

WSFL-TV

Form 396 Narrative

WSFL-TV, an equal opportunity employer, is dedicated to reaching a broad audience regarding broadcast career and job opportunities at the station. This narrative statement describes some of those efforts that have made the station's recruitment successful.

As a key component of the station's recruitment outreach plan, WSFL works closely with universities in the area to provide an enriched internship program for students interested in a career in broadcasting. Students gain experience creating content and promotions for television, digital, and social media platforms. Duties include shooting and editing video, conducting interviews, posting to station social media accounts, and supporting the content team. Internships are available year-round, in six-month increments beginning in the fall, spring, and summer. The internship program provides students with real-world experience and a unique insight into station operations.

Station management also attends community organizations as guest speakers and panelists to discuss employment in broadcasting and related topics. Examples include managers speaking at events for the South Florida chapter of the National Association of Black Journalists, as well as the National Association of Hispanic Journalists in Doral, Florida. In addition, WSFL personnel participate in career days at local schools and job fairs.

Managers from The E.W. Scripps Company, as well as representatives from the stations, attend various outreach events, such as the conferences of the National Association of Black Journalists. The company gathers information about potential candidates, which it compiles in a database that is shared with all Scripps properties.

Finally, WSFL is dedicated to training new and current employees to learn new skills and knowledge for advancement. Examples include the promotion of a Traffic Assistant to a Sales Support Assistant, and an Associate Digital Content Producer to a Real-Time Editor role.