept.
10	Dunbar Festival Parade 4/21/19	WFFY On-Air Talent Niki and the station vehicle led the parade while playing music and handing out candy to the kids.
10	March of Dimes 4/27/19	WFFY talent Niki emceed the event in partnership with March of Dimes. Helped support and raise money benefit local NICU hospitals.
10	Franklin Park Elementary Job Fair 5/15/19	Sun Broadcasting attended the Job Fair, passed out promo items and job applications for available jobs at Sun Broadcasting.
10	Dream Big Teen Summit 7/20/19	Sun Broadcasting radio stations had booths at the event with giveaways. WFFY talent hosted and spoke to local teens about the pressures of being a teenager.
10	The Big Backpack Event Harborside Center 7/28/19	Sun Broadcasting co-sponsored the event. Estrella TV On-Air talent Miryam Villarreal emceed/hosted, spoke to everyone, mentioning the sponsors, introducing the talent and moderating the event. WFFY had a booth and gave away 500 backpacks and talent greeted guests.
10	Jaylen Watkins Backpack Drive 8/4/19	WFFY talent attended with backpacks and school supplies for kids.
10	Franklin Park Elementary - Gentleman's Welcome 8/12/19	WFFY talent joined students on the first day of school along with local gentlemen to give students high fives, handshakes and form human tunnels at the entrance.

# **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](mailto: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](mailto:hornem@cookman.edu)

## **DeMERS PROGRAMMING CONSULTING**

204 Exton Commons  
Exton, PA 19341

Telephone: 610/363-2636  
Fax: 610/363-2198  
Contact: Alex DeMers  
E-mail: [alex@demersprogramming.com](mailto:alex@demersprogramming.com)

## **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](mailto: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](mailto: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](mailto:hispanicchamber.lg@earthlink.net)

## **INDEED, INC.**

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

Contact: [www.indeed.com](http://www.indeed.com)

## **MARIST COLLEGE**

3399 North Road  
Poughkeepsie, NY 12601

Telephone: 888/877-7900  
Contact: Laura Zurowski  
E-mail: [laura.zurowski@marist.edu](mailto:laura.zurowski@marist.edu)

## **NAHJ**

**National Association of Hispanic Journalists**

Telephone: 888/281-9066  
Website: [www.nahj.org](http://www.nahj.org)

## **RETURN TO WORK INC.**

900 W. Marion Avenue  
Punta Gorda, FL 33950

Contact: Carol Sarganis  
E-mail: [carol.sarganis@return2work.org](mailto: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](mailto: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](mailto:karen.seiferth@winktv.com)

## **SUNDAY MORNING NEWS**

LaBelle, FL

E-mail: [kq4ym@ix.netcom.com](mailto: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](mailto: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](mailto: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](mailto:joe.corbett@sbroadcast.com)  
Contact: [945.thearrow.com](http://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](mailto: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](mailto:mike.moody@sbroadcast.com)

## **WXCW-TV**

2824 Palm Beach Blvd.  
Ft. Myers, FL 33916

Telephone: 239/479-5548  
Contact: Jamie Ricks  
E-mail: [jamie.ricks@sbroadcast.com](mailto:jamie.ricks@sbroadcast.com)

## **WXNX-FM**

2824 Palm Beach Blvd.  
Ft. Myers, FL 33916

Telephone: 239/337-2346  
Contact: Joe Corbett  
E-mail: [joe.corbett@sbroadcast.com](mailto:joe.corbett@sbroadcast.com)

# **SUN BROADCASTING/JOB POSTING MAILING LIST**

**ZIP RECRUITER INC.**

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

Contact: [www.ziprecruiter.com](http://www.ziprecruiter.com)