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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, 2010, to and including September 30, 2011** (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, 2010 to September 30, 2011](#)

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	<a href="#">Senior Promotion Producer</a>	<a href="#">Graham Newell</a>	4
2	<a href="#">Asst Advert Sup Op Mgr</a>	<a href="#">WearTV.com</a>	6
3	<a href="#">Master Control Operator</a>	<a href="#">WearTV.com</a>	1
4	<a href="#">Executive Producer</a>	<a href="#">Internal</a>	3
5	<a href="#">Newscast Producer</a>	<a href="#">WearTV.com</a>	1
6	<a href="#">News Reporter</a>	<a href="#">Internal</a>	3
7	<a href="#">Inventory Specialist</a>	<a href="#">WearTV.com</a>	2
8	<a href="#">Sales Account Executive</a>	<a href="#">Sinclair website</a>	3
9	<a href="#">Master Control Operator(2)</a>	<a href="#">WearTV.com/WearTV.com</a>	5
10	<a href="#">Photojournalist</a>	<a href="#">Sinclair website</a>	2
11	<a href="#">Newscast Producer</a>	<a href="#">Employee Referral</a>	4
12	<a href="#">Reporter (2)</a>	<a href="#">Talent Dynamics/WearTV.com</a>	2
13	<a href="#">Wknd Anchor Reporter</a>	<a href="#">WearTV.com</a>	2
14	<a href="#">Newscast Producer</a>	<a href="#">Sinclair website</a>	3
15	<a href="#">Master Control Operator</a>	<a href="#">Employee Referral</a>	1
16			
17			
18			
19			
20			
21			
22			
23			
24			

Total Number of Persons Interviewed and Started in the position during Applicable Period: [42](#)

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from **October 1, 2010 to September 30, 2011**

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: Faye Long P.O. Box 190399 Mobile, AL 36619 Ph#251-660-6507 mobile@dir.alabama.gov	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
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	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
C	Bishop State Community College Juliette Womack 351 North Broad Street Mobile, AL 36003 jwomack@bishop.edu	0 0 0 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist

		0 0 0 0 0 0 0 0	Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
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 2 0 0 0 0 0 1 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
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 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
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 1 0 0 0 0 0 1 0 0 0 0 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
G	Collective Talent Attn: Michael Bille 26150 Hersheyvale	0 0 0	Newscast Producer Reporter Wknd Anchor Reporter

	Franklin, MI 48025 Bille@michaelsmedia.com		
H	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 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
I	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	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
J	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 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
K	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 0 0 0 0 0 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2)

		0 0 0 0 0 0	Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
L	Florida A & M University Attn: Brandi Milton Tallahassee, FL 32307 Ph #850-599-3700 <a href="mailto:brandi.milton@famu.edu">brandi.milton@famu.edu</a>	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
M	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 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
N	Graeme Newell 1011 Lyndhurst Falls Ln Knightdale, NC 27545 Ph#919-217-4438 gnewell@602communications.com	3	Sr. Promotion Producer
O	George Stone Vocational Tech Center Attn: Drew Sumrall 2400 Longleaf Drive Pensacola, FL 32506 Ph#850-941-6200 ext 2111 dsumrall@escambia.k12.fl.us	0 0 0 0 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive

		0	Master Control Operator (2)
		0	Photojournalist
		0	Newscast Producer
		0	Reporter
		0	Wknd Anchor Reporter
		0	Newscast Producer
		0	Master Control Operator
P	Howard University School of Communications Attn: Carol Dudley Ph#202-806-7513 Washington, DC 20059 Careers.rhu@howard.edu	0	Sr. Promotion Producer
		0	Asst Advert Sup Op Manager
		0	Master Control Operator
		0	Executive Producer
		0	Newscast Producer
		0	News Reporter
		0	Inventory Specialist
		0	Sales Account Executive
		0	Master Control Operator (2)
		0	Photojournalist
		0	Newscast Producer
		0	Reporter
		0	Wknd Anchor Reporter
		0	Newscast Producer
		0	Master Control Operator
Q	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	Sr. Promotion Producer
		0	Asst Advert Sup Op Manager
		0	Master Control Operator
		0	Executive Producer
		0	Newscast Producer
		0	News Reporter
		0	Inventory Specialist
		0	Sales Account Executive
		0	Master Control Operator (2)
		0	Photojournalist
		0	Newscast Producer
		0	Reporter
		0	Wknd Anchor Reporter
		0	Newscast Producer
		0	Master Control Operator
R	La Costa Latina Attn: Grace McCaffery PO Box 284 Pensacola, FL 32591 news@latinomediainc.com	0	Sr. Promotion Producer
		0	Asst Advert Sup Op Manager
		0	Master Control Operator
		0	Executive Producer
		0	Newscast Producer
		0	News Reporter
		0	Inventory Specialist
		0	Sales Account Executive
		0	Master Control Operator (2)
		0	Photojournalist
		0	Newscast Producer
		0	Reporter
		0	Wknd Anchor Reporter
		0	Newscast Producer
		0	Master Control Operator
S	Medialine Attn: Mark Shilstone PO Box 51909 Pacific Grove, CA 93950	0	Executive Producer
		0	Newscast Producer
		0	Photojournalist
		0	Newscast Producer

	Ph#800-237-8073 <a href="http://www.medialine.com">www.medialine.com</a>	0 0 0	Reporter Wknd Anchor Reporter Newscast Producer
T	Media Recruiter 22102 E. Canyon Place Centennial, CO 80016 Mediarecruiter.com	0 0 0 0 0 0 0 0 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Master Control Operator
U	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 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
V	National Hispanic Media Coalition Attn.: Alejandra Valenzuela 55 S. Grand Ave Pasadena, CA info@nhmc.org	0 0 0 0 0 0	Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
W	Pensacola News Journal 101 E Romana St Pensacola, FL 32502 Ph#850-435-8585	0	Sr. Promotion Producer
X	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	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2)



		0 0 0 0 0 0	Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
Y	Sinclair Broadcast Group SBG Website Attn: Sharon Pickeral 10706 Beaver Dam Rd Cockeysville, MD 21030 Ph#410-568-1517 www.sbgi.net	1 0 0 0 0 0 0 3 0 1 0 0 0 3 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
Z	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 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
Aa Z	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 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
Bb	Station Website WEARTV.com Attn: Meg Williamson 4990 Mobile Highway Pensacola, FL 32506 Ph#850-456-3333	0 1 1 1 1	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer

	www.weartv.com	0 1 0 4 1 0 1 1 0 0	News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
Cc	Talent Dynamics Attn: Christina Hedding 600 Las Colinas Blvd Ste 100 Irving, TX 75039	1 0 0	Reporter Wknd Anchor Reporter Newscast Producer
Dd	The Art Institute of Fort Lauderdale Career Services Advisor Attn: LuWin Sanchez 1799 SE 17 <sup>th</sup> St Fort Lauderdale, FL 33316 Phone (954) 308-2615 lsanchez@aii.edu	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
Ee	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 0 0 0 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
Ff	Tuskegee University Career Development & Placement Office Attn: Sarah Stringer 3 <sup>rd</sup> Floor, Carnegie Hall Tuskegee, AL 36088 Ph#334-727-8255 ssstringer@tuskegee.edu	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer

		0	Reporter
		0	Wknd Anchor Reporter
		0	Newscast Producer
		0	Master Control Operator
Gg	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	Sr. Promotion Producer
		0	Asst Advert Sup Op Manager
		0	Master Control Operator
		0	Executive Producer
		0	Newscast Producer
		0	News Reporter
		0	Inventory Specialist
		0	Sales Account Executive
		0	Master Control Operator (2)
		0	Photojournalist
		0	Newscast Producer
		0	Reporter
		0	Wknd Anchor Reporter
		0	Newscast Producer
		0	Master Control Operator
Hh	University of West Florida College of Journalism & Communications Attn: Patricia Dunn Knight Division/PO Box 118400 Gainesville, FL 32611 Ph#352-846-2484 pdunn@jou.ufl.edu	0	Sr. Promotion Producer
		0	Asst Advert Sup Op Manager
		0	Master Control Operator
		0	Executive Producer
		0	Newscast Producer
		0	News Reporter
		0	Inventory Specialist
		0	Sales Account Executive
		1	Master Control Operator (2)
		0	Photojournalist
		0	Newscast Producer
		0	Reporter
		0	Wknd Anchor Reporter
		0	Newscast Producer
		0	Master Control Operator
Ii	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	Sr. Promotion Producer
		0	Asst Advert Sup Op Manager
		0	Master Control Operator
		0	Executive Producer
		0	Newscast Producer
		0	News Reporter
		0	Inventory Specialist
		0	Sales Account Executive
		0	Master Control Operator (2)
		0	Photojournalist
		0	Newscast Producer
		0	Reporter
		0	Wknd Anchor Reporter
		0	Newscast Producer
		0	Master Control Operator
Jj	University of West Florida Communications Arts Dept. Attn: Joyce Southard 11000 University Pkwy Pensacola, FL 32514 Ph#850-474-2829 jsouthard@uwf.edu	0	Sr. Promotion Producer
		0	Asst Advert Sup Op Manager
		0	Master Control Operator
		0	Executive Producer
		0	Newscast Producer
		0	Newscast Producer
		0	News Reporter

		0 0 0 0 0 0 0 0 0 0	Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
Kk	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 0 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
LI	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 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator
Mm	Internal Applicants	0 4 0 2 0 1 0 0 0 0 0 0 1 0 0	Sr. Promotion Producer Asst Advert Sup Op Manager Master Control Operator Executive Producer Newscast Producer News Reporter Inventory Specialist Sales Account Executive Master Control Operator (2) Photojournalist Newscast Producer Reporter Wknd Anchor Reporter Newscast Producer Master Control Operator



Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from [10-01-1](#) to [9-30-11](#)

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 2010-2011 fiscal year was \$168,500.90.

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, 2010](#) through [Spring/Summer 2011](#), 86 scholarships were awarded.

## **JOB FAIR**

Date of Station Participation: April 8, 2011

Participating Employees: Valerie Dunsford, Business Manager; Anna Stearns, Asst Business Manager

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Host/Sponsor of Activity: Pensacola State College and Workforce Escarosa – 2011 Spring Career Fair

Brief Description of Activity and Station Employment Unit Participation: Invitation for area businesses to recruit job applicants. Event was held at the Pensacola State College Lou Ross Gym where approximately 40 Businesses/Organizations set up informational and recruitment booths including the Station's Employment Unit. Many prominent employers participated in this event and the actual representation of potential job applicants was greater than anticipated.

## **COMMUNITY EVENT – Station Tour**

Date: June 2, 2011

Participating Employees: Marilyn Leddy, Station Promotion

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Host/Sponsor of Activity: Cub Scout Troop, Brewton, AL

Brief Description of Activity and Station Employment Unit Participation: 17 Cubs and 3 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: June 27, 2011

Participating Employees: Marilyn Leddy, Station Promotion

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Host/Sponsor of Activity: Independence for the Blind Summer Program

Brief Description of Activity and Station Employment Unit Participation: 21 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 28, 2011

Participating Employees: Marilyn Leddy, Station Promotion

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Host/Sponsor of Activity: Liberty Church Seniors Group

Brief Description of Activity and Station Employment Unit Participation: 13 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 12, 2011

Participating Employees: Marilyn Leddy, Station Promotion

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Host/Sponsor of Activity: Girl Scouts “Daises” troop, Pensacola, Fl

Brief Description of Activity and Station Employment Unit Participation: 7 Daises and 3 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.

**EDUCATION EVENT – Station Tour**

Date: July 15, 2011

Participating Employees: Marilyn Leddy, Station Promotion

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Host/Sponsor of Activity: Iraqi Young Leader Exchange Students

Brief Description of Activity and Station Employment Unit Participation: 25 students and 3 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.

**EDUCATION EVENT – Station Tour**

Date: June 30, 2011

Participating Employees: Marilyn Leddy, Station Promotion

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Host/Sponsor of Activity: Malena’s Mini School



Brief Description of Activity and Station Employment Unit Participation: 36 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: August 2, 2011

Participating Employees: Marilyn Leddy, Station Promotion

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Host/Sponsor of Activity: St. Luke Summer Camp

Brief Description of Activity and Station Employment Unit Participation: 12 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: August 11, 2011

Participating Employees: Marilyn Leddy, Station Promotion

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Host/Sponsor of Activity: Tree House Learning Center

Brief Description of Activity and Station Employment Unit Participation: 21 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: August 11, 2011

Participating Employees: Marilyn Leddy, Station Promotion

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Host/Sponsor of Activity: Episcopal Day School

Brief Description of Activity and Station Employment Unit Participation: 19 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.

**EMPLOYMENT EVENT – Disabilities Council Annual Meeting**

Date of Station Employment Unit Participation: October 10, 2010

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

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Host/Sponsor of Activity: Center for Independent Living Disabilities Council

Brief Description of Activity and Station Employment Unit Participation: I was keynote speaker for the annual meeting of the group that works to find employment for people with disabilities.

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

Date of Station Employment Unit Participation: February 8, 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 was invited to do a motivational presentation to all of the 7<sup>th</sup> grade girls at Workman Middle School. My emphasis was on the importance of education and the career opportunities for women.

**EDUCATION/EMPLOYMENT EVENT– Staff In-Service Career Development**

Date of Station Employment Unit Participation: January 28, 2011

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

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Host/Sponsor of Activity: Florida Department of Health-Escambia County

Brief Description of Activity and Station Employment Unit Participation: I was guest speaker for a mandatory staff in-service training day. My topic was the role of media in public health.

**EDUCATION EVENT – Ask Event**

Date of Station Employment Unit Participation: March 15, 2011

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.

**EDUCATION EVENT – National Leadership Workshop**

Date of Station Employment Unit Participation: April 6, 2011

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

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Host/Sponsor of Activity: U S Army Reserve

Brief Description of Activity and Station Employment Unit Participation: I was the guest speaker for U S Army Reserve Equal Opportunity National Leadership Workshop. My topic was embracing diversity in the workplace.

**EDUCATION EVENT – Annual Meeting**

Date of Station Employment Unit Participation: April 23, 2011

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

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Host/Sponsor of Activity: Castleberry Youth Development Council

Brief Description of Activity and Station Employment Unit Participation: I was the guest speaker at the annual fundraiser and student recognition banquet. This event raises money to support youth educational programs and applauds the accomplishments of the students.

**EDUCATION EVENT – Book Distribution**

Date of Station Employment Unit Participation: May 12, 2011

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: As Founder and President of First Book Pensacola, I led the distribution of books at A. A. Dixon Charter School. We provided a personal library of six books to each of the 300 students. We also read to the students and emphasized the importance of reading.

### **EDUCATION EVENT – Scholarship Fund**

Date of Station Employment Unit Participation: June 24, 2011

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

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Host/Sponsor of Activity: Emerald Coast Honor Flight

Brief Description of Activity and Station Employment Unit Participation: As founding Chair and current co-chair of Emerald Coast Honor Flight (a program that flew more than 900 WWII veterans to Washington DC to see their memorial), I awarded the remaining funds from Honor Flight to the new National Flight Academy aboard NAS Pensacola. The \$35,000 dollars will endow a scholarship to allow students to attend the world class program that is hands-on application of STEM (Science, Technology, Engineering and Math).

### **EDUCATION EVENT – Scholarship Awards**

Date of Station Employment Unit Participation: July 22, 2011

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

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Host/Sponsor of Activity: West Florida Baptist Association

Brief Description of Activity and Station Employment Unit Participation: I was keynote speaker at this scholarship awards banquet and fund raiser.. The WFBA awards funds to deserving minority college students to ensure that they can stay in school.

### **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 [10/01/10 – 09/30/11](#) the Station Employment Unit had 9 interns. Six interns were from the University of West Florida. One intern was from Troy University, one intern from University of Alabama, and one intern from Auburn 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.