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**Annual EEO Public File Report Form**  
**WEAR/WFGX – PENSACOLA/FT WALTON BEACH**  
**Annual EEO Public File Report**

The purpose of the EEO Public File Report (396) is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WEAR Pensacola, FL/WFGX Ft Walton Beach, FL and is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning **October 1, 2011, to and including September 30, 2012** (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer and started in the position. A person was deemed "interviewed" when he or she was interviewed in person or on the phone.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from October 1, 2011 to September 30, 2012

Station(s) Comprising Station Employment Unit: WEAR/WFGX-PENSACOLA

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	Account Executive	SBG Website	1
2	Producer Director	SBG Website	3
3	Promotions Producer	Internal	4
4	Master Control Operator	Employee Referral	2
5	Reporter	Talent Dynamics	2
6	Maintenance Engineer	Careerbuilder	4
7	Master Control Op (2)	Station Website/Station Website	6
8	Reporter	TV Jobs	1
9	Wknd Anchor/Producer	Employee Referral	2
10	Creative Services Producer Director	Employee Referral	2
11	News Promotions Producer	Sinclair Website	4
12	Account Executive	Careerbuilder	3
13			
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Total Number of Persons Interviewed and Started in the position during Applicable Period: 34

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from October 1, 2011 to September 30, 2012

Station(s) Comprising Station Employment Unit: WEAR/WFGX-PENSACOLA

Section 2: Recruitment Source Information

	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
A	Alabama State Employment Agency Attn: John Russell P.O. Box 190399 Mobile, AL 36619 Ph#251-660-6507 John.Russell@alcc.alabama.gov	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
B	Alabama State University Department of Communications Attn: A. David Okeowo, Ph.D. 915 South Jackson Street Montgomery, AL 36101 334-229-4493 <a href="mailto:dokeowo@alasu.edu">dokeowo@alasu.edu</a>	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
C	Bishop State Community College Juliette Womack 351 North Broad Street Mobile, AL 36003 jwomack@bishop.edu	0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2)

		0 0 0 0 0 0 0 0	Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
D	Broadcast Employment Services <b>TV JOBS</b> Attn: Mark Holloway PO Box 4116 Oceanside, CA 92052 Ph#877-988-9808 www.tvjobs.com	0 0 0 0 0 0 0 1 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
E	California Chicano News Media Association (CCNMA) Attn: Sylvia Wells 3800 S. Figueroa Street Los Angeles, CA 90037-1206 Sylvia@ccnma.org	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
F	CareerBuilder Attn: Brian Maggio 8401 Greensboro Dr. Ste 250 McLean, VA 22102 410-998-9740 <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	0 0 2 0 0 3 1 0 0 0 0 2	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
G	Civilianjobs.com Attn: Don Johnson 1825 Barrett Lakes Blvd	0 0 0	Account Executive Producer Director Promotions Producer

	Kennesaw, GA 30144	0	Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
H	Collective Talent Attn: Michael Bille 26150 Hersheyvale Franklin, MI 48025 Bille@michaelsmedia.com	0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
I	Digital Media Education Attn: John Lovrien PO Box 4212 Pensacola, FL 32507 Added 4/12/07 info@digitalmediaeducation.com	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
J	East Carolina University 3016 Bate Building Greenville, NC 27858 brownjo@ecu.edu	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
K	Employerpartnership.org Attn: Crystal Arcilla 2400 Army Pentagon Washington DC 20310	0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter

		0 0 0 0 0 0 0 0 0 0	Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
L	Escambia-Pensacola Human Relations Commission Attn: Randi Broughton 29 South Spring Street Pensacola, FL 32504 Ph#850-434-2431 randibroughton@yahoo.com	0 0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
M	Escarosa Career Center Attn: Employer Services Team 3670-A North "L" Street Pensacola, FL 32505 Ph#850-595-5200 joborders@escarosa.org	0 0 0 0 0 0 1 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
N	Florida A & M University Attn: Brandi Milton Tallahassee, FL 32307 Ph #850-599-3700 <a href="mailto:brandi.milton@famuedu">brandi.milton@famuedu</a>	0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer

		0 0 0 0 0 0 0 0 0	Account Executive Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
O	Florida Association of Broadcasters 201 South Monroe St Suite 201 Tallahassee, FL 32301 Phone (800) 825-5322 info@fab.org	0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
P	Graeme Newell 1011 Lyndhurst Falls Ln Knightdale, NC 27545 Ph#919-217-4438 gnewell@602communications.com	0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Q	George Stone Vocational Tech Center Attn: Bob Childers 2400 Longleaf Drive Pensacola, FL 32506 Ph#850-941-6200 ext 2111 bchilders@escambia.k12.fl.us	0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
R	Howard University School of Communications Attn: Carol Dudley Ph#202-806-7513 Washington, DC 20059 Careers.rhu@howard.edu	0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter

		0 0 0 0	Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
S	Jobs Plus Agency for Workforce Innovation/Employer Services Attn: Jerry McDaniel 409 NE Racetrack Road Ft. Walton Beach, FL 32547 Ph#850-833-9106 joborders@jobsplus02.com	0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
T	La Costa Latina Attn: Grace McCaffery PO Box 284 Pensacola, FL 32591 news@latinomediainc.com	0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
U	Medialine Attn: Mark Shilstone PO Box 51909 Pacific Grove, CA 93950 Ph#800-237-8073 <a href="http://www.medialine.com">www.medialine.com</a>	0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
V	Media Recruiter 22102 E. Canyon Place Centennial, CO 80016 Mediarecruiter.com	0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive



W	National Association of Minorities in Communication (NAMIC) Attn: Nicole Llido 600 Anton Blvd, Suite 1100 Costa Mesa, CA 92625 jobs@namic.com	0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
X	National Hispanic Media Coalition Attn.: Alejandra Valenzuela 55 S. Grand Ave Pasadena, CA info@nhmc.org	0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Y	Pensacola News Journal 101 E Romana St Pensacola, FL 32502 Ph#850-435-8585	0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Z	Pensacola State College Attn: Gil Bixel 1000 College Blvd, Bldg 6 Pensacola, FL 32504 Ph#830-484-1575 gbixel@pensacolastate.edu	0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Aa	Sinclair Broadcast Group SBG Website Attn: Sharon Pickeral 10706 Beaver Dam Rd	1 2 0 0	Account Executive Producer Director Promotions Producer Master Control Operator

	Cockeysville, MD 21030 Ph#410-568-1517 www.sbgi.net	0 0 1 0 0 0 1 0	Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Bb	Southeastern Vocational Services Marty Cherry One 11 <sup>th</sup> Avenue Suite C-5 Shalimar, FL 32579 850-609-1046 mcherry@bhcpns.org	0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Cc	Southeastern Vocational Services Attn: Lisa Bloodworth 2001 N "E" Street Pensacola, FL 32501 850-595-1330 <a href="mailto:lbloodworth@bhcpns.org">lbloodworth@bhcpns.org</a>	0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Dd	Station Website WEARTV.com Attn: Meg Williamson 4990 Mobile Highway Pensacola, FL 32506 Ph#850-456-3333 www.weartv.com	0 0 0 0 0 0 4 0 0 1 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Ee	Talent Dynamics Attn: Christina Hedding 600 Las Colinas Blvd Ste 100 Irving, TX 75039	0 1 0 1 0 0	Account Executive Producer Director Reporter Reporter Wknd Anchor/Producer News Promotions Producer
Ff	The Art Institute of Fort Lauderdale Career Services Advisor	0 0	Account Executive Producer Director

	Attn: LuWin Sanchez 1799 SE 17 <sup>th</sup> St Fort Lauderdale, FL 33316 Phone (954) 308-2615 lsanchez@aia.edu	0 0 0 0 0 0 0 0 0 0	Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Gg	The Leadership Institute Attn: Jim Cromwell Steven P J Wood Bldg 1101 N Highland Street Arlington, VA 22201 Ph#703-247-2000 jcromwell@limail.us Alabama	0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Hh	Tuskegee University Career Development & Placement Office Attn: Sarah Stringer 3 <sup>rd</sup> Floor, Carnegie Hall Tuskegee, AL 36088 Ph#334-727-8255 sstringer@tuskegee.edu	0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Ii	University of South Alabama Career Services Center Attn: Loretta Donalds 6420 Old Shell Road Mobile, AL 36608 Ph#251-460-7930 ldonalds@usouthal.edu	0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Jj	University of West Florida College of Journalism & Communications Attn: Patricia Dunn Knight Division/PO Box 118400	0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter

	Gainesville, FL 32611 Ph#352-846-2484 pdunn@jou.ufl.edu	0 0 0 0 0 0 0	Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Kk	University of West Florida Academic Marketing Dept. Attn: Carol Rodgers 11000 University Pkwy Bldg 53, Room 128 Pensacola, FL 32514 Ph#850-474-3125 croddgers@uwf.edu	0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Ll	University of West Florida Communications Arts Dept. Attn: Joyce Southard 11000 University Pkwy Pensacola, FL 32514 Ph#850-474-2829 jsouthard@uwf.edu	0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
Mm	University of West Florida Director of Career Services Attn: Nathan Ford 11000 University Pkwy Bldg 53, Room 128 Pensacola, FL 32514 Ph#850-474-2254 <a href="mailto:nford@uwf.edu">nford@uwf.edu</a>	0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive

Nn	University of West Florida Instructional Media Center/UWF-TV Attn: Mark Lambert Bldg. 37, 11000 University Blvd. Pensacola, FL 32514 Ph#850-474-2513 mlambert@uwf.edu Bessemer	0 0 0 0 0 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
	Internal Applicants	0 0 2 1 0 0 0 0 0 0 0 0 0	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive
	Referrals	0 1 0 1 1 0 0 0 1 1 3 1	Account Executive Producer Director Promotions Producer Master Control Operator Reporter Maintenance Engineer Master Control Op (2) Reporter Wknd Anchor/Producer Creative Serv. Producer/Dir News Promotions Producer Account Executive

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from [10-01-11](#) to [9-30-12](#)

Station(s) Comprising Station Employment Unit WEAR/WFGX

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by the employment unit.

**SCHOLARSHIP PROGRAM:**

**THE SUE STRAUGHN ENDOWED SCHOLARSHIP AT PENSACOLA STATE COLLEGE:**

In the Fall, 2003, WEAR TV and the Pensacola State College Foundation (formerly Pensacola Junior College Foundation) announced the establishment of the Sue Straughn Endowed Scholarship in the celebration and appreciation of her 30 years of service. Established with a lead gift from WEAR, and supported by community partners, the Sue Straughn Endowed Scholarship's balance at the close of the [2011-2012](#) fiscal year was \$192,200.95.

The Friends of Sue Straughn having established a named endowment with Pensacola Junior College Foundation, Inc., designates that the income will provide scholarships for eligible students at Pensacola Junior College. The endowment and any subsequent contributions are to be held and invested by Pensacola Junior College Foundation, Inc. and administered according to specific guidelines.

Criteria: Student must demonstrate a financial need for supplemental funding. Student must have a minimum grade point average of 2.0. Student must be a United States citizen or resident alien. Student may be enrolled on a full-time or half-time basis. Scholarship will cover tuition, fees and/or books. Scholarship will be for two years, first right of renewal for second year. Preference given to African American students.

From [October 1, 2011](#) through [Spring/Summer 2012](#), 108 scholarships were awarded.

## **SCHOLARSHIP PROGRAM:**

### **HIGH SCHOOL HEROES: COMMUNITY SERVICE SCHOLARSHIP:**

WEAR TV and Fisher Brown designed a scholarship program for hard-working High School Heroes. The purpose was to reward students who had demonstrated outstanding community service in Escambia, Santa Rosa and Okaloosa counties. During our first year we awarded (12) \$1000 scholarships to students graduating in the spring of 2012. Four students were chosen from each participating county.

Criteria: Students must provide documentation of a minimum of 50 recorded volunteer hours. They must provide 2 references and transcripts with a minimum of a 2.6 GPA. They must write an essay describing their volunteer work, which includes the following five sub-headlines: Significant impact of your volunteer work, reason for volunteering, other involvement and/or special interests, goals and aspirations and leadership ability.

### **COMMUNITY EVENT – Station Tour**

Date: February 2, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: Cub Scout Pack 532, Baker, FL

Brief Description of Activity and Station Employment Unit Participation: 12 Cubs and 8 chaperones toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

### **COMMUNITY EVENT – Station Tour**

Date: April 10, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: Cub Scout Pack 410, Cantonment, FL

Brief Description of Activity and Station Employment Unit Participation: 8 Cubs and 6 chaperones toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

**COMMUNITY EVENT- Station Tour**

Date: May 7, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: Webelos Pack 662, Pensacola, FL

Brief Description of Activity and Station Employment Unit Participation: 16 visitors toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

**COMMUNITY EVENT – Station Tour**

Date: June 26, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: Escambia 4-H Club

Brief Description of Activity and Station Employment Unit Participation: 22 visitors toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

**COMMUNITY EVENT – Station Tour**

Date: July 6, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: Pensacourt Summer Camp

Brief Description of Activity and Station Employment Unit Participation: 11 visitors toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

**EDUCATION EVENT – Station Tour**

Date: November 17, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: Bennett Russell Elementary Special Needs Program



Brief Description of Activity and Station Employment Unit Participation: 14 students and teachers toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

**EDUCATION EVENT – Station Tour**

Date: September 20, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: Episcopal Day School

Brief Description of Activity and Station Employment Unit Participation: 18 students and teachers toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

**EDUCATION EVENT – Station Tour**

Date: December 5, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: South Korean delegates studying Foreign Policy for Journalists

Brief Description of Activity and Station Employment Unit Participation: 3 journalists toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

**EDUCATION EVENT –Station Tour**

Date: April 26, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: Home School Coop

Brief Description of Activity and Station Employment Unit Participation: 20 students and 10 adults toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

**EDUCATION EVENT –Station Tour**

Date: May 9, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: Redeemer Lutheran 4<sup>th</sup> grade

Brief Description of Activity and Station Employment Unit Participation: 16 students and 3 adults toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

**EDUCATION EVENT –Station Tour**

Date: May 14, 2012

Participating Employees: Jack Canavan, Studio Manager

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Host/Sponsor of Activity: Syrian Journalists sponsored by U.S. State Department

Brief Description of Activity and Station Employment Unit Participation: 8 journalists toured the station and studio. Included with the tour was an overview of station operations and a discussion of careers in the television industry.

**EDUCATION EVENT – Career Day**

Date of Station Employment Unit Participation: May 25, 2012

Participating Employees: Lena DeFlores, Morning Anchor

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Host/Sponsor of Activity: Escambia County School District

Brief Description of Activity and Station Employment Unit Participation: I was invited to be a guest speaker for Career Day at S.S. Dixon Intermediate school. I spoke to a 4<sup>th</sup> grade class about careers in the television industry and answered questions about my job.

**EDUCATION EVENT – Prevent Truancy Campaign**

Date of Station Employment Unit Participation: January – June 2012

Participating Employees: Kathy Dunagan, Promotions Manager, Danial Hemme, Creative Services Manager

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Host/Sponsor of Activity: WEAR TV and Escambia County School District

Brief Description of Activity and Station Employment Unit Participation: WEAR TV and the Escambia County School District created a PSA to help prevent truancy in our schools. The focus was on the middle school years. We ran this PSA on our station and the media centers at the middle schools ran the PSA during morning announcements. The message was the importance of staying in school.

**EDUCATION EVENT – Girl’s Career Development**

Date of Station Employment Unit Participation: December 3, 2011

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: Milk & Honey Ministries

Brief Description of Activity and Station Employment Unit Participation: I was invited to do a motivational presentation at a conference for inner city youth. The purpose of the conference was to encourage the girls to stay in school and to establish career goals. I spoke about my job and careers in Television.

**EDUCATION EVENT – Our Voices Are Many (A Black History Presentation)**

Date of Station Employment Unit Participation: January 22, 2012

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: University of West Florida

Brief Description of Activity and Station Employment Unit Participation: I was co-host of an educational theatrical presentation spanning the history of African American contributions.

**EDUCATION EVENT – Ask Event**

Date of Station Employment Unit Participation: March 13, 2012

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: Escambia County Public Schools Foundation for Excellence

Brief Description of Activity and Station Employment Unit Participation: I was the keynote speaker for this event to raise money in support of public education. The

Foundation awards grants to teachers for unfunded special projects and educational enhancements.

**EDUCATION EVENT – National English Honor Society Awards**

Date of Station Employment Unit Participation: April 25, 2012

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: Santa Rosa School District

Brief Description of Activity and Station Employment Unit Participation: I was guest speaker at the annual National English Honor Society Awards presentation at Gulf Breeze High School.

**EDUCATION EVENT – 5th Grade Graduation Speaker**

Date of Station Employment Unit Participation: May 30, 2012

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: Escambia County School District

Brief Description of Activity and Station Employment Unit Participation: I was the guest speaker at the annual fifth grade graduation ceremony for Myrtle Grove Elementary school.

**EDUCATION EVENT – PACE Center for Girls Building Fund Drive**

Date of Station Employment Unit Participation: October 6, 2011

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: PACE Center for Girls

Brief Description of Activity and Station Employment Unit Participation: I was the producer and on-air talent for a 13 hour fund collection drive and telethon to raise money for the construction of a new school. The PACE Center for Girls is a statewide non-profit alternative education program for girls who have not been successful in a traditional educational setting. Many of the girls are referred to the program by the juvenile court system.

**EDUCATION EVENT – First Book Pensacola Fundraising and Book Distribution**

Date of Station Employment Unit Participation: October 2011 – September 2012

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: First Book Pensacola

Brief Description of Activity and Station Employment Unit Participation: I am the founder and president of First Book Pensacola. I host meetings the second Thursday of each month and coordinate fundraising and book distributions. First Book Pensacola is an affiliate of the national First Book organization whose mission is to provide a library of six free books to indigent children who otherwise do not have books of their own. Our chapter was organized in 1998 and has provided more than 100,000 books to children in Escambia and Santa Rosa counties.

### **EDUCATION EVENT – Presentation to journalism class**

Date of Station Employment Unit Participation: November 22 2011

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: Escambia County School District

Brief Description of Activity and Station Employment Unit Participation: I gave a one-hour presentation on television news broadcasting to a class of junior and senior journalism students at Pine Forest High School.

### **COMMUNITY EVENT – Miss USA**

Date of Station Employment Unit Participation: November 30, 2011

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: ARC Gateway

Brief Description of Activity and Station Employment Unit Participation: I hosted a visit by Miss USA, Alyssa Campanella to Pensacola to attend a fundraiser for ARC Gateway. The funds support various therapies for children with development disabilities.

### **COMMUNITY EVENT – Military Spouse Appreciation Luncheon**

Date of Station Employment Unit Participation: May 16, 2012

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: Navy League

Brief Description of Activity and Station Employment Unit Participation: I was the emcee for this annual military spouse appreciation luncheon. WEAR TV supports our large military community.

**COMMUNITY EVENT – Foster Parent Appreciation Dinner**

Date of Station Employment Unit Participation: May 16, 2012

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: Children’s Home Society

Brief Description of Activity and Station Employment Unit Participation: I was the guest speaker for the annual foster parent appreciation dinner.

**COMMUNITY EVENT – Fill the Mayflower Food Drive**

Date of Station Employment Unit Participation: November 21, 2011

Participating Employees: Sue Straughn, News Anchor/Public Affairs Director

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Host/Sponsor of Activity: Manna Food Pantries

Brief Description of Activity and Station Employment Unit Participation: I was on-air talent for a 14-hour food drive for Manna Food Pantries. The food is provided to families in Escambia and Santa Rosa counties who are in need.

**GRANT PROGRAM – Gang Reduction Task Force Television/Web Contest**

Program:

This program was promoted in on-air commercials paid for by The Northwest Florida Gang Reduction Task Force and through promotion on our station facebook page. The program offered three cash prizes to be paid to the winning student’s high school to be used for education purposes.

Program Objective:

First objective was to help educate local high schools students about the dangers of joining a gang and participating in gang related activities. Second objective was to develop a link between local high schools and the community to promote education.

Eligibility Requirements:

Local high school students were encouraged to enter a :30 PSA advocating against gang activity. These PSAs were posted on our WEAR Facebook page and judged by viewers. First place prize of \$1000 was awarded to JM Tate High School. Second place prize of \$500 was awarded to Milton High School and third place prize of \$250 went to JM Tate High School.

## **INTERNSHIP PROGRAM**

The Station Employment Unit has an internship program as defined below:

Program Goal:

The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry.

Program Objectives:

- Develop links with universities and colleges to promote the Station Employment Unit as prospective employers.
- Create a symbiotic relationship between interns and the Station Employment Unit's employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

Eligibility Requirements:

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.
- The applicant must be at least 18 years of age.
- The applicant must be in good academic standing, as defined by his or her academic institution.
- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the Station Employment Unit's eligibility requirements.

Any person interested in internship opportunities should contact the Station Employment Unit for more details.

During the time period 10/01/11 – 09/30/12 the Station Employment Unit had 5 interns. Three interns were from the University of West Florida. One intern was from Malone University and one intern from Florida State University.

## **TRAINING**

SBG, Inc and its stations WEAR/WFGX is an equal opportunity employer. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at SBG and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status, Acquired-Immune Deficiency Syndrome (AIDS), AIDS-Related Complex (ARC), veteran status or any other category protected by law.

Further, in keeping with this commitment to equal employment opportunity, SBG Inc. offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace harassment to all new employees and managers.

All new managers and new station employees participated in Recognizing and Preventing Sexual Harassment. This training was presented online through Corpedia.