

**WFTX - TV**  
**EEO PUBLIC FILE REPORT**  
October 1, 2015 – September 30, 2016

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for the Recruitment Source Data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy <sup>1</sup>	Referral Source Referring Hiree
Account Executive 1	1-13, 15, 18	15
Account Executive 2	1-13, 17, 18	17
Associate Account Executive	1-13, 18	13
Breaking News Photographer	1-13, 17, 18	17
Broadcast Engineer	1-13, 15, 18	15
Chief Meteorologist	1-13, 14, 18	14
Director	1-13, 15, 18	15
Director of Sales	13-15, 17, 18	15
Executive Producer	15	15
Graphic Artist	1-13, 15, 18	15
Local Sales Manager	1-13, 15, 18	15
Log Editor	1-13, 15, 18	15
Meteorologist (2 hires)	1-13, 15, 16, 18	15, 16
Morning Anchor	1-13, 17, 18	17
Morning Blend Co Host	1-13, 17, 18	17
Multimedia Journalist (3 hires)	1-14, 16, 18	13, 14, 16
Multimedia Journalist	1-13, 18	13
News Producer (2 hires)	1-15, 18	14, 15
News Producer	15	15
News Producer	1-13, 18	13
News Producer	1-13, 18	13
Production Manager	1-13, 15, 18	15
Production Specialist (2 hires)	1-13, 16, 18	13, 16
Production Specialist (2 hires)	1-13, 17, 18	17, 17
Production Specialist (3 hires)	1-14, 16, 18	13, 14, 16
Receptionist	1-13, 17, 18	17
Sales/Traffic Assistant	1-13, 17, 18	17
VP/General Manager	1-13, 16, 18	16
Weekend Anchor/MMJ	1-13, 15, 18	15

1. Please see Section II for details concerning recruitment sources, including sources that have requested notification of vacancies.

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**II. MASTER RECRUITMENT SOURCE LIST**

RS NUMBER	RECRUITMENT SOURCE INFORMATION	Source Requested Notification Yes/No	Number of interviewees Referred by RS During This Reporting Period
1	American Broadcasting School 712 W. Watson Rd., Ste 200 Arlington, TX 76011 Michelle McConnell <a href="mailto:michelle@radioschool.com">michelle@radioschool.com</a> 817-695-2474	Y	0
2	Bates Technical College 2320 S. 19 <sup>th</sup> St. Tacoma, WA 98405 Shirley Miller <a href="mailto:skmiller@bates.edu">skmiller@bates.edu</a> 253-680-7752	Y	0
3	Career and Service Centers of Southwest Florida 4150 Ford St. Extension Fort Myers, FL 48859 Beth Barger <a href="mailto:bbarger@sfwdb.org">bbarger@sfwdb.org</a> 239-931-8200 ext. 11170	N	0
4	Central Michigan University 340 Moore Hall Mount Pleasant, MI 48859 Peter B. Orlik, PH. D. <a href="mailto:orlik1pb@cmich.edu">orlik1pb@cmich.edu</a> 989-774-3851	Y	0
5	Collective Talent 1721 Richardson Pl Tampa, FL 33606 Michael Bille <a href="mailto:bille@michaelsmedia.com">bille@michaelsmedia.com</a> 813-254-9695	Y	0
6	Emerson College 113 Gray St. Arlington, MA 02476 Mary Sullivan <a href="mailto:careers@emerson.edu">careers@emerson.edu</a> 781-646-1077	Y	0

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RS NUMBER	RECRUITMENT SOURCE INFORMATION	Source Requested Notification Yes/No	Number of interviewees Referred by RS During This Reporting Period
7	National Hispanic Media Coalition 55 S. Grand Ave. Pasadena, CA 91105 Brenda Rivas <a href="mailto:brivas@nhmc.org">brivas@nhmc.org</a> 626-792-6462	N	0
8	Ohio & Illinois Centers for Broadcasting 530 S. State St. Chicago, IL 60605 Don Clark <a href="mailto:dclark@beonair.com">dclark@beonair.com</a> or Lillie.m@beonair.com 216-503-5900 ext. 1104	Y	0
9	University of North Texas PO Box 310589 Denton, TX 76203 Phyllis Slocum <a href="mailto:slocum@unt.edu">slocum@unt.edu</a> 940-565-2565	Y	0
10	University of Wisconsin-Oshkosh Radio, TV & Film 800 Algoma Blvd Oshkosh, WI 54901 Justine Stokes <a href="mailto:stokesj@uwosh.edu">stokesj@uwosh.edu</a> 920-424-3133	Y	0
11	Florida Gulf Coast University 10501 FGCU Blvd So. Fort Myers, FL 33916 Kristen Buchmann <a href="http://www.collegecentral.com">http://www.collegecentral.com</a> 239-590-7942	N	0
12	Florida International College – Hodges University 2655 Northbrooke Dr. Naples, FL 34109 Alison Watson <a href="http://www.collegecentral.com/CCNEngine/SELogin.CFM?UnivCode=INT">http://www.collegecentral.com/CCNEngine/SELogin.CFM?UnivCode=INT</a> 239-513-1122 ext. 6131	N	0
13	Journal Broadcast Group / Scripps <a href="http://www.journalcommunications.com">http://www.journalcommunications.com</a> <a href="http://www.scripps.com/careers">www.scripps.com/careers</a> 621 SW Pine Island Road, Cape Coral, FL 33991 Shahbeila Brown – <a href="mailto:Shahbeila.brown@fox4now.com">Shahbeila.brown@fox4now.com</a>	N	40

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<b>RS NUMBER</b>	<b>RECRUITMENT SOURCE INFORMATION</b>	<b>Source Requested Notification Yes/No</b>	<b>Number of interviewees Referred by RS During This Reporting Period</b>
<b>14</b>	Employee Referral	N	9
<b>15</b>	Internal Candidate	N	26
<b>16</b>	Word of Mouth/Face to Face Networking	N	18
<b>17</b>	Non Employee Referral	N	68
<b>18</b>	TV Jobs PO Box 4116 Oceanside, CA 92052 Mark Holloway <a href="http://www.tvjobs.com">www.tvjobs.com</a> 760-754-8177	N	6
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD:</b>			<b>167</b>

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**III. RECRUITMENT INITIATIVES**

<b>Outreach Activity Number</b>	<b>Type of Recruitment Initiative</b>	<b>Brief Description of Activity</b>
1	Participate in at least 4 job fairs by station personnel who have substantial responsibility in the making of hiring decisions	On 8/24/16, Human Resources Business Partner and News Director participated in the 2016 Diversity Job Fair hosted by Jobnewsusa.com. This event was promoted on our Morning News, Morning Blend and Social Media and covered by our Evening News.
1	Participate in at least 4 job fairs by station personnel who have substantial responsibility in the making of hiring decisions	On 3/10/16 the Creative Services Director and News Director attended the University of FL, College of Journalism and Communications Career Fair. Participants met with attendees and discussed career opportunities and career paths in the broadcast industry. Current job openings were made available along with Company information. Additionally, all interested parties were made aware of current job openings available on the Company website.
1	Participate in at least 4 job fairs by station personnel who have substantial responsibility in the making of hiring decisions	On 3/3/16, Creative Services Director and Human Resources Business Partner attended the Hispanic Chamber of Commerce Career Fair. Participants met with attendees and discussed career opportunities and career paths in the broadcast industry. Current job openings were made available along with Company information. Additionally, all current job openings are available on the Scripps website.
1	Participate in at least 4 job fairs by station personnel who have substantial responsibility in the making of hiring decisions	On 10/29/15, the Creative Services Producer and Human Resources Business Partner attended the Hispanic Chamber of Commerce Career Fair. Participants met with attendees and discussed career opportunities and career paths in the broadcast industry. Current

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		<p>job openings were made available along with Company information. Additionally, all current job openings are available on the Company website. We made one hire from this.</p>
<p style="text-align: center;">1</p>	<p>Participate in at least 4 job fairs by station personnel who have substantial responsibility in the making of hiring decisions</p>	<p>On 10/21/15, the Creative Services Director and News Director attended the University of FL, College of Journalism and Communications Career Fair. Participants met with attendees and discussed career opportunities and career paths in the broadcast industry. Current job openings were made available along with Company information. Additionally, all interested parties were made aware of current job openings available on the Company website.</p>
<p style="text-align: center;">3</p>	<p>Co sponsor at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.</p>	<p>WFTX was a sponsor for the 10/29/15 and 3/3/16 Hispanic Chamber of Commerce Career Fairs.</p> <p>Fox 4 hosted Veronica Culbertson, President and CEO of the Chambers on our Morning Blend Show to promote the event and publicize the employers that were going to be attending. The Fox4 logo was featured on all marketing materials used to promote the Career Fairs.</p> <p>The Southwest Florida Hispanic Chamber of Commerce (SWFLHCC) is a non-profit, non-sectarian, and non-partisan organization for the purpose of promoting, advocating, and facilitating the economic advancement of its members and the organization, was established in 1989 and covers five counties: Charlotte, Collier, Glades, Hendry, and Lee. We strive to promote the</p>

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		development of the Hispanic community by assisting in the development of Hispanic-owned businesses and markets and serving as the central information source for the general business community regarding Hispanic trends in Southwest Florida.
5	Establishment of an Internship Program designed to assist members of the community to acquire skills needed for broadcast employment	WFTX employed a full time News Intern from the University of FL International University from 6/6/16 – 8/12/16. This individual was responsible for creating news content and assisting Multimedia Journalists and Photographers. The Intern completed a learning plan which acted as a guide to their development and assured that they were learning foundational elements to develop skills to gain employment within the Broadcast Industry.
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	On 12/15/15, 1/7/16, 1/28/16, a 3 Session series aimed at expanding the skillset and leadership potential of key employees who have been identified as employees with high growth potential in the organization. Our Director of Sales participated in all three sessions.
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and prevention of discrimination.	Within one year of start date into a Management position, all management employees are required to participate in an on-line training program on “EEO and Lawful Hiring for Supervisors”. The training program reviews Scripps comprehensive policy that prohibits any type of discrimination and specific hiring procedures.