

ANNUAL EEO PUBLIC FILE REPORT
WCWJ
October 1, 2012 - September 30, 2013

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WCWJ

The information contained in this Report covers the time period beginning October 1, 2012 to and including September 30, 2013 (the "Applicable Period"). The FCC's 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 sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), 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 Section 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 alphabet letters listed on Appendix 1 under the column entitled "Recruitment Sources Utilized" refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed "filled" when the hiree began work. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from October 1, 2012 – September 30, 2013

Station(s) Comprising the Station Employment Unit: WCWJ

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Account Executive (2)	10/1/12 10/15/12	B, H	10	A-LL
2	Account Executive (2)	2/25/13 7/22/13	MM, SS	14	A-MM, RR-UU
3	Account Executive	6/3/13	KK	2	A-NN
4	Local Sales Manager	5/13/13	NN	3	A-PP

Total Number of Persons Interviewed During Applicable Period: 29

Appendix 2 to Annual EEO Public File Report

Covering the Period from October 1, 2012 – September 30, 2013

Station(s) Comprising the Station Employment Unit: WCWJ

Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	WCWJ station bulletin boards	Ginny Routzahn	9117 Hogan Road Jacksonville, FL 32216	(904) 641-1700	N	0
B	WCWJ-TV www.yourjax.com	Ginny Routzahn	9117 Hogan Road Jacksonville, FL 32216	(904) 646-5026	N	4
C	Nexstar Broadcasting Website	Terri Bush	www.nexstarbroadcasting.com	(972) 373-8800	N	0
D	Employ Florida Marketplace	website	www.employflorida.com	N/A	Y	0
E	University of North FL Career site	Online posting	www.myinterfase.com/unf/employer	N/A	Y	3
F	Jacksonville University Career Site	Online posting	https://ju-csm.symplicity.com/employers	N/A	Y	0
G	Flagler College Career Site	Online posting	www.myinterfase.com/flagler/employer	N/A	Y	1

H	WCWJ-TV station on air announcement	David Hall, Creative Services Dir.	9117 Hogan Road Jacksonville, FL 32216	(904) 646-5015	Y	1
I	Jacksonville Urban League	Clorinda Sanders	903 W. Union Street Jacksonville, FL 32204	(904) 366-6494	Y	0
J	Florida State College - South Campus	N. Karnes	11901 Beach Blvd. Jacksonville, FL 32216	(904) 646-2283	N	0
K	Work Source	Kathy	215 N. Market Street Jacksonville, FL 32202	(904) 359-6080	Y	0
L	Florida State College - North Campus	Ellen Allen	4501 Capper Road Jacksonville, FL 32218	(904) 766-6779	N	0
M	Work Source - Job Junction	Laurie Thomas	10769-12 Beach Blvd. Jacksonville, FL 32246	(904)359-6690 ext. 110	Y	0
N	Jacksonville University	Devon Coughlin	2800 University Blvd. N. Jacksonville, FL 32211	(904) 256-7054	Y	0
O	Office of Career Services Flagler College	Jenny Breasley Preffer	PO Box 1027 St. Augustine, FL 32085	(904) 819-6286	Y	0
Q	Edward Waters College	Helen Britt	1658 Kings Road Jacksonville, FL 32209	(904) 470-8218	Y	0
R	National Council of Negro Women	Edwina Hernandez	927 W. Beaver Street Jacksonville, FL 32204	(904) 634-0367	Y	0
S	NAACP/Jacksonville Chapter	Sandra Thompson	1725 Oakhurst Ave. Ste 401 Jacksonville, FL 32208	(904) 764-7578	Y	0
T	First Coast Black Business	Latrice Wright	218 W. Adams Street Jacksonville, FL 32201	(904) 634-0543	Y	0
U	Asian American Journalists Assoc.	Kathy Chow	5 Third Street Suite 1108 San Francisco, CA 94013	(415) 346-2051	Y	0
V	Emma L. Bowen Foundation for Minority Interests	Phyllis Eagle-Oldson	300 New Jersey Ave. NW Suite 700 Washington, DC 20001	(202) 524-6409	Y	0

W	Goodwill Industries	Laurie	4527 Lenox Ave. Jacksonville, FL 32225	(904) 384-1361	Y	0
X	DeVry University & Keller School of Management	Catherine Nye	5200 Belfort Rd. Ste 125 Jacksonville, FL 32256	(904) 367-4944	Y	0
Y	National Assoc. of Hispanic Journalists	Anna M. Lopez Buck	1050 Connecticut Ave. NW 10 th floor, Washington, DC 20036	(202) 662-7145	N	0
Z	Native American Public Telecommunications	Lynn Warren	1800 No 33rd St. Lincoln, NE 68503	(402) 472-3522	N	0
AA	University of Florida Journalism Dept.	Patricia Dunn- White	P. O. Box 11840 Gainesville, FL	(352) 392-5968	N	0
BB	Art Institute of Jacksonville	Kathleen Holland	8775 Baypine Rd. Jacksonville, FL 32256	(904) 486-3000	Y	0
CC	AARP Foundation	Jake Barr	134 E. Church Street, Jacksonville, FL 32202	(904) 353-2301	N	0
DD	Bethune Cookman College	Davita Bonner	640 Dr. Mary McLeod Bethune Blvd. Daytona Beach, FL 32114	(386) 481-2143	N	0
EE	St. Johns River Community College	Jolene Taylor	5001 St. Johns Ave. Palatka, FL 32177	(386) 312-4259	Y	0
FF	Jones College	Cynthia Surles	5353 Arlington Expressway Jacksonville, FL 32211	(904) 743-1122	Y	0
GG	Nat'l Federation of Filipino American Assoc.	Jon Melgrito	1322 18 th St. NW Washington, DC 20036	(202) 986-1153	N	0
HH	Veteran Services Division	Robert Moore	111 West Duval St. #175 Jacksonville, FL 32202	(904) 630-3680	N	0
II	Employee referral	None	Varies	Varies	N	5
JJ	Client Referral	None	Varies	Varies	N	2

KK	Word of mouth				N	5
LL	Broadcast Employment Services (TVJobs.com)	Mark Holloway	P O Box 4116 Oceanside, CA 95052	(760) 754-8177	N	0
MM	Self Referral			N/A	N	1
NN	Spots n Dots	Gene McKay	FAX (607) 729-7331	(888) 884-2630	N	2
OO	Broadcasting & Cable	Zahra Majma	28 E. 28 th Street 12 th Floor New York, NY 10016	(212) 378-0400 ext. 517	N	0
PP	Jacksonville Business Journal	Diane Bond	1200 Riverplace Blvd. Suite 201 Jacksonville, FL	904- 396-3502	N	0
QQ	UNF Communication Dept. Internship Fair 3/26/13	Rachel Finkelstein	University of North Florida Department of Communication 1 University of N. FL Dr. Jacksonville, FL 32224	(407) 694-6386	N	0
RR	City of Jacksonville Job & Resource Fair	Kenneth Johnson	Prime Osborn Convention Center 6/10/13 KenJohns@coj.net	N/A	N	0
SS	WCWJ Internship Program	David Hall	9117 Hogan Road, Jacksonville, FL 32216	904-646-5015	N	1
TT	Indeed.com	Online service	Linked through Hire Centric & Nexstar Career Site	N/A	N	2
UU	Monster.com	Online service	Picked up from other websites	N/A	N	2

Appendix 3 to Annual EEO Public File Report

Covering the Period from October 1, 2012 – September 30, 2013

Station(s) Comprising the Station Employment Unit: WCWJ

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WCWJ

	Recruitment Initiative	Description
1	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment (Fall Semester)	Eligible college students are given the opportunity to gain industry experience and course credit training with station personnel. During the Fall Semester the station hosted one student from the University of North Florida from 10/1/12 - 12/31/12 & one student from the Art Institute of Jacksonville from 10/15/12 – 12/15/12.
2	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment (Spring Semester)	Eligible college students are given the opportunity to gain industry experience and course credit training with station personnel. During the Spring semester the station hosted two students from the University of North Florida from 1/7/13 – 4/29/13.
3	The establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment (Summer Semester)	Eligible college students are given the opportunity to gain industry experience and course credit training with station personnel. During the Summer semester the station hosted one student from Jacksonville University from 5/2/13 – 8/15/13.

4	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Executive Administrative Assistant/HR Contact and Creative Services Director attended the Flagler College "Plan Your Future Fair" on October 3, 2012 where they sought candidates for open positions and internships.
5	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Executive Administrative Assistant/HR Contact and Creative Services Director attended Edward Waters Annual Fall Career/Job Fair on November 8, 2012 where they sought candidates for open positions and internships.
6	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Executive Administrative Assistant/HR Contact and Creative Services Director attended The Art Institute of Jacksonville Career/Job Fair on January 16, 2013 where they sought candidates for open positions and internships.
7	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Executive Administrative Assistant/HR Contact and Creative Services Director attended the Jacksonville University Spring Career Expo on February 13, 2013 where they sought candidates for open positions and internships.
8	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Executive Administrative Assistant/HR Contact and Creative Services Director University of North Florida attended the Communications Internship Fair on March 26, 2013 where they sought candidates for the internship program.
9	Participation in Career Day to disseminate information about Broadcast careers	Creative Services Director and Master Control/programming Operator attended the Mayport Middle School Career day on May 2, 2013 to talk to students about careers in Broadcasting.

10	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions	Executive Administrative Assistant/HR Contact and Local Sales Manager attended the City of Jacksonville & Congresswoman Corrine Brown 2013 Job and Resource Fair on June 10, 2013 where they sought candidates for open positions in the Sales Department.
11	Mentoring & Cross-Training Program for Station Personnel	The station maintains a mentoring and cross-training program for new hires and veteran employees. Department heads provide cross-training opportunities for employees from other departments and personally supervise their learning activities to better prepare the cross-trainers for other opportunities at the station. New hires are assigned a mentor to help with their assimilation into the station and its operations.