

EEO Public File Report

**Station: WMBB-TV
 Period Covered by Report: October 1, 2010 to September 30, 2011**

| Full-Time Position | Position Title | Date Open | Date Filled | Recruitment Source* | Number Interviewed | Number Hired | Recruitment Source for Hire |
|--------------------|--|-----------|-------------|---|--------------------|--------------|-----------------------------|
| 1 | Weekend Sports Anchor/Sports Reporter | 9/17/2010 | 10/11/2010 | Recruitment Source List (See Attached) | 2 | 1 | TVJobs.com |
| 2 | Account Executive | 11/9/2010 | 12/6/2010 | Recruitment Source List (See Attached) | 2 | 1 | WMBB Website |
| 3 | General Assignment Reporter | 12/3/2010 | 3/14/2011 | Recruitment Source List (See Attached) | 3 | 1 | News Dir. @ WUFT/UofFL |
| 4 | Weekend Meteorologist | 2/15/2011 | 4/25/2011 | Recruitment Source List (See Attached) | 2 | 1 | A friend |
| 5 | General Assignment Reporter | 12/3/2010 | 6/6/2011 | Recruitment Source List (See Attached) | 3 | 1 | WMBB Employee |
| 6 | General Assignment Reporter | 12/3/2010 | 6/6/2011 | Recruitment Source List (See Attached) | 3 | 1 | WMBB Employee |
| 7 | | | | Recruitment Source List (See Attached) | | | |
| 8 | | | | Recruitment Source List (See Attached) | | | |
| 9 | | | | Recruitment Source List (See Attached) | | | |
| 10 | | | | Recruitment Source List (See Attached) | | | |
| 11 | | | | Recruitment Source List (See Attached) | | | |
| 12 | | | | Recruitment Source List (See Attached) | | | |
| 13 | | | | Recruitment Source List (See Attached) | | | |
| 14 | | | | Recruitment Source List (See Attached) | | | |
| 15 | | | | Recruitment Source List (See Attached) | | | |
| | | | | | | | |
| | | | | TOTAL | 15 | 6 | |
| | | | | | | | |
| | * See Attached List of Recruitment Sources for | | | | | | |

Recruitment Source Analysis for All Full-Time Positions

This form is to be placed in the public file annually

Station: WMBB-TV

Year: 10/01/10 to 09/30/11

Total No. of Persons
Interviewed for full-
time vacancies

15

| No. | Recruitment Source for All Full-Time Positions | Contact | Total Interviewed | Notification |
|-----|--|---|-------------------|--------------|
| 1 | Florida Association of Broadcasters 800 North Calhoun Street, Tallahassee, FL 32303 | Ms. Lindsay Tidwell ltidwell@fab.org 850-681-6444/FAX 850-222-3957 | | Y |
| 2 | Western Carolina University Career Services, 1st Fl. Graham, Cullowhee, NC 28723 | Donna Ferrara Ferrara@wcu.edu 828-227-7133/Fax 828-227-7344 | | Y |
| 3 | FAMU Division of Journalism, Tallahassee, FL 32307 | Gale Workman gale_workman@hotmail.com 850-561-2764/FAX 850-561-2764 | | Y |
| 4 | Gulf Coast Community College 5230 W. Highway 98, Panama City, FL 32401 | Ms. Carin H. Jones Placement Coordinator | | Y |
| 5 | FSU - Panama City Campus 4750 Collegiate Drive, Panama City, FL 32405 | Angie Sexton asexton@pc.fsu.edu 850-522-2003/Fax 850-747-5434 | | Y |
| 6 | FSU Dept. of Communication, 356 Diffenbaugh, Tallahassee, FL 32306 | Jeff Garis jgaris@admin.fsu.edu | | Y |
| 7 | Workforce Center (FL Workforce Center) 625 Highway 231, Panama City, FL 32405 | Deeyon Kalil kalild@workforcecenter.org 850-872-4340 X112/850-872-4346 | 1 | Y |
| 8 | University of Central Florida Radio & TV Div., 4000 Central Florida Blvd., Orlando, FL 32816 | Mr. Joe Hall whall@pegasus.cc.ucf.edu 407-823-2878/407-823-6360 | | Y |
| 9 | Troy State University Wallace Hall 101, Troy, AL 36082 | Ms. Brenda McDuffie 334-670-3289/Fax 334-670-3707 | | Y |
| 10 | Tyndall AFB, 325 MSS/DPF 721 Suwanee Rd., Bldg. 745, Tyndall AFB, FL 32403 | Ms. Bernice E. Milton bernice.milton@tyndall.af.mil 850-283-4204/Fax 850-283-4220 | | Y |
| 11 | Ohio Center for Broadcasting 9000 Sweet Valley Drive, Valley View, OH 44125 | Mr. Gary James/216-447-9117 gary@beonair.com | | Y |
| 12 | Goodwill Career Development Ctrs. 3207 E. 4th Street, Panama City, FL 32401 | Janet Joyner 850-522-3900/Fax 850-522-3905 | | Y |
| 13 | Rutherford High School 1000 School Ave., Panama City, FL 32401 | Ms. Beverley Fraser | | Y |
| 14 | Wabash College, Career Services P. O. Box 352, Crawfordsville, IN 47933 | Toni McKinney mckinnet@wabash.edu 765-361-6414/Fax 765-361-6080 | | Y |
| 15 | Chattahoochee Technical College 2680 Gordy Parkway, Marietta, GA 30066-3029 | Mr. Ian Feinberg ifeinberg@chattcollege.com 770-509-6327/Fax770-509-6345 | | Y |
| 16 | WMBB Employees/Internal & Former | Internal/Former WMBB Employees | 7 | Y |
| 17 | WMBB Website | http://www.panhandleparade.com/index.php/jobs/ | 1 | Y |
| No. | Recruitment Source for All Full-Time Positions | Contact | Total Interviewed | Notification |
| 18 | Career Development & Resource Center, Naval Support Activity 101 Vernon Ave., Panama City Bch, FL 32407 | Annette Adams annette.adams@navy.mil 850-234-5800/Fax 850-235-5673 | | Y |

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|------------|---|--|--------------------------|---------------------------------|
| 19 | Scripps College of Communication, Ohio University 740.593.9994 | Tina Stewart stewart1@ohio.edu and E-News Editor cocom.eneews@gmail.com | | |
| 20 | National Association of Hispanic Journalist 1000 National Press Bldg., 529 14th St., N.W. Washington, D.C. 20045-2001 | Kevin Olivas kolivas@nahj.org 202-662-7145/Fax 202-662-7144 | | Y |
| 21 | Hillsborough Community College 2112 North 15th Street, PST 134 Tampa, FL 33605 | Dr. Ron Shearer, Radio/TV Department rshearer@hccfl.edu | | Y |
| No. | Recruitment Source for Specific Full-Time Positions | Contact | Total Interviewed | Entitled to Notification |
| 1 | Media-Match | www.media-match.com | | Y |
| 2 | Medialine | www.medialine.com | | Y |
| 3 | TVJobs.com | www.tvjobs.com | 4 | Y |
| 4 | Society of Broadcast Engineering | www.sbe.org/ | | Y |
| 5 | Alabama State University Department of Communications, P. O. Box 271 Montgomery, AL 36101-0271 | A. David Okeowo, Ph.D. 334-229-4493/Fax 334-229-4976 | | Y |
| 6 | The Leadership Institution 1101 N. Highland St., Arlington, VA 22201 | Denise Chaykun dchaykun@limail.us 800-827-LEAD/FAX 703-247-2001 | | Y |
| 7 | Drake University 118 Meredith Hall, Des Moines, IA 50311 | Mr. John Lytle john.lytle@DRAKE.EDU 515-271-2524 or 3194 | | Y |
| 8 | FSU, Department of Communication University Center, Building C, Suite 3100, Tallahassee, FL 32306-2664 | Dr. Andy Opel 850-644-9771/Fax 850-644-3273 | | Y |
| 9 | Gulf Coast Job Fair | | | Y |
| 10 | FSU Career Fair | | | Y |
| No. | Unsolicited Sources for Specific Full-Time Positions | Contact | Total Interviewed | Entitled to Notification |
| 1 | Prof. Deb Wenger | | | Y |
| 2 | Internet - Source Not marked | | | Y |
| 3 | Walk-In | | | Y |
| 4 | Agency | | | Y |
| 5 | Friend | | 1 | Y |
| 6 | Client (Sowell Tractor) | | | Y |
| 7 | College Professor | University of GA | | Y |
| 8 | College Professor | University of FL | | Y |
| 9 | News Director/WUFT | University of FL | 1 | Y |
| No. | Recruitment Source for Specific Full-Time Positions Posted by Corporate Office | Contact | Total Interviewed | Entitled to Notification |
| 1 | Monster.com | | | Y |

Supplemental Outreach Initiatives

Station: **WMBB**

Year: **10/01/10 to 09/30/11**

| No. | Date | Initiative | Description | Scope of Involvement | Personnel Involved |
|------------|-------------------|---------------------------------|--|---|---|
| 1 | 11/04/10 | Career Day | Northwest Florida State College Career Day in Defuniak Springs, FL. | Set up booth, greeted and talked to high school and college students about the skills and education needed for jobs in Broadcast News. | Amy Hoyt, Assistant News Director; Jerry Brown, Anchor; Jerry Tabatt, Chief Weather Weekend Anchor. |
| 2 | 01/20/11-04/15/11 | Internship (Brian Greig) | Internship through Florida State University-PC (recruiting source). | Participating in internship program through Florida State University to broaden experience in the field of broadcast production. | Chris Golden, Promotions/Operations Director, and Production Dept. personnel. |
| 3 | 01/13/11-03/11/11 | Internship (George Bass) | Internship through Mosley High School. | Participating in internship program through Mosley High School Communication Dept. to broaden experience in the field of broadcast media. | News Department personnel. |
| 4 | | Internship (Danielle Humphreys) | Internship through Mosley High School. | | |
| 5 | 01/27/11-04/21/11 | Internship (Gabriel Margulies) | Internship through Florida State University-PC (recruiting source). | Participating in internship program through Florida State University. to broaden experience in the field of broadcast media. | News Department personnel. |
| 6 | 02/04/11-05/06-11 | Internship (Chad Newberry) | Internship through Gulf Coast Community College (recruiting source). | Participating in internship program through Gulf Coast Community College to broaden experience in the sports field. | Chris Marchand, Sports Director. |

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|----|-------------------|--------------------------|--|---|---|
| 7 | 02/11/11 | Job Fair | Haney Technical Center Job Fair. | Spoke with hundreds of people who stopped by table regarding jobs open in television and what qualifications are required. Accepted resumes and signed up individuals for our new "open job email distribution list". | Chris Golden, Promotions/Operations Director. |
| 8 | 02/23/11 | Career Day | Rutherford High School | Spoke to approximately 60 high school students about communications, marketing, working in TV, and various other topics, as well as an hour long Q&A session. | Chris Golden, Promotions/Operations Director. |
| 9 | 04/22/11 | Co-Host Job Fair | Workforce Center Job Fair | Co-hosted one of Bay County's largest job fairs with The Workforce Center (one of our recruitment sources). Accepted resumes from individuals that stopped at WMBB's table and spoke with others regarding employment through broadcasting. | Terry Cole, General Manager, and Jim Moodie, Account Executive. |
| 10 | 05/09/11-07-30-11 | Internship (Travis Park) | Internship through Gulf Coast Community College (recruiting source). | Participating in internship program through Gulf Coast Community College to broaden experience in the field of broadcast production. | Chris Golden, Promotions/Operations Director, and Production Dept. personnel. |
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