

SUN BROADCASTING INC.

FCC EEO PUBLIC FILE

OCTOBER 1, 2017 – SEPTEMBER 30, 2018

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, 2017 and ending on September 30, 2018, the stations filled the following full-time vacancies:

- | | |
|-----------------------------|---------------------------|
| 1. Marketing Consultant (2) | WARO-FM, WXNX-FM, WFFY-FM |
| 2. Marketing Consultant | WFSX-AM |
| 3. On-Air Talent | WXNX-FM |
| 4. Anchor / Reporter | WXCW-TV |
| 5. Reporter / Producer | WXCW-TV |

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

A

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
MARKETING CONSULTANT (2)	EMPLOYEE REFERRAL (2)	11

<u>Recruitment Sources Utilized*</u>	<u>Total number of interviewees referred</u>
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* (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	
FGCU Job Fair	yes	4
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	no	
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	yes	1
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	yes	

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
MARKETING CONSULTANT	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	
Natl Assoc of Hispanic Journalists	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	2
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	yes	1

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
ON-AIR TALENT	ALL ACCESS.COM	5

<u>Recruitment Sources Utilized*</u>	<u>Total number of interviewees referred</u>
* (please refer to the attached recruitment source list for complete address)	5

All Access Music Group	yes
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
Natl Assoc of Hispanic Journalists	no
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

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2016 through SEPTEMBER 30, 2017

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
<u>ANCHOR / REPORTER</u>	<u>EMPLOYEE REFERRAL</u>	6

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

All Access Music Group	yes	
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	
Natl Assoc of Hispanic Journalists	yes	1
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	2
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

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
REPORTER / PRODUCER	EMPLOYEE REFERRAL	3

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

All Access Music Group	yes	
Bethune-Cookman College	no	
Employee Referral	yes	1
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	
Natl Assoc of Hispanic Journalists	no	
Return to Work Inc.	no	
Southern Technical Institute	no	
SUN Broadcasting Job Posting	yes	2
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	
WFVN-FM Website	no	
WNOG-FM Website	no	
WXNX-FM Website	no	
WXCW-TV Website	no	
Zip Recruiter	no	

B

Sun Broadcasting Inc.

engaged in the following Outreach Efforts during the period covered in the report:

Activity Classification	Type of Activity	Brief Description
10	FGCU Marketing & PR Recruitment Fair 11/10/17	Promotions Director attended the Recruitment Fair for current and former Marketing/PR students from FGCU who are seeking a career in their respective fields. Opportunity to meet with 200+ candidates.
10	North Nicholas High School Career Fair 2/1/18	Promotions Director met with 75+ students and provided advice and guidance on how to get entry level career positions in Radio & TV upon graduations.
10	FGCU Spring Career & Internship Expo 2/14/18	Sun Broadcasting participated in the FGCU Spring Career Expo. Station representatives met with and spoke to seniors and recently graduated students about career opportunities in the Broadcasting field. There were 200+ attendees at this event.
10	Gulf Coast High School Career & Technical Education Career Fair 2/23/18	Station representative answered questions for 300+ high school students regarding future career opportunities within the media industry.
10	FGCU Part-Time Career Fair 9/6/18	Promotions Director met with current students who are seeking part-time positions while attend FGCU. Discussed various part-time positions available at the Station. 150+ students attended the Fair.
10	FGCU Recruitment Wednesdays 9/19/18	Promotions Director met with students at the Student Union of FGCU and discussed possible positions within the company. 40+ students were in attendance.
10	Broadcast Center Tours	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. The Station 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.

Sun Broadcasting Inc.

engaged in the following Outreach Efforts during the period covered in the report:

Activity Classification	Type of Activity	Brief Description
10	UF College of Journalism and Communications Career Day 10/25/17	Sun Broadcasting participated in University of Florida CJC's Career Day. The Station Representative spoke with students regarding our organization and the opportunities available here at the station and interviewed several applicants for possible employment. Several resumes were collected for possible future employment.
10	UF College of Journalism and Communications Career Day 3/21/18	Sun Broadcasting participated in the University of Florida CJC's Career Day. The Station Representative spoke with students regarding our organization and the opportunities available here at the station and interviewed several applicants for possible employment. Several resumes were collected for possible future employment.
10	University of Miami School of Communication Meet-up 3/28/18	Sun Broadcasting attended the UM School of Communication Meet-up and met with students to discuss possible career opportunities in the Broadcast industry. Several resumes were collected for possible future employment.
10	Florida Scholastic Press Association Workshop 10/6/17	A Station Representative led a portion of the Florida Scholastic Press Association annual Workshop. High school students from around the state of Florida participated. Estimated 150 in attendance.
10	WINK Taste of Lee 11/4/17	Sun Broadcasting News Anchor Michelle Benitez met with local members of the community at our annual food event in Downtown Fort Myers. WINK had a booth set up to meet and greet attendees.
10	SWFL Reading Festival 3/3/18	On-Air Talent from Noticias WINK/SBI read books and met with members of the local community at the Fort Myers Regional Library, Downtown Branch.
10	Charlotte County Hurricane Expo 5/19/18	Sun Broadcasting News Anchor Michelle Benitez partnered with Chief Meteorologist to meet with of Charlotte County about how to best prepare for the upcoming Hurricane Season.

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

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

NAHJ

National Association of Hispanic Journalists

Telephone: 888/281-9066
Website: www.nahj.org

RETURN TO WORK INC.

900 W. Marion Avenue
Punta Gorda, FL 33950

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

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 POSTING MAILING LIST

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

WXCW-TV

2824 Palm Beach Blvd.
Ft. Myers, FL 33916

Telephone: 239/479-5548
Contact: Jamie Ricks
E-mail: 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

ZIP RECRUITER INC.

1453 3rd Street Promenade #335
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