## EEO PUBLIC FILE REPORT

**FOR** 

**WPBF-TV** 

This EEO Public File Report Covers the One-Year Period Ending on September 30, 2022

#### **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, 2022 (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, 2021 - September 30, 2022

## 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	
Reporter Anchor Open Date: 5/27/2021 Hire Date: 3/7/2022	2-6, 8-10, 12, 15, 17, 19-20, 22, 24-25, 27-28, 30-32, 34-35, 37-38	15	
Account Executive Open Date: 8/10/2021 Hire Date: 10/3/2021	3-6, 9, 12, 14, 19-20, 22, 24-25, 27-28, 30, 32, 34-35, 37-38	14	
Production Assistant Open Date: 8/31/2021 Hire Date: 11/1/2021	3-6, 9, 12, 14-15, 19-20, 22, 24-25, 27- 28, 30-32, 34-35, 37-38	4	
Producer Open Date: 9/3/2021 Hire Date: 12/13/2021	2-3, 5-6, 9, 12, 16, 19-25, 27-28, 30-32, 34-35, 37-38	16	
Photojournalist Open Date: 9/21/2021 Hire Date: 11/15/2021	3-6, 9, 12, 19-20, 22, 24-25, 27, 30, 32, 34-35, 37-38	4	
Sales Account Associate Open Date: 9/27/2021 Hire Date: 9/6/2022	3-6, 9, 12-13, 19-20, 22, 24-25, 27, 30, 32, 34-35, 37-38	4	
Technical Director Open Date: 10/15/2021 Hire Date: 12/2/2021	3-6, 9, 12-14, 19-20, 22, 24-25, 27, 29- 32, 34-35, 37-38	14	
Business Manager Open Date: 10/20/2021 Hire Date: 6/20/2022	5, 9, 12-13, 19, 24, 26-27, 34-35, 37-38	26	
Newscast Director Open Date: 11/2/2021 Hire Date: 12/16/2021	3-5, 9, 12-14, 16, 19-20, 22, 24-25, 27, 30-32, 34-35, 37-38	14	
Sales Assistant Open Date: 11/8/2021 Hire Date: 4/6/2022	4-5, 9, 11-14, 19, 24, 27, 31, 34-35, 37- 38	14	
Digital Sales Assistant Open Date: 11/8/2021 Hire Date: 2/16/2022	4-5, 8-9, 12-14, 19, 24, 27, 31, 34-35, 37-38	8	
IT Manager Open Date: 11/9/2021 Hire Date: 9/6/2022	3, 5, 8-9, 12-13, 19, 27, 29, 31, 34-35, 37-38	8	
Part-time Editor Open Date: 11/22/2021 Hire Date: 12/31/2021	4-5, 9, 12-14, 19, 22, 24, 27, 29, 31, 34- 35, 37-38	14	
National Sales Manager Open Date: 12/1/2021 Hire Date: 2/28/2022	3-5, 9, 12-14, 19, 22, 24-25, 27, 29, 31, 34-35, 37-38	4	

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October 1, 2021 - September 30, 2022

## I. VACANCY LIST

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Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree	
News Director Open Date: 12/8/2021 Hire Date: 1/1/2022	3-5, 8-9, 12-14, 16, 18-19, 24-25, 27, 29, 31, 34-35, 37-38	8	
Producer Open Date: 12/16/2021 Hire Date: 6/1/2022	4, 9, 12-14, 17, 19, 22, 24-25, 27-28, 30 -31, 34-35, 37-38	4	
Executive Assistant to the General Manager Open Date: 12/17/2021 Hire Date: 2/22/2022	3, 5-6, 9, 12-14, 19-20, 22, 24-25, 27, 31, 34-35, 37-38	14	
Account Executive Open Date: 1/10/2022 Hire Date: 8/31/2022	4-5, 9, 13-14, 17, 19, 22, 24-25, 27, 31, 34-35, 37-38	4	
Digital Media Manager Open Date: 1/10/2022 Hire Date: 5/2/2022	3-5, 9, 12-14, 18-19, 22, 24, 27, 31, 34- 35, 37-38	4	
Photographer Open Date: 1/10/2022 Hire Date: 2/22/2022	5, 9, 11, 13-14, 19, 22, 24, 27-28, 31, 34-35, 37-38	14	
Reporter Open Date: 1/10/2022 Hire Date: 3/15/2022	3-5, 9, 12-14, 19, 22, 24-25, 27-28, 31, 33-35, 37-38	14	
OP Maintenance Technician Sr Associate Open Date: 1/12/2022 Hire Date: 4/10/2022	4-5, 8-9, 13, 19, 22, 24, 27, 29, 31, 34- 35, 37-38	8	
Technical Director Open Date: 1/24/2022 Hire Date: 3/21/2022	3, 5, 9, 12-16, 19, 22, 24-25, 27, 29, 31, 34-35, 37-38	14	
Production Assistant Open Date: 1/31/2022 Hire Date: 1/31/2022	3-5, 9, 12-15, 19, 22, 24, 27, 31, 34-35, 37-38	14	
IT Support Specialist Open Date: 1/31/2022 Hire Date: 9/6/2022	4-5, 9, 13-14, 19, 22, 24, 27, 29, 31, 34- 35, 37-38	4	
Assistant News Director Open Date: 2/1/2022 Hire Date: 6/5/2022	3-5, 9, 12-13, 19, 22, 24-25, 27, 31, 34- 35, 37-38	4	
Anchor Reporter Open Date: 2/4/2022 Hire Date: 4/25/2022	3-5, 9, 12-14, 19, 22, 24-25, 27-28, 30- 31, 34-35, 37-38	4	
Photographer Open Date: 2/22/2022 Hire Date: 12/31/2021	3, 5, 9, 12, 19, 22, 24-25, 27-28, 31, 34- 35, 37-38	19	

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## 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
Photographer Open Date: 2/24/2022 Hire Date: 5/23/2022	4-5, 9, 13-14, 19, 22, 24-25, 27, 31, 34- 35, 37-38	14
Production Assistant Open Date: 3/24/2022 Hire Date: 6/2/2022	3-5, 9, 11-15, 19, 22, 24-25, 27-29, 31, 34-35, 37-38	14
Assignment Editor Open Date: 4/11/2022 Hire Date: 4/24/2022	3, 5, 8-9, 12-13, 19, 22, 24-25, 27, 29, 31, 34-35, 37-38	8
Master Control Operator Open Date: 4/11/2022 Hire Date: 8/10/2022	3-5, 9, 12-14, 19, 22, 24-25, 27, 29-31, 34-35, 37-38	14
Executive Producer Open Date: 4/13/2022 Hire Date: 5/16/2022	3-6, 8-9, 12-13, 19, 22, 24-25, 27-28, 30-31, 34-35, 37-38	8
Photographer Open Date: 5/3/2022 Hire Date: 5/18/2022	3-7, 9, 12, 19, 22-25, 27, 30-31, 34-35, 37-38	4
Reporter Open Date: 5/3/2022 Hire Date: 7/11/2022	3-7, 9, 12, 19, 22-25, 27, 30-31, 34-35, 37-38	4
Producer Open Date: 5/20/2022 Hire Date: 6/23/2022	1, 3-9, 12, 14, 19, 22-25, 27-28, 30-31, 34-35, 37-38	8
Digital Client Service Specialist Open Date: 7/7/2022 Hire Date: 8/22/2022	1, 3-7, 9, 12, 14, 19, 22-24, 27, 30-31, 34-38	14
Photographer Open Date: 7/14/2022 Hire Date: 9/6/2022	1, 3, 5-9, 12, 14, 19, 22-25, 27-28, 30- 31, 34-38	8
Editor Open Date: 8/3/2022 Hire Date: 9/2/2022	1, 3, 5-9, 12, 14, 19, 22-24, 27-28, 30- 31, 34-38	8

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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	Asian American Journalists Association 5 Third Street Suite 1108 San Francisco, California 94103 Phone: 415-346-2051 Url: http://www.aaja.org/membership/career_listings/ Career Services Manual Posting	N	0
3	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone: 253-680-7761 Email: rrobinson@batestech.edu Roland Robinson	N	0
4	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url: http://careers.hearsttelevision.com/ Email: htv.careers@hearst.com Career Services	N	77
5	CareerSource Palm Beach County 3400 Belvedere Road West Palm Beach, Florida 33406 Phone: +1 561-340-1060 Email: jobs@careersourcepbc.com Career Services	N	0
6	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone: 813-254-9695 Url: http://www.collectivetalent.com Email: bille@michaelsmedia.com Career Services	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	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
8	Current Employee	N	10
9	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
10	Employee Referral	N	1
11	Entertainment Careers 914 S. Barrington Ave Los Angeles, California 90049 Phone: 310-442-0200 Url: http://www.entertainmentcareers.net Career Services Manual Posting	N	3
12	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
13	Hispanic Chamber of Commerce 809 N. Dixie Highway #208 West Palm Beach, Florida 33401 Phone: 561-832-1986 Email: info@hispanicchamberpbc.com Career Services	N	0
14	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut Phone: 646-589-6824 Jason Steklof Manual Posting	N	57

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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	Job posting on internet	N	5
16	JournalismJobs.com 72 Plaza Drive Berkley, California Phone: 510-653-1521 Url: www.journalismjobs.com Career Services Manual Posting	N	4
17	Linkedin 2029 Stierlin Court Mountain View, California Url: http://www.linkedin.com Career Services Manual Posting	N	3
18	Media Biz Jobs PO Box 95915 Seattle, Washington 98145 Phone: 206-331-3876 Url: http://www.mediabizjobs.com Career Services Manual Posting	N	2
19	MediaBistro 825 8th Avenue 29th Floor New York, New York 10019 Phone: (800) 205-7792 Career Services Manual Posting	N	2
20	Medialine PO Box 51909 Pacific Grove, California 93950 Phone: 800-237-8073 Url: http://www.medialine.com Email: medialine@medialine.com Career Services	N	0
21	National Assoc of Black Journalists 1100 Knight Hall Suite 3100 College Park, Maryland 20742 Phone: 301-445-7100 Url: http://careerservices.nabj.org Career Services Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	NLGJA 1420 K Street Washington, District of Columbia 20005 Phone: 202-588-9888 Url: http://www.nlgja.org Email: lcorona@nlgja.org Career Services	N	0
23	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
24	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
25	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@rtdna.org Fax: 1-202-223-4219 Tara Puckey	N	0
26	Recruiter	N	1
27	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone: 5136835020 Robert Walker Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	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
29	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
30	Syracuse University 900 South Crouse Ave Syracuse, New York 13244 Phone: 315-443-1870 Newhouse Alumni Manual Posting	N	0
31	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone: 760-754-8177 Url: http://www.tvjobs.com Career Services Manual Posting	N	1
32	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone: 212-935-5631 Career Services Manual Posting	N	0
33	Twitter	N	1
34	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
35	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
36	University of Michigan 515 E Jefferson St Ann Arbor, Michigan Career Services Manual Posting	N	0
37	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	Y	0
38	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

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	11/8/2021	Listing of each upper- level category opening in a job bank or newsletter	During the period covered by this report, WPBF-TV filled upper - level positions and listed vacancies with media trade groups whose membership includes participation by women and minorities including AAJA, the FAB NABJ, NLGLA.	1	Business Manager
2	2/11/2022	Participation in events or programs sponsored by educational institutions	WPBF-TV Reporter spoke to a group of journalism students at the Broward College Career Day. She provided insight and professional advice on a journalism career.	1	Reporter
3	3/30/2022	Participation in events or programs sponsored by educational institutions	A member of the WPBF-TV Morning Anchor Team participated in an interactive conversation with students and the West Palm Beach Police Chief during a school assembly at Roosevelt Middle School. The positive, encouraging, and engaging conversation involved discussion of the state of our country and community, and how we can all work together to achieve equitable justice.	1	Anchor Reporter
4	4/8/2022	Participation in events or programs sponsored by educational institutions	The News Director spoke to a group of journalism students at Florida Atlantic University in Boca Raton. She answered questions about what it's like to be a journalist, what skills are needed and provided other professional advice.	1	News Director
5	4/9/2022	Participation in events sponsored by organizations representing the community	The News Director and Executive Producer represented WPBF-TV and Hearst Television at a NABJ event at Broward College speaking to students and recent graduates about job opportunities in media, journalism, and communication. The National Association of Black Journalist (NABJ) offers innovative training, career advancement opportunities and advocacy initiatives for black journalists.	2	News Director Executive Producer

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
6	4/20/2022	Participation in Job Fairs	The News Director and Digital Sales Manager represented WPBF-TV and Hearst Television at a job fair event at Lynn University in Boca Raton speaking to students and recent graduates about job opportunities in media, journalism, and communication.	2	News Director Digital Sales Manager
7	5/4/2022	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 team of meteorologists go into classrooms to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
8	5/18/2022	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 team of meteorologists go into classrooms to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
9	5/25/2022	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 team of meteorologists go into classrooms to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
10	6/1/2022		WPBF-TV participated in the Emma Bowen Fellowship for an 8-week internship program from June to August 2022. 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

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
11	6/1/2022		WPBF welcomed a T. Howard Foundation Associate for an 8-week internship program from June to August 2022. The T. Howard Foundation's Internship Program is dedicated to improving the participation of diverse and underrepresented groups in the media and entertainment industry.	4	T. Howard Fellow News Director Assistant News Director Executive Producer
12	6/1/2022	Establishment of a mentoring program	WPBF-TV Digital Sales Manager participated in a Hearst Buddy in the Hearst Associates Program. Hearst has partnered up with the T. Howard Foundation to develop the Hearst Associates Program. In addition to working in a team, Associates will learn about Hearst businesses and enhance career development skills through a variety of engaging experiences. The Hearst Buddy program offers support for the Hearst associate, provides an additional resource for each Associate, outside of their assigned department and team. The program also provides another Hearst employee to share information about their career, functional area, and business unit.	1	Digital Sales Manager
13	7/21/2022	Participation in other activities designed by the station employment unit	The WPBF-TV Assistant Creative Services Director and Local Sales Manager participated in an alumni panel discussion with Emma Bowen Foundation Fellows and Fred Young Producer Fellows. The discussion was held via Zoom. Fellows were given guidance on how to maximize their internship experience and were informed on different career paths within a local news station. Fellows had the opportunity for one-on-one discussions with the panelist who had experience in the career path they were interested in pursuing.	2	Asst. Creative Svs Director Local Sales Manager

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
14	Ongoing Event	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.	1	Sales Account Associate
15	9/7/2022	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 team of meteorologists go into classrooms to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
16	9/14/2022	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 team of meteorologists go into classrooms to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
17	9/21/2022	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 team of meteorologists go into classrooms to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist
18	9/28/2022	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 team of meteorologists go into classrooms to explain several weather topics such as hurricanes, tornadoes, and clouds to students.	1	Meteorologist