



Federal Communications Commission
Washington, D.C. 20554

APR 23 2015

Christine A. Reilly
Pillsbury, Winthrop, Shaw, Pittman, LLC
1200 17th Street, NW
Washington, DC 20036

Re: WEAR-TV (Pensacola, FL); Facility ID No. 71363
WFGX-TV (Ft. Walton, FL); Facility ID No. 6554

Dear Ms. Reilly:

We have completed our review of the response of WEAR Licensee, LLC, licensee of the above-noted stations, to the February 6, 2015 random audit letter sent to it in accordance with the provisions of Section 73.2080(f)(4) of the Commission's Equal Employment Opportunity (EEO) rules. As a result of our review, we find that no further action is required. In accordance with Section 73.3526(e)(10), if commercial, or Section 73.3527(e)(11), if non-commercial, of the Commission's rules, the licensee must place copies of this letter, our audit letter, and the licensee's audit response in its stations' public inspection files. It must maintain these materials in the files until grant, by final order, of the next renewal application of its license for the station to which the file relates.

Additionally, pursuant to Section 73.3526(e)(10) of the Commission's rules for commercial stations or Section 73.3527(e)(11) for noncommercial stations, the licensee must upload copies of this letter, our audit letter, and the audit response in the station's online public inspection file. The materials must remain in the online public inspection file until next grant of the renewal application, by final order, of the license for the station to which the file relates.

Should you have any questions regarding this matter, please contact the EEO Staff at (202) 418-1450. Thank you for your cooperation.

Sincerely,

A handwritten signature in black ink that reads "Lewis C. Pulley".

Lewis C. Pulley
Assistant Chief, Policy Division
Media Bureau



Federal Communications Commission
Washington, D.C. 20554

February 6, 2015

WEAR Licensee, Inc.
4990 Mobile Highway
Pensacola, FL 32506

WEAR-TV Facility ID #71363

Dear Licensee:

1. In accordance with 47 C.F.R. § 73.2080(f)(4) of the Commission's rules, the station employment unit (the "Unit") that includes your above-referenced station (the "Station") has been randomly selected for an audit of its Equal Employment Opportunity ("EEO") program. A copy of Section 73.2080 of the Commission's rules is enclosed for your reference.

2. If the Unit is not required under our rules to have an EEO recruitment program due to the nature of its full-time workforce (having fewer than five full-time employees, defined as employees regularly assigned to work 30 hours a week or more), you must still respond to this audit letter. However, in your response, you are required only to provide a list of the Unit's full-time employees, each noted by job title, the number of hours each is regularly assigned to work per week, and a response to Question 3(e) below. Also, in formulating your response, please see Questions 4(a)-(d) below regarding brokers and brokered stations for instructions for situations in which the applicable employment unit has fewer than five full-time employees.

3. **Audit Data Requested.** If the Unit employs five or more full-time employees (and all units, for Question 3(e)), provide the following information, including an explanation regarding any requested information that you are unable to provide:

(a) Copies of the Unit's two most recent EEO public file reports, described in Section 73.2080(c)(6). For any stations in the Unit that have websites, provide each web address. If the Unit's most recent EEO public file report is not included on or linked to on each of these websites, indicate each station involved and provide an explanation of why the report is not so posted or linked, as required by Section 73.2080(c)(6). In accordance with Section 73.2080(c)(5)(vi), provide the date of each full-time hire listed in each report provided. If the unit does not have its own website, but its corporate site contains a link to a site pertaining to the unit, then the unit's most recent EEO public file report must be linked to either the unit's site or the general corporate site, pursuant to 47 C.F.R. § 2080(c)(6).

(b) For each Unit full-time position filled during the period covered by the above EEO public file reports, or since your acquisition of the Station, if after that period, dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing the position, as described in Section 73.2080(c)(5)(iii). However, to reduce your burden of responding to this audit, if you have sent a job notice to multiple sources, you may send us only one copy of each such notice, along with a list of the sources to which you have sent the notice. In addition, indicate in your response whether you retain copies of all notices sent to all sources used, as required by Section 73.2080(c)(5)(iii). For on-air ads that aired multiple times, you may send us one log sheet indicating when the ad aired and tell us the other times it aired instead of providing multiple log sheets. Also, tell us whether you have retained all the log sheets for each

time the ad aired. We may ask for them for verification, but you need not provide them at this time. Include, however, copies of all job announcements sent to any organization (identified separately from other sources) that has notified the Unit that it wants to be notified of Unit job openings, as described in Section 73.2080(c)(1)(ii).

(c) In accordance with Section 73.2080(c)(5)(v), the total number of interviewees for each vacancy and the referral source for each interviewee for all full-time Unit vacancies filled during the period covered by the above-noted EEO public file reports.

(d) Documentation of Unit recruitment initiatives described in Section 73.2080(c)(2) during the periods covered by the above-noted EEO public file reports, such as participation at job fairs, mentoring programs, and training for staff. Specify the Unit personnel involved in each such recruitment initiative. Also, provide the total number of full-time employees of the Unit and state whether the population of the market in which any station included in the Unit operates is 250,000 or more. Based upon these two factors, determine and state whether the Unit is required to perform two or four initiatives within a two-year period, pursuant to Sections 73.2080(c)(2) and (e)(3). If you have performed more than four initiatives, you may provide documentation for only four and summarize the rest instead of providing documentation for all of them. If we believe any of the initiatives you have documented are inadequate, we may ask for more information, but documentation for four is all we need at this time.

(e) Disclose any pending or resolved complaints involving the Station filed during the Station's current license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the Unit on the basis of race, color, religion, national origin, or sex. For each such complaint, provide: (1) a brief description of the allegations and issues involved; (2) the names of the complainant and other persons involved; (3) the date the complaint was filed; (4) the court or agency before which it is pending or by which it was resolved; (5) the file or case number; and (6) the disposition and date thereof or current status. Note that all complaints must be reported, regardless of their status or disposition.

(f) In accordance with Section 73.2080(b), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the responsibilities of each level of Unit management responsible for implementing Unit EEO policies and describe how the Unit has informed employees and job applicants of its EEO policies and program.

(g) In accordance with Section 73.2080(c)(3), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the Unit's efforts to analyze its EEO recruitment program to ensure that it is effective and to address any problems found as a result of such analysis.

(h) In accordance with Section 73.2080(c)(4), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the Unit's efforts to analyze periodically its measures taken to examine pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that they provide equal opportunity and do not have a discriminatory effect. If the Unit has one or more union agreements, describe how the Unit cooperates with each union to ensure EEO policies are followed for the Unit's union-member employees and job applicants.

(i) If your entity is a religious broadcaster and any of its full-time employees are subject to a religious qualification as described in Section 73.2080(a) of the rules, so indicate in your response to this letter and provide data as applicable to the Unit's EEO program. For example, for full-time hires subject to a religious qualification, only a record of the hire listed by job title and date filled, the recruitment sources used for the opening, and the source of the hiree must be provided. No other records are required for those hires. If five or more full-time positions are not subject to a religious qualification, the licensee must maintain and provide all records for such hires and complete the initiatives required under Section 73.2080(c)(2). Otherwise, a religious broadcaster is not required to perform these initiatives.

(j) Among items we do not need in your response to this letter are copies of applicants' resumes, your company training manuals, posters, employee handbooks, or corporate guidebooks. If you believe any of the information in various corporate manuals or posters are relevant to any part of this audit letter, you may summarize what is in them. If you believe this letter requires you to provide an unusually burdensome volume of documentation, you may contact us prior to the response deadline to discuss possible ways of condensing your response.

4. Time Brokerage.

(a) **Licensee of brokered station(s).** If the Unit employs fewer than five full-time employees and any station included in it is subject to a time brokerage agreement, in addition to responding to this letter and providing us a list of the Unit's full-time employees listed by job title (and the number of hours each employee is assigned to work) and a response to Question 3(e) above, you must immediately forward a copy of this letter to the broker under each such agreement, which must respond to Question 4(b) below. If the Unit employs five or more full-time employees, the licensee must respond fully to paragraph 3 above, and also forward the letter to the broker so the broker may respond to Question 4(b) below.

(b) **Broker receiving audit letter from brokered station licensee.** If you are the broker of a station, and the station you are brokering receives an audit letter, the licensee of the brokered station must forward the audit letter to you. You should respond to the audit letter concerning EEO information relating only to your own full-time employees at the brokered station. See Section 73.2080(f)(3).

(c) **Broker receiving audit letter directly from Commission.** If you are a broker, but the target station in this audit letter is a station licensed to you, you must submit information requested herein for the EEO program at your station (or employment unit). If you maintain EEO data for a station you are brokering with that for your own station that is the target of this audit letter, and lack the ability to separate the information, you must include in your response the information requested herein pertaining to your full-time employees at the station(s) you broker. See Section 73.2080(f)(3).

(d) **Broker described under 4(b) or 4(c) above.** If your full-time employees at the station you are brokering, combined with your full-time employees at your owned station(s), total fewer than five, however, you need only respond to this letter by the deadline described below by submitting a list of your Unit's full-time employees (listed by job title and number of hours regularly assigned to work per week) and the same type of list for the full-time employees you employ at the brokered station(s), and a response to Question 3(e) above.


5. **Procedures.** Direct your response to EEO Staff, Policy Division, Media Bureau, Federal

Communications Commission, 445 12th Street, S.W., Washington, DC 20554. The response must be received by the Commission by March 24, 2015. You need only submit your original response; no copies are needed. You should direct your response to the above address, *not* the office of the FCC Secretary. The Secretary does not process responses to EEO audit letters. If you file your response in person and wish to have the filing date-stamped, personnel at the security desk in the 12th Street lobby of the FCC headquarters building can date-stamp the filing. The accuracy and completeness of the response must be certified by an officer, partner or other principal of the Station licensee or broker (as appropriate) or, in the case of a noncommercial educational station, by an officer, member or other principal of the licensee. (See Section 1.16.) The response may be in the form of a CD or other electronic medium, as long as the certification provided refers to the material submitted and is on paper with an original signature. To knowingly and willfully make any false statement or conceal any material fact in response to this audit is punishable by fine or imprisonment (see 18 U.S.C. § 1001; see also 47 C.F.R. § 1.17), revocation of any station license or construction permit (47 U.S.C. § 312(a)(1)), and/or forfeiture (47 U.S.C. § 503). Extensions of time must be requested in writing (or sent by e-mail to lewis.pulley@fcc.gov) and will be granted only upon a showing of extraordinary circumstances. Unless and until the EEO Staff grants such a request the original deadline remains in effect. Failure to respond to this audit letter by the deadline is punishable by sanctions in accordance with Section 73.2080(g).

6. In accordance with Sections 73.3526(e)(10) (for commercial stations) and 73.3527(e)(11) (for noncommercial educational stations), copies of which are enclosed, you must place a copy of this letter and your response in the public inspection file of each affected station. Consequently, your response should not include personal information about individuals, such as social security numbers, home addresses, or other personally identifiable information. We do not require that employment units retain such information in their records, or that such information be provided in response to this letter.

7. If our EEO random audits sent any time in 2013 or 2014 included the Station, or if the Station's most recent license renewal application was granted, by final order, within the past 18 months, you may not have to respond to this letter. If the Station falls within one of these categories, before responding, please tell us the dates of public file reports included in an audit response or the date of the Station's renewal, in an e-mail sent to lewis.pulley@fcc.gov. We will then advise you if a response is necessary. Should you have any questions, please contact the EEO Staff at (202) 418-1450. Thank you for your cooperation.

Sincerely,


Lewis C. Pulley
Assistant Chief, Policy Division
Media Bureau

Enclosures

WEAR Licensee, LLC Response to February 6, 2015 EEO Audit Letter

WEAR Licensee, LLC ("Licensee"), the licensee of WEAR-TV, Pensacola, Florida, FAC ID 71363 hereby responds to the February 6, 2015 Letter (the "February 6 Letter") from Lewis C. Pulley, Assistant Chief, Policy Division, Media Bureau, Federal Communications Commission. The February 6 Letter states that the station employment unit ("SEU") for WEAR-TV, Pensacola, Florida, FAC id 71363 has been selected for an audit of its EEO program. WEAR-TV and commonly owned and operated WFGX (TV), Fort Walton Beach, FL, FAC ID 6554¹, constitute a single SEU.

Question 3(a)

The SEU's two most recent EEO Public File Reports are attached as Exhibit 1. The WEAR (TV) website address is: <http://www.weartv.com/>. The WFGX website address is: <http://www.wfgxtv.com/>. The SEU's most recent EEO public file report is properly linked to on both websites.

Question 3(b)

The responsive materials are attached as Exhibit 2.

Question 3(c)

The number of interviewees for each vacancy and the referral source for each interviewee are listed in the two EEO Public File Reports attached as Exhibit 1.

Question 3(d)

The employs 109 full-time employees, and is located in a market with more than 250,000 people. Therefore, the SEU must perform four recruitment initiatives during each two year

¹ WFGX Licensee, LLC is the licensee of WFGX(TV).

period. The SEU's EEO recruitment initiatives are described in the attached EEO Public File Reports and supporting documentation is included as Exhibit 3.

Question 3(e)

There were no EEO complaints filed during the SEU's current license term.

Question 3(f)

Each level of management is responsible for adhering to the following EEO policy of its ultimate parent company, Sinclair Broadcast Group, Inc.:

- All managers within the TV stations are held accountable to ensure that they adhere to the FCC's EEO rule and policies as well as all nondiscrimination laws.
- It is the station's responsibility to inform all employees and employee organizations (where applicable) of our EEO Policy and enlist cooperation from our employees to ensure our hiring practices meet EEO standards.
- All stations must communicate with community sources and enlist assistance in recruiting for all vacancies.
- It is the responsibility of all managers to exclude any and all forms of prejudice or discrimination in hiring practices.
- It is the responsibility of all station management to continuously review job structure and employment practices to ensure equality of opportunity.

In order to adhere to the policy mentioned above, the SEU follows a Three (3) Prong Outreach System to ensure that the SEU recruits for all full-time vacancies, notifies any and all community groups and organizations that request job vacancy information, and performs additional recruiting activities from a menu of options.

Outreach Prong 1 – Recruitment for Full-Time Vacancies

It is the obligation of the SEU to recruit for full-time vacancies and ensure a "wide-dissemination" of information concerning each job vacancy. This is achieved by utilizing a variety of recruitment sources designed to achieve broad outreach and target all segments of the broadcast community's population, e.g. trade schools, junior colleges, colleges and universities,

minority and women's groups and organizations, community organizations, area unemployment facilities, and other groups or organizations that assist in job placement. All vacancies are posted to the corporate website with an employment link found on each station's website.

The SEU also maintains a mailing list of organizations that have requested to receive all job vacancy information. The SEU promotes openings to as many sources as possible, actively pursues additional sources that target women and minorities, and attends local job fairs.

Outreach Prong 2 – Notification to Community Groups

The SEU makes a great effort to make certain that all job vacancies are sent to those organizations requesting information. The SEU notifies the community on how to receive notice of vacancies by utilizing tools such as on-air spots.

Outreach Prong 3 – Menu Option Initiatives

The SEU chooses at least four (4) options from the following menu to widely disseminate information to the community and ensure broad outreach. The underlined options indicate the utilized mechanisms the station chose to inform employees and job applicants of its EEO policies and programs.

- Attend Four (4) Job Fairs
- Host Two (2) Job Fairs
- Co-sponsor Community Job Fair with Minority Focus
- Develop Internship Program
- Participate in Four (4) Educational Events
- Sponsor at last Two (2) Community Information Events to Educate Public on Broadcasting Careers
- Alternative Internet Programs beyond Posting of Jobs
- Participate in Four (4) Community Events
- Develop Scholarship Program
- Develop Training Program to Foster Promotability
- Mentoring Program for Station Employees
- Post Upper-level Jobs in Trade Publications and Minority-Focused Publications
- Train Management on EEO and Discrimination Issues

Question 3(g)

The SEU keeps a list of all full-time vacancies each year, by job title, as well as a list of all organizations sent information on job vacancies. Dated copies of advertisements, letters, faxes, and e-mails announcing job vacancies are also maintained. Furthermore, each year a report is created for and placed into each station's public file and posted to each station's website on the anniversary date of the filing of the stations' license renewal application. The SEU is also utilizing the Silkroad Recruiting Applicant Tracking System to track how applicants hear of any job openings. The system also allows for the SEU to maintain recruitment reports as well as EEO statistics.

Question 3(h)

It is the policy of the SEU that employment decisions will be based on such factors as merit, qualifications, competence, and the needs of the SEU. Employment practices are not influenced or affected by virtue of the applicant's or employee's race, color, creed, religion, sex, national origin, age, disability, handicap, or any other characteristic protected by law.

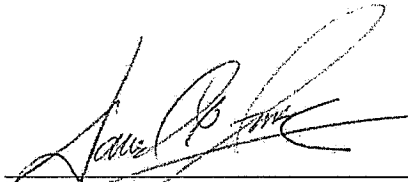
The SEU puts forth the following efforts to ensure that there is equal opportunity within employment practices and no discriminatory effects:

- Formal performance reviews are conducted annually to provide both department heads and all employees the opportunity to discuss job tasks, identify and correct weaknesses, encourage and recognize strengths, and discuss positive, purposeful approaches for meeting goals. At this time, all employees are reviewed for merit increases and pay adjustments.
- The SEU follows an annual budget established by the corporate headquarters. Pay scales are determined prior to the selection process.
- All employees are subject to a probation period of ninety (90) days. This is an opportunity for new employees to become familiar with the company and their job.
- Department transfers and promotions are strongly encouraged. Therefore, the SEU employs an Internal Application Program to inform employees of openings and to identify qualified and interested applicants who might not otherwise be known to the hiring manager. Generally, all employees must have at least one year of service and have

performed competently in their current position for at least one year prior to applying for another position.

Question 3(i)

The Licensee is not a religious broadcaster.

A handwritten signature in black ink, appearing to read "David B. Amy", written over a horizontal line.

David B. Amy
Secretary, Sinclair Television Group, Inc.,
Sole Member of WEAR Licensee, LLC's Sole
Member