

EEO PUBLIC FILE REPORT

FOR

WPBF-TV

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This EEO Public File Report
Covers the One-Year Period
Ending on September 30, 2023

EEO Annual Public File Report

WPBF-TV

This EEO Public File Report is filed in Station WPBF-TV's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the one-year time period ending September 30, 2023 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The full-time vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each full-time vacancy;
- * The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- * The total number of persons interviewed for each recruiting source over the Reporting Period.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Caroline Taplett, President and General Manager, WPBF-TV, 3970 RCA Blvd, Suite 7007, Palm Beach Gardens, FL 33410.

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WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive Open Date: 1/10/2022 Hire Date: 12/12/2022	3-4, 7-8, 11-12, 14, 16-17, 19-21, 27-29, 31-32	3
Account Executive Open Date: 1/10/2022 Hire Date: 7/5/2023	3-4, 7-8, 11-12, 14, 16-17, 19-21, 27-29, 31-32	7
Producer Open Date: 2/1/2022 Hire Date: 5/31/2023	2-4, 7-17, 19-21, 27-29, 31-32	7
Account Executive Open Date: 4/29/2022 Hire Date: 2/21/2023	3-6, 8, 10, 14, 16-19, 21-22, 26-29, 31-32	14
Writer Producer Open Date: 5/3/2022 Hire Date: 1/2/2023	2-8, 10, 12, 14, 16-21, 26-29, 31-32	7
Anchor Reporter Open Date: 5/9/2022 Hire Date: 10/5/2022	2-8, 10, 12, 16-22, 26-29, 31-32	7
Director of Community Affairs Open Date: 8/2/2022 Hire Date: 10/24/2022	1-6, 8, 10, 12, 16-22, 26-32	12
Sales Assistant Open Date: 8/3/2022 Hire Date: 12/12/2022	1-6, 8, 10, 14, 16-19, 21-22, 26-32	3
Producer Open Date: 8/16/2022 Hire Date: 5/22/2023	1-6, 8, 10, 14, 16-19, 21-22, 26-32	3
Senior Promotions Writer/Producer/Editor Open Date: 11/7/2022 Hire Date: 1/3/2023	1-6, 8, 10, 14, 16-22, 26-32	3
Business Manager Open Date: 1/30/2023 Hire Date: 5/1/2023	1-6, 8, 10, 12, 16-22, 26-30, 32	12
Photographer Open Date: 2/2/2023 Hire Date: 4/10/2023	1-8, 10, 12, 14, 16-22, 26-30, 32	3
Assignment Editor Open Date: 2/22/2023 Hire Date: 5/22/2023	1-6, 8, 10, 16-22, 26-30, 32	3
Assignment Editor Open Date: 2/22/2023 Hire Date: 5/8/2023	1-6, 8, 10, 16-22, 26-30, 32	3

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Photographer Open Date: 3/14/2023 Hire Date: 5/22/2023	1-6, 8, 10, 16-22, 26-30, 32	3
Digital Editor Open Date: 3/22/2023 Hire Date: 8/14/2023	1-6, 8, 10, 14, 16-23, 26-30, 32	3
Digital Sales Manager Open Date: 3/27/2023 Hire Date: 8/7/2023	1-6, 8, 10, 14, 16-22, 25-30, 32	3
Digital Sales Assistant Open Date: 3/27/2023 Hire Date: 4/19/2023	1-6, 8, 10, 14, 16-22, 26-30, 32	14
Production Assistant Open Date: 4/19/2023 Hire Date: 5/15/2023	1-3, 5-6, 8, 10, 16-22, 26-30, 32	3
Producer Open Date: 4/19/2023 Hire Date: 5/24/2023	1-3, 5-6, 8, 10, 14, 16-23, 26-30, 32	23
Maintenance Engineer Open Date: 5/4/2023 Hire Date: 7/9/2023	1-3, 6-8, 10, 14, 16-22, 24, 26-30, 32	7
Photojournalist Open Date: 5/23/2023 Hire Date: 8/14/2023	1-3, 6, 8, 10, 12, 14, 16-21, 26-30, 32	12
Photojournalist Open Date: 5/23/2023 Hire Date: 7/17/2023	1-3, 6, 8, 10, 12, 14, 16-21, 26-30, 32	3
Producer Open Date: 6/22/2023 Hire Date: 8/2/2023	2-3, 6-8, 10, 14, 16-23, 26-30, 32	7

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 1011 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Phone : 602-954-8373 Url : http://602communications.com/site/ Email : gnewell@602tv.graemenewell.com Sandy Lizik	N	0
2	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
3	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url : http://careers.hearsttelevision.com/ Email : htv.careers@hearst.com Career Services	N	57
4	CareerSource Palm Beach County 3400 Belvedere Road West Palm Beach, Florida 33406 Phone : +1 561-340-1060 Email : jobs@careersourcepb.com Career Services	N	0
5	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Career Services	N	0
6	Connecticut School of Broadcasting 3450 Northlake Blvd Suite 110 Palm Beach Gardens, Florida 33403 Phone : 561-847-4126 Url : http://www.gocsb.com Email : info@gocsb.com Career Services	N	0
7	Current Employee	N	7

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
8	Democratic Women's Club of Martin County PO Box 1611 Stuart, Florida 34994 Phone : 772-418-3006 Email : martincountydems@gmail.com Fay James	Y	0
9	Facebook post	N	1
10	Florida Association of Broadcasters 201 South Monroe St Ste 201 Tallahassee, Florida 32301 Phone : 850-681-6444 Url : http://www.fab.org Email : intern@fab.org Career Services	N	0
11	Hispanic Chamber of Commerce 809 N. Dixie Highway #208 West Palm Beach , Florida 33401 Phone : 561-832-1986 Email : info@hispanicchamberpbcc.com Career Services	N	0
12	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut Phone : 646-589-6824 Jason Steklof Manual Posting	N	13
13	JournalismJobs.com 72 Plaza Drive Berkley, California Phone : 510-653-1521 Url : www.journalismjobs.com Career Services Manual Posting	N	1
14	Linkedin 2029 Stierlin Court Mountain View, California Url : http://www.linkedin.com Career Services Manual Posting	N	31

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	Media Biz Jobs PO Box 95915 Seattle, Washington 98145 Phone : 206-331-3876 Url : http://www.mediabizjobs.com Career Services Manual Posting	N	1
16	MediaBistro 825 8th Avenue 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	1
17	NLGJA 1420 K Street Washington, District of Columbia 20005 Phone : 202-588-9888 Url : http://www.nlgja.org Email : lorona@nlgja.org Career Services	N	0
18	Palm Beach Film Commission 1555 Palm Beach Lakes Blvd Suite 900 West Palm Beach, Florida 33401 Phone : 561-233-1000 Url : http://www.pbfilm.com Email : filminfo@pbfilm.com Fax : 1-561-233-3113 Career Services	N	0
19	Palm Beach State College 4200 Congress Ave Lake Worth, Florida 33461 Phone : 561-868-3350 Url : http://www.palmbeachstate.edu/ Career Services Manual Posting	N	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
20	Radio Television News Directors 529 14th St, NW Suite 425 Washington, District of Columbia 20045 Phone : 202-659-6510 Url : http://www.rtnda.org Email : tarap@rtnda.org Fax : 1-202-223-4219 Tara Puckey	N	0
21	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
22	Savannah College of Art and Design PO Box 2072 Savannah, Georgia 31402 Phone : 912-525-4610 Url : http://www.scad.edu Laura Behrendt Manual Posting	N	0
23	Showbizjobs.com 3579 E. Foothill Blvd. Pasadena, California 91107 Phone : 626-798*4533 Url : https://www.showbizjobs.com/(626)798-4533 Career Services	N	3
24	Society of Broadcast Engineers 9102 North Meridian St Suite 150 Indianapolis, Indiana 46260 Phone : 314-846-9000 Url : http://www.sbe.org Career Services Manual Posting	N	0
25	Spots n Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, Georgia 30152 Phone : 888-884-2630 Url : http://www.spotsndots.com Gene McKay Manual Posting	N	1

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	Syracuse University 900 South Crouse Ave Syracuse, New York 13244 Phone : 315-443-1870 Newhouse Alumni Manual Posting	N	0
27	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Career Services Manual Posting	N	0
28	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0
29	University of Miami 5225 Ponce De Leon Blvd Coral Gables, Florida 33124 Phone : 305-284-2211 Url : http://www.miami.edu Email : lherrera@miami.edu Career Services	N	0
30	University of Michigan 515 E Jefferson St Ann Arbor, Michigan Career Services Manual Posting	N	0
31	Work Opportunities Unlimited 2247 Palm Beach Lakes Blvd #1102 West Palm Beach, Florida 33409 Phone : 603-812-0333 Url : www.WorkOpportunities.net Email : kjankowski@workopportunities.net Kara Jankowski Prong 2 Ended Date: 12/21/2022	N	0

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			116

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/1/2022	Establishment of a mentoring program	Assistant Creative Services Director participates in the ongoing HTV mentorship initiative for recent graduates who are hired with the company. Mentees are assigned a mentor who has several years of experience within their chosen career path. The mentor gives guidance on how to advance within the industry and, how to solve any day to day challenges the mentee may have.	1	Asst. Creative Svs Director
2	10/2/2022	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This sales development program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role. This year, one entry level Sales Account Associate successfully completed the program.	3	President/General Manager General Sales Manager Local Sales Manager
3	1/11/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Somerset Academy Bethany to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
4	1/25/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Fairlawn Elementary Magnet School to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
5	2/1/2023	Establishment of a mentoring program	Hearst Television offers a formal mentorship program across the company. The goal of this program is to build productive relationships across the company to support career development, foster a diverse and inclusive environment, and adopt HTVs leadership value of helping others succeed. WPBF had eight (8) mentors/mentees participate this in 2023.	8	President/General Manager Local Sales Manager General Sales Manager News Director
6	2/24/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Heritage Elementary School to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
7	3/2/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Bayshore Elementary School to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
8	3/8/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Rosewood Magnet School to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
9	3/23/2023	Participation in Job Fairs	The News Director represented WPBF-TV and Hearst Television at the annual Communication Career Fair at Lynn University in Boca Raton, FL. speaking to students and recent graduates about job opportunities in media, journalism, communication and also provided information about internship programs.	1	News Director

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
10	3/31/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Heritage Elementary School to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
11	4/2/2023	Provision of training to management	The Hearst Conscious Inclusion program underscores the company's commitment to an equitable, inclusive and diverse culture that speaks to our company's culture. Participants in the program learned the INCLUDE model that provides the fundamental knowledge and skills necessary to become more aware of how biases can impact behaviors in the workplace. participants completed 6 sessions over a course of 6 months. These sessions include: Conscious Inclusion (two part), Allyship in Action, Race Matters, Moments of Truth and a wrap up session. Once participants complete this program they earn the Change Agent certification.	4	President/General Manager General Sales Manager Community Affairs Director Executive Asst. & Program Coordinator
12	4/12/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Redeemer Lutheran School to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
13	4/22/2023	Participation in events sponsored by organizations representing the community	The News Director participated to represent Hearst TV at the annual Florida Association of Broadcast Journalists conference in Orlando. She spoke with Journalists about job openings and internship programs.	1	News Director

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

III. RECRUITMENT INITIATIVES

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14	4/22/2023	Participation in events sponsored by organizations representing the community	Executive Producer and News Anchor represented Hearst TV at the annual NABJ South Florida Conference at Broward College. They spoke to students and recent graduates about job opportunities in media, journalism, communication and Internship programs. The National Association of Black Journalist (NABJ) offers innovative training, career advancement opportunities and advocacy initiative for black journalists.	2	Executive Producer Anchor
15	4/26/2023	Participation in other activities designed by the station employment unit	WPBF News Anchor taught four different classes over a four-week period to kids in an after-school program located at the E.N.D. IT Corporation. The Anchor covered one topic during each class. The topics included public speaking, interviewing, storytelling and self-confidence. The Anchor also explained what he does every day as a news anchor and journalist, as an introduction, as well as answer questions from the participants. Many of the discussed topics were woven into the Anchor's job experiences in general. The subsequent dates of the three remaining classes were: 5/3/23, 5/10/23 and 5/17/23.	1	Anchor
16	4/28/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Sea Wind Elementary School to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
17	5/4/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Royal Palm Beach Elementary School to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
18	5/17/2023	Participation in other activities designed by the station employment unit	The WPBF First Warning Weather School is designed to teach school children in our area about weather. Our expert meteorologist went into the classroom at Rosarian Academy to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
19	6/1/2023	Establishment of an intern program designed to assist members of the community	WPBF-TV participated in the Emma Bowen Fellowship for an 8-week internship program from June to August 2023. Hearst Television Inc formed a partnership with the Emma Bowen Foundation. The Emma Bowen Foundation was founded in 1989 to diversify the media industry by giving talented students of color the opportunity to intern at some of the nation's leading media companies. During its history, the Foundation has provided internships for more than 1,300 students of color.	4	Emma Bowen Fellow News Director Assistant News Director Executive Producer
20	6/1/2023	Establishment of an intern program designed to assist members of the community	WPBF's Internship program works in conjunction with Colleges across the country. The colleges in our internship program this year include the University of Florida, Florida Atlantic University and Syracuse University. This intern program from June 2023- August 2023 included News, Production, Promotion and Sales Department. We have had much success with this program and some of interns have been hired as employees.	4	News Director Executive Producer General Sales Manager Creative Service Director

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

III. RECRUITMENT INITIATIVES

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21	7/11/2023	Provision of assistance to unaffiliated non-profit entities and the maintenance of websites	A WPBF Anchor/Assignment Editor visited Wellington Community High School to speak to their Students Working to Achieve Greatness (S.W.A.G.) group. As a proud alumna, the Anchor/Assignment's advice about "serving the season that you're in," gratitude and the power of helping others made a lasting impact on the SWAG students. Empowering our youth and reminding them that perseverance, determination, and gratitude are key to achieving greatness. The Anchor/Assignment Editor shared her journey to success and answered questions about broadcast journalism.	1	Anchor Assignment Editor
22	7/13/2023	Participation in events sponsored by organizations representing the community	The News Director was one of the representatives for Hearst TV at the annual National Association of Hispanic Journalists Conference held in Miami, FL. She met with Hispanic journalists to discuss job openings and internship programs	1	News Director
23	9/1/2023	Participation in events or programs sponsored by educational institutions	The News Director spoke to three (3) communication classes at Florida Atlantic University in Boca Raton. She discussed the different roles and responsibilities in a newsroom as well as upcoming intern opportunities. She also discussed what skills are needed, answered questions and provided other professional advice.	1	News Director

WPBF-TV
EEO PUBLIC FILE REPORT
October 1, 2022 - September 30, 2023

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24	9/20/2023	Provision of training to management	Hearst's Director of Veteran Recruiting visited the station to discuss Hearst's Veteran Recruiting Program, also known as "Operation Transition." This program provides training to hiring managers relating to the hiring of U.S. Armed Forces veterans. Topics covered in the session included: the impact of COVID-19 on veterans and veteran recruitment; how to evaluate the past employment and duties of armed services personnel and the "transferability" or applicability of those skills and qualifications to various broadcast careers; the process for identifying, interviewing, and attracting qualified candidates from the armed services pool; common values shared among military veterans and the culture of Hearst stations; ensuring non-discrimination in the consideration and hiring of veterans and periodic leave status; and common misconceptions about veteran employment. The training session also highlighted examples of the many contributions to the company made by existing veteran employees. Additional attendees were the Creative Service Director, Asst. News Director, Local Sales Manager, News Production Manager, Research Director, Community Affairs Director, Chief Engineer and Business Manager.	1	Director of Veteran Recruiting, Hearst Corporation President & General Manager News Director General Sales Manager