

EEO PUBLIC FILE REPORT

FOR

WPBF-TV

This EEO Public File Report
Covers the One-Year Period
Ending on September 30, 2016

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, 2016 (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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I. VACANCY LIST

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

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Digital Client Specialist Open Date: 7/27/2015 Hire Date: 10/12/2015	2, 6-8, 10-15, 18, 22-29, 31-32, 35-37, 39	18
Reporter Open Date: 7/28/2015 Hire Date: 11/30/2015	2, 6-8, 10-15, 22-32, 35-37, 39	13
Production Technician Open Date: 9/1/2015 Hire Date: 10/1/2015	2-3, 6-8, 10-12, 15, 18-19, 22, 24-35, 37	6
Anchor/Reporter Open Date: 9/10/2015 Hire Date: 9/6/2016	2-3, 6-8, 10-12, 14-15, 22-37	32
News Photographer Open Date: 9/10/2015 Hire Date: 12/7/2015	2-3, 6-8, 10-12, 14-15, 18, 22-37	6
News Photographer Open Date: 9/10/2015 Hire Date: 12/14/2015	2-3, 6-8, 10-12, 14-15, 18, 22-37	18
News Producer Open Date: 10/15/2015 Hire Date: 12/29/2015	2-3, 6-8, 10-12, 14-15, 18, 22-37	35
News Producer Open Date: 10/15/2015 Hire Date: 1/11/2016	2-3, 6-8, 10-12, 14-15, 18, 22-37	6
News Producer Open Date: 10/15/2015 Hire Date: 1/18/2016	2-3, 6-8, 10-12, 14-15, 18, 22-37	35
Assignment Editor Open Date: 10/26/2015 Hire Date: 1/8/2016	1-2, 6-12, 14-15, 18-19, 22-28, 30-37	18
Production Assistant Open Date: 11/4/2015 Hire Date: 11/30/2015	3, 6-7, 9-15, 18, 22-26, 28, 31-32, 35- 37	9
News Photographer Open Date: 11/11/2015 Hire Date: 3/14/2016	2, 6-8, 10, 12, 14-15, 22-32, 35-37	6
Director Open Date: 11/11/2015 Hire Date: 1/11/2016	2-3, 6-8, 10, 12, 14-15, 18, 22-28, 30- 32, 35-37	18
Digital Client Specialist Open Date: 11/19/2015 Hire Date: 3/10/2016	1-3, 6-8, 10-12, 14-15, 18, 20, 22-37	20

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Digital Editor Open Date: 12/3/2015 Hire Date: 7/5/2016	1-2, 6-15, 18, 21-37	21
Digital Editor Open Date: 12/3/2015 Hire Date: 3/21/2016	1-2, 6-15, 18, 21-37	6
Account Executive Open Date: 1/25/2016 Hire Date: 2/2/2016	10, 16	16
News Photographer Open Date: 2/2/2016 Hire Date: 5/2/2016	2-3, 6-8, 10-12, 14-15, 22-37	6
Director Open Date: 2/12/2016 Hire Date: 4/8/2016	2, 6-8, 10, 12, 14-15, 17, 22-28, 30-32, 35-37	6
Anchor/Reporter Open Date: 3/7/2016 Hire Date: 8/1/2016	2, 4, 6-8, 10-12, 14-15, 22-28, 30-38	4
News Producer Open Date: 4/11/2016 Hire Date: 6/27/2016	1-2, 5-12, 14-15, 18, 22-28, 30-32, 35- 37	9
Photographer Open Date: 5/12/2016 Hire Date: 8/22/2016	2-3, 6-8, 10-16, 18, 22-28, 30-33, 35-37	13
Reporter Open Date: 5/19/2016 Hire Date: 8/29/2016	2-3, 6-12, 14-15, 22-33, 35-37	35
Account Executive Open Date: 6/6/2016 Hire Date: 9/27/2016	1-3, 6-8, 10-12, 14-15, 18, 20, 22-32, 34-37	18

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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 : slizik@602communications.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 : kwitkoe@bates.ctc.edu Ken Witkoe	N	0
4	Beinstock 250 West 57th Street Suite 333 New York, New York 10107 Phone : 212-765-3040 Rick Ramage	N	1
5	Career Fair	N	1
6	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Url : http://careers.hearsttelevision.com/ Email : htv.careers@hearst.com Career Services	N	59
7	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
8	Connecticut School of Broadcasting 3450 Northlake Blvd Suite 110 Palm Beach Gardens, Florida 33403 Phone : 561-847-4126 Url : http://www.gocsb.com Email : ddoyle@gocsb.com Career Services	N	0
9	Current Employee	N	6
10	Democratic Women's Club of Martin County PO Box 1611 Stuart, Florida 34994 Phone : 772-418-3006 Email : womenmatters51@yahoo.com Fay James Prong 2 Start Date: 8/4/2015	Y	0
11	Dolan Media Management 3 North Court Street Fredrick, Maryland 21701 Phone : 301-668-1511 Url : www.smartrecruit.com Email : Dolan@smartrecruit.com Dolan Media Management	N	0
12	Emerson College 120 Boylston St Boston, Massachusetts 02116 Phone : 617-824-8500 Url : http://www.emerson.edu Email : careers@emerson.edu Career Services	N	0
13	Employee Referral	N	9
14	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier 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
15	Florida Association of Broadcasters 201 South Monroe St Ste 201 Tallahassee, Florida 32301 Phone : 850-681-6444 Url : http://www.fab.org Career Services Manual Posting	N	0
16	Former Employee	N	2
17	Former Employee Referral	N	1
18	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut Phone : . Jason Steklof Manual Posting	N	20
19	JournalismJobs.com . Berkley, California Phone : 510-653-1521 Url : www.journalismjobs.com Career Services Manual Posting	N	2
20	Linkedin Florida Url : http://www.linkedin.com Career Services Manual Posting	N	2
21	Media Bistro 475 Park Ave South 4th Floor New York, New York 10016 Phone : 212-389-2000 Url : http://www.mediabistro.com Career Services Manual Posting	N	1
22	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

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	National Association of Hispanic Journalists 1193 National Press Bldg. Washington, District of Columbia 20045 Phone : 202-662-7145 Career Services Manual Posting	N	0
24	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
25	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
26	PBHChamber.com 809 N. Dixie Highway #208 West Palm Beach , Florida 33401 Phone : 561-832-1986 Career Services Manual Posting	N	0
27	Radio Television News Directors 529 14th St, NW Suite 425 Washington, District of Columbia 20045 Phone : 202-659-6510 Url : http://www.rtdna.org Email : karenh@rtdna.org Fax : 1-202-223-4219 Katie Switchenko	N	0
28	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
29	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
30	Scripps Journalism School Ohio University 32 Park Place Athens, Florida 45701 Phone : 740-593-2590 Url : http://www.scrippsjschool.org Email : stewartr@ohio.edu Career Services	N	0
31	Syracuse University 900 South Crouse Ave Syracuse, New York 13244 Phone : 315-443-1870 Newhouse Alumni Manual Posting	N	0
32	Talent Dynamics 600 Las Colinas Blvd Suite 100 Irving, Texas 75039 Phone : 214-951-9610 Email : connell@talentdynamics.com Sandra Connell	N	4
33	The LornaDave Agency P.O. Box 368 Fogelsville, Pennsylvania 18051-0368 Phone : 610-248-1317 Email : john@lornadave.com John Derr	N	0
34	The NWT Group 2110 Elmwood Bryan, Texas 77802 Phone : 817-987-3600 Url : www.NoWhiningTalent.com Email : carolynkane@theNWTgroup.com Carolyn Kane	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
35	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : http://www.tvjobs.com Career Services Manual Posting	N	14
36	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
37	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
38	Word of Mouth Referral	N	1
39	Workforce Alliance of Palm Beach County 1951 North Military Trail, Suite D, West Palm Beach, Florida 33409 Phone : 561-340-1060 x2217 Url : http://www.employflorida.com Email : cduval@pbcalliance.com Mary Felmming	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			123

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/11/2015	Participation in events or programs sponsored by educational institutions	Palm Beach Elementary, Palm Beach, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
2	10/28/2015	Participation in events or programs sponsored by educational institutions	Savannah Ridge Elementary, Port St. Lucie, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
3	11/4/2015	Participation in events or programs sponsored by educational institutions	Northboro Elementary, West Palm Beach, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist

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4	11/18/2015	Participation in events or programs sponsored by educational institutions	Crystal Lake Elementary, Stuart, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
5	11/25/2015	Participation in events or programs sponsored by educational institutions	Parkway Elementary, Port St. Lucie, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
6	12/2/2015	Participation in events or programs sponsored by educational institutions	Rivers Edge Elementary, Port St. Lucie, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
7	12/8/2015	Participation in events or programs sponsored by educational institutions	Students from The Benjamin School toured WPBF-TV. Students participated in the behind the scenes visit and had an up close look at how news stations prepare a news cast. Students were able to see the many opportunities for careers in Television from Production and Master Control operations to careers as an Anchor, Reporter, Photographer or Meteorologist.	8	General Manager News Director, Asst. News Director 2 Executive Producers Director of Operations/Assignment Manager

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
8	1/20/2016	Participation in events or programs sponsored by educational institutions	Forest Park Elementary, Boynton Beach, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
9	1/20/2016	Participation in other activities designed by the station employment unit	Leadership PB County; Focus Program is a 2 day program for executives and professionals. Participants spend the time traveling as a group to meet with decision makers from various industries and visit some of our community's most important organizations. Through panel discussions and behind-the-scene tours, Focus gives participants an accelerated understanding of the issues and systems that affect the quality of life.	1	Local Sales Manager
10	1/27/2016	Participation in events or programs sponsored by educational institutions	Citrus Grove Elementary, Palm City, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
11	1/31/2016	Establishment of training programs for station personnel	Jim Doyle Sales Managers High Performance Boot Camp is a 3 day program typically for Local/General Sales managers with training designed to make them better leaders/managers.	2	National Sales Manager Digital Sales Manager

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12	2/17/2016	Participation in events or programs sponsored by educational institutions	Mariposa Elementary, Port St. Lucie, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
13	2/24/2016	Participation in events or programs sponsored by educational institutions	Students from The King's Academy toured WPBF-TV and participated in a Career Exploration day at WPBF TV. The WPBF staff gave students a behind the scenes look at how a TV station operates. Students were able to see the many opportunities for careers in Television from Production and Master Control operations to careers as an Anchor or Meteorologist.	4	News Director Creative Services Director Digital Media Manager Assistant News Director
14	3/2/2016	Participation in events or programs sponsored by educational institutions	Wellington Elementary, Wellington, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
15	3/9/2016	Participation in events or programs sponsored by educational institutions	Loxahatchee Groves Elementary, Loxahatchee, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
16	3/10/2016	Participation in events sponsored by community groups	The Young Entrepreneurs Academy (YEA!), Class of 2015-16, Investor Panel is the culmination of work that began in October 2015. This was an opportunity for student to take the stage in a "shark tank" format, in which students pitched their businesses to a group of local business leaders/owners from the community. New Anchor Tiffany Kenney emceed the event which was held at the FAU Jupiter campus.	7	2 Executive Producers News Director, Assistant News Director Creative Services Director Digital Media Manager, Assignment Manager
17	3/30/2016	Participation in events or programs sponsored by educational institutions	Jupiter Academy, Jupiter, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
18	4/6/2016	Participation in events or programs sponsored by educational institutions	St. Lucie Elementary School, Ft. Pierce, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
19	4/13/2016	Participation in events or programs sponsored by educational institutions	Kings Academy, Palm Beach Gardens, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
20	4/24/2016	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 Florida Gulf Coast University, Ohio State University, Florida International University, University of Southern California, Florida A&M, University of Florida and Mississippi State University. This intern program includes News, Production and Promotion departments. We have had much success with this program and some interns have been hired as employees.	4	News Director Assistant News Director Director of Operations Creative Services Director

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21	5/18/2016	Participation in events or programs sponsored by educational institutions	Panther Run Elementary School, Lake Worth, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
22	5/19/2016	Participation in Job Fairs	The Media Sales Institute was held at Florida A&M University on May 19-20, 2016. Students from eight colleges and universities participated in this event. On day one, student prepare a sales presentation and day two was a 'meet & greet' with individual interviews.	1	National Sales Manager
23	5/25/2016	Participation in events or programs sponsored by educational institutions	Palm City Elementary, Palm City, FL. WPBF's Weather School brings weather into the classroom with an exciting, fun and informative way for children to learn about weather and careers in television. Presented by Meteorologist Cris Martinez, students learn the science behind the storms, how hurricanes are formed and what causes tornadoes. Students learn what it takes to generate a forecast and even get the opportunity to present their own weathercast.	1	Meteorologist
24	5/29/2016	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 NAHJ, NLGLA and SAJA.	2	
25	6/21/2016	Establishment of training programs for station personnel	Hearst Management Institute is a higher education program for key executives, developed in conjunction with the Kellogg School of Management, Northwestern University. The General Manager was chosen to attend beginning September, 2015 thru June, 2016.	1	General Manager