

**EEO Public File Report  
Period Ending 9/30/2011**

**Recruitment Source List**

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WPBT2 BOARD OF DIRECTORS  
Total of 29

The above Recruitment Source List is continually modified/updated in order to ensure wide dissemination of information concerning our open positions, and includes all organizations who have requested inclusion on this list. On a regular basis, each Recruitment Source is contacted to verify contact name, address, phone, fax and e-mail address to determine the best method for notification of our open positions.

In addition, a notice appears on our website under Employment Opportunities publicizing notification requirements and providing contact information for organizations interested in receiving open position notification. Additionally, a 45-second on-air announcement detailing this information airs three times per week.

**Full Time Job Vacancy Summaries**  
**October 1, 2010 – September 30, 2011**

Job Title: **Community Events/  
Outreach Supervisor** Date Opened: 8/2/2010  
Date Filled: 11/1/2010  
Referral Source of Hire: Employee Referral/  
Past Intern  
Total # of Interviewees: 8

Recruitment Sources of Interviewees

Art Institute of Ft. Lauderdale  
Employee Referral/Past Intern  
Employee Referral  
Craigslisr.org  
Nova Southeastern University  
Channel 2 website  
Employee Referral  
Past Employee Referral

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Job Title: **eCommerce Specialist** Date Opened: 10/12/2010  
Date Filled: 2/8/2011  
Total # of Interviewees: 7 Referral Source of Hire: In-house Candidate

Recruitment Sources of Interviewees

In-house Candidate  
Craigslisr.org  
Employee Referral  
Craigslisr.org  
Craigslisr.org  
Channel 2 website  
Craigslisr.org

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Job Title: **Membership Projects  
Coordinator** Date Opened: 3/3/2011  
Date Filled: 6/20/2011  
Total # of Interviewees: 6 Referral Source of Hire: Channel 2 website

Recruitment Sources of Interviewees

In-house Candidate  
Channel 2 website  
Career Builder  
Career Builder  
Career Builder  
Career Builder

**Total number of interviewees for all positions: 21**

**Total number of interviewees referred from each recruitment source:**

Channel 2 website: 3  
Employee Referral: 3  
Employee Referral/Past Intern: 1  
Past Employee Referral: 1  
In-house candidate: 2  
Miami Herald Career Builder: 4  
Craigslist.org: 5  
Art Institute of Ft. Lauderdale: 1  
Nova Southeastern University: 1

A copy of each of the foregoing vacancies was provided to each source on the Recruitment Source List.

Additional recruitment sources used for interviews not listed in the Recruitment Source List are as follows:

[www.craigslist.org](http://www.craigslist.org)

Miami Herald  
Career Builder

## **Supplemental Initiative Descriptions**

### **Initiative Title: Internship Program**

Description of Initiative: The station has had a program of developing relationships with colleges/universities that provide intern candidates for many years. In lieu of compensation, these candidates receive college course credit for their semester program participation in the internship program. Our program provides the opportunity for comprehensive hands-on experience in all facets of broadcasting including broadcasting/journalism, production/programming, advertising/promotion and graphic design. Following is a list of those educational institutions from which interns have been recruited:

Ai Miami International University, Miami, FL  
Barry University, Miami, FL  
Broward College, Coconut Creek, FL  
Carlos Albizu University, Miami, FL  
Center of Cinematography Arts & Television, North Miami, FL  
City College, Ft. Lauderdale, FL  
Connecticut School of Broadcasting, Davie, FL  
Florida A&M University, Tallahassee, FL  
Florida Atlantic University, Boca Raton, FL  
Florida Gulf Coast University, Ft. Myers, FL  
Florida International University, North Miami, FL  
Florida Memorial University, Miami, FL  
Florida State University, Tallahassee, FL  
Full Sail Real World, Orlando, FL  
Ft. Lauderdale Art Institute, Ft. Lauderdale, FL  
Johnson & Wales University, North Miami, FL  
Jones College, Miami, FL  
Lynn University, Boca Raton, FL  
Miami Country Day, Miami Shores, FL  
Miami Dade College, Miami, FL  
Miami Lakes Technical Center, Miami Lakes, FL  
Nova Southeastern University, Ft. Lauderdale, FL  
Palm Beach State College, Palm Beach, FL  
St. Thomas University, Miami, FL  
University of Central Florida, Orlando FL  
University of Florida, Gainesville, FL  
University of Miami, Coral Gables, FL  
University of Tampa, Tampa, FL

The following is a list of the departments/divisions in which interns were used for the fall semester of 2010 and the spring, summer and fall semesters of 2011:

Lynn University	Production/Community Affairs
FIU	uVu
Palm Beach State College	Production
Johnson & Wales	Communications/Outreach
Miami Country Day	Corporate Marketing
City College	Production/Community Affairs
FIU/Scripps Howard Foundation Grant	uVu
UM	Production
FIU	Communications/Outreach
Johnson & Wales	Communications/Outreach
City College	uVu
City College	Production/Community Affairs
FIU	Production
FIU	Production/Changing Seas
FIU	Production/Changing Seas
FIU	uVu
Conservatory Prep	Program Services

**Initiative Title: Job/Career Fairs**

Description of Initiative: The Director, Human Resources, who is responsible for the recruitment efforts for all open positions and makes hiring recommendations, attends job fairs during the course of the term. Due to the limited number of positions in this period and the availability of qualified candidates, no job/career fairs were attended. Intent is to attend the required number of job fairs (4) in the coming period to meet requirement for the two year term.

**Initiative: Career Days at Educational Institutions Regarding Career Opportunities in Broadcasting**

Staff members have participated in career days at local educational institutions to speak to students about career opportunities in broadcasting. They include:

Richard W. Schneider, our President and CEO, has joined the Telecommunication Advisory Council at the University of Florida, College of Journalism & Communications. In this role, he speaks to classes and meets with students periodically throughout the course of the school year who are Telecomm (broadcasting) majors at UF about opportunities in the industry.

Bernard Cottle, Manager, Facilities – Crewing, attended the following:

- 4/14/2011 Conservatory Prep High School (WPBT station tour)
- 4/29/2011 Charter Middle School (career day)
- 5/3/2011 Nathan B. Young Elementary (KAPOW\* - career day)

5/10/2011 Nathan B. Young Elementary (KAPOW\* - career day)  
5/19/011 Nathan B. Young Elementary (KAPOW\* – career day)  
5/25/2011 Nathan B. Young Elementary (WPBT station tour/field trip)  
5/26/2011 Nathan B. Young Elementary (WPBT station tour/field trip)

Jessy Schuster, Producer, uVu, attended the following:

3/12/2011 I know I can Be Strong, Be Me and Shine  
Young Girl's Empowerment Workshop

\*KAPOW – Kids and the Power of Work

**Initiative: Training to Management Level Personnel as to Methods of Ensuring  
Equal Employment Opportunity and Preventing Discrimination**

On August 31, 2011 we presented a diversity training program titled “Valuing Differences” to our mid-management staff. This 4 hour diversity program was presented by OptumHealth and encouraged the use of communication to build bridges and reduce barriers when dealing with others in the workplace. It gave participants an opportunity to discover valuable information about themselves and their interactions using the Johari Window model to explore their open, hidden, blind and unknown sides. Program highlights included: defining diversity and why it’s important to employees; exploring areas of bias, stereotyping, prejudice and discrimination in an attempt to minimize differences, and plans for personal change.