

EEO PUBLIC FILE REPORT

Reporting Period: October 1, 2016 - September 30, 2017

Station Included in Report: WFTX-TV

I. List of Recruitment Sources

(including the number of interviewees referred during the reporting period)

* An asterisk next to the name of the source indicates that this source sought to receive notice of vacancies.

Code	Recruitment Source	Address	Contact Person	Phone	Number of Interviewees Referred
Common Sources					
C1	Employee Referral				28
C2	Internal Candidate / WorkLife				30
C3	Scripps.com	312 Walnut St Ste 2800 Cincinnati, OH 45202			72
C5	Google	1600 Amphitheatre Pkwy Mountain View, CA 94043	www.google.com	650-253-6000	3
C6	America's Job Exchange	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C8	SimplyHired.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C9	Oodle.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C10	Job.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C11	AboutJobs.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C12	Trovit U.S.	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C13	TheLadders - Jobs need: Min 40K , Full Time	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C14	Flexjobs.com (Flexible schedule jobs only)	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C15	JuJu.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	

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C16	Collective Talent	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C19	National Association of Black Journalists	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	1
C26	NAHJ.org (The National Association of Hispanic Journalists-Career Center)	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	1
C38	Asian American Journalists Association (AAJA)	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C43	Rensselaer Polytechnic Institute Career Development Center	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C44	JournalismJobs.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	1
C69	Yahoo	701 First Avenue Sunnyvale, CA 94089	www.yahoo.com		
C91	Careerbuilder US	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	3
C95	Facebook	1 Hacker Way Menlo Park, CA 94025	www.facebook.com		1
C97	LinkedIn	2029 Stierlin Court Mountain View, CA 94043	www.linkedin.com		56
C98	Twitter	1355 Market Street Suite 900 San Francisco, CA 94103	www.twitter.com		1
C100	Tvjobs.com	PO Box 4116 Oceanside, CA 92052	www.tvjobs.com	760-754-8177	4
C116	Online Sports.Com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	
C130	Face-to-face Networking				11
C131	Agency/Search Firm				3
C132	Bing	One Microsoft Way Redmond, WA 98052-7329			
C134	Indeed	6433 Champion Grandview Way Building 1 Austin, TX 78750	www.indeed.com		36
C163	JobCase.com	SmartPost job board aggregator	Melissa Costales SmartPost Director of Client Care melissa.costales@hodes.com	808-260-9055	

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Local Sources

L1	American Broadcasting School *	712 N. Watson Road, STE 200 Arlington, TX 76011	Michelle McConnell michelle@radioschool.com	817-695-2474	
L2	Bates Technical College *	2320 South 19th St. Tacoma, WA 98405	Al Hunton skmiller@bates.ctc.edu	253-680-7752	
L3	Career and Service Centers of Southwest Florida	4150 Ford St. Extension Ft Myers, FL 33916	Beth Barger bbarger@sfwdb.org	239-931-8200 ext 11170	
L4	Central Michigan University *	340 Moore Hall Mount Pleasant, MI 48859	Peter B. Orlik, PH.D. orlik1pb@cmich.edu	989-774-3851	
L5	Emerson College *	113 Gray St. Arlington, MA 02476	Mary Sullivan https://app.joinhandshake.com/	781-646-1077	
L6	National Hispanic Media Coalition	55 S Grand Avenue Pasadena, CA 91105	Brenda Rivas brivas@nhmc.org	(626) 792-6462	
L7	Ohio & Illinois Centers for Broadcasting *	530 South State Street Chicago, IL 60605	Don Clark dclark@beonair.com	216-503-5900 X1104	
L8	University of North Texas *	PO Box 310589 Denton, TX 76203	Phyllis Slocum Slocum@unt.edu	940-565-2565	
L9	University of South Florida-Mass Communications	4202 East Fowler St. MP CIS-1040 Tampa, FL 33620	Dr. Jay Friedlander, Kristin Arnold Ruyle efriedla@usf.edu, karnold@usf.edu	813-974-2591	
L10	University of Wisconsin-Oshkosh Radio, TV & Film *	800 Algoma Blvd Oshkosh, WI 54901	Justine Stokes stokesj@uwosh.edu	(920) 424-3133	
L11	Florida Gulf Coast University		https://fgcu-csm.symplicity.com/employers/		
L12	Florida International College -Hodges University*		http://www.collegecentral.com/CCNEngine/SELogi n.CFM?UnivCode=INT		
L13	University of Florida Gator Career Link		https://ufl-csm.symplicity.com/employers/index.php?s=home		
L14	Collective Talent*	1721 Richardson Place Tampa, FL 33606	Michael Bill bille@michaelsmedia.com	813-254-9695	
L15	University of Central FL		https://app.joinhandshake.com/		
L16	University of South Florida - St Petersburg		https://app.joinhandshake.com/		
L17	National Association of Black Journalists	1100 Knight Hall, Suite 3100 College Park, MD 20742	Heidi Stevens hstevens@nabj.org www.nabj.org	717-574-0694	

Total Number of Interviewees Referred: 251

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II. Full-Time Vacancies Filled During the Reporting Period

Job Title	Recruitment Sources Utilized to Fill Vacancy [by code number]	Recruitment Source for Person Hired [by code number]
Account Exec, Integrated [12304]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C95, C97, C116, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C3 Start Date: 2017-01-23
Assoc Account Exec, TV [12066]	C1, C2, C3, C5, C69, C91, C97, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L10, L11, L12, L13, L14, L15	Code Number: C97 Start Date: 2017-01-30
Assoc Producer, Creative Svcs [12653]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C44, C69, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C3 Start Date: 2017-03-13
Assoc Producer, Creative Svcs [12868]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C2 Start Date: 2017-04-24
Dir, Creative Services [12427]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C3 Start Date: 2017-01-16
Dir, Engineering [11826]	C1, C2, C3, C5, C6, C8, C9, C10, C11, C12, C13, C14, C15, C43, C69, C91, C97, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L12	Code Number: C2 Start Date: 2016-11-28
Director II [13013]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C15, C69, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13	Code Number: C3 Start Date: 2017-06-26
Director II [13404]	C1, C2, C3, C5, C69, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L14, L15, L16	Code Number: C2 Start Date: 2017-09-11
Exec Producer [12380]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C43, C69, C97, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C3 Start Date: 2017-04-03
General Manager, TV [12926]	C1, C2, C3, C5, C69, C97, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13	Code Number: C130 Start Date: 2017-08-14
Maintenance Engineer III [12541]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C15, C43, C69, C97, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C130 Start Date: 2017-02-13
Morning News Anchor [12891]	C1, C2, C3, C5, C69, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13	Code Number: C2 Start Date: 2017-04-24
Multimedia Journalist [13284]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L10, L11, L12, L13, L14	Code Number: C3 Start Date: 2017-09-19

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II. Full-Time Vacancies Filled During the Reporting Period

Job Title	Recruitment Sources Utilized to Fill Vacancy [by code number]	Recruitment Source for Person Hired [by code number]
Multimedia Journalist [13312]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C19, C26, C69, C100, C130, C131, C132, C134, C163, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16	Code Number: C2 Start Date: 2017-09-11
Photographer II [11871]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C2 Start Date: 2017-01-30
Photographer II [11871]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C130 Start Date: 2016-10-17
Photographer II [11871]	C1, C2, C3, C5, C69, C97, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C3 Start Date: 2017-06-26
Photographer III [12846]	C1, C2, C3, C5, C69, C95, C97, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C3 Start Date: 2017-06-19
Producer [12869]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16	Code Number: C2 Start Date: 2017-05-08
Producer [12869]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L14, L15, L16	Code Number: C1 Start Date: 2017-08-21
Producer [13087]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12, L13, L15, L16	Code Number: C3 Start Date: 2017-07-12
Receptionist [12395]	C1, C2, C3, C5, C69, C97, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C97 Start Date: 2017-02-27
Sales Support Asst II [13207]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C91, C97, C116, C130, C131, C132, C134, C163, L1, L2, L3, L4, L5, L6, L7, L8, L10, L11, L12, L13, L14	Code Number: C3 Start Date: 2017-08-14
Sales Support Asst II [13208]	C1, C2, C3, C5, C6, C9, C10, C11, C12, C13, C14, C15, C69, C97, C116, C130, C131, C132, C134, C163, L1, L2, L3, L4, L5, L6, L7, L8, L10, L11, L12, L13, L14	Code Number: C1 Start Date: 2017-09-06
Traffic Copy Editor, Local [12178]	C1, C2, C3, C5, C69, C100, C130, C131, C132, C134, L1, L2, L3, L4, L5, L6, L7, L8, L9, L10, L11, L12	Code Number: C1 Start Date: 2016-10-17

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III. Non-Vacancy Specific Recruitment Efforts During Reporting

<p>Participate in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.</p>	<p>JobNewsUSA.Com Career Fair Naples, FL 10/26/16 Attended by HR Business Partner and Local Sales Manager</p>
	<p>JobNewsUSA.com Career Fair Ft Myers, FL 2/22/17 Attended by HR Business Partner and News Director</p>
	<p>Hispanic Chamber of Commerce Career Fair @ Hodges University 3/29/17 Attended by HR Business Partner</p>
	<p>National Association of Black Journalists (NABJ) 8/9/17 - 8/11/17 Hired 4 candidates for Journalism Career Program Attended by HR Business Partner and News Director</p>
<p>Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.</p>	<p>Hispanic Chamber of Commerce Career Fair @ Hodges University 3/29/17 - Fox 4 hosted Veronica Culbertson, President and CEO of the Chamber 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. 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 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.</p>
<p>Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</p>	<p>WFTX employed a full time News Intern from Hampton University from 6/5/17 through 8/11/17. 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 foundation elements to develop skills to gain employment within the Broadcast Industry.</p>
<p>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p>	<p>Photographer training program resulted in the promotion of a PT Production Specialist to a FT News Photographer.</p>
	<p>Social Media/Web Training Program resulted in the promotion of a PT Production Specialist to a FT Associate Producer, Creative Services.</p>

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III. Non-Vacancy Specific Recruitment Efforts During Reporting

	<p>Key Talent Program - Employee participated in a program designed to focus on professional development, particularly learning a process for innovation and applying it to a current business challenge. This program also included an intensive workshop in Cincinnati and the ability to have a mentor from a Key Talent alumni member. This program ran from 9/16 - 7/17.</p>
	<p>Scripps Growth Planning - A growth planning process training adapted from the book, "Help Them Grow or Watch Them Go" was provided to leaders and employees in the station. Training was conducted on 2/23/17, 2/24/17, and 2/27/17 by Human Resources Business Partner.</p>
	<p>Director Training Program resulted in the promotion of 2 PT Production Specialists to a FT News Director.</p>
<p>Establishment of a mentoring program for station personnel.</p>	<p>Our Journalism Career Program brings recent Journalism college graduates into one of three roles; Producer, Web Content Producer or MMJ. These individuals are trained over the course of one year and mentored by senior levels staff in their departments. At the conclusion of their year, they have an opportunity to move to a 2nd Scripps station to continue their career.</p>
<p>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</p>	<p>On 5/24/17, our two News Anchors and Meteorologist, went to Tropic Isles Elementary school to meet with the students that produce their daily school news. The individuals reviewed their newscast with them and presented them with feedback on potential ways to improve their newscast. Additionally, each employee reviewed their career path with them and spoke to them about potential paths and careers within the Broadcast Industry.</p>
<p>Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</p>	<p>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.</p>
<p>Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.</p>	<p>WFTX wrote and produced PSAs that run throughout the reporting year to communicate our commitment to Equal Employment Opportunities and the information for agencies that wish to be notified of job openings.</p>

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III. Non-Vacancy Specific Recruitment Efforts During Reporting

On 4/19/17, News Anchor was the Guest Speaker at the Cape Coral Police Departments' Do The Right Thing Ceremony. During his speech, he spoke to the students about what it was like to work in Broadcasting, explained the editorial process in covering television and stories both at the local and national level and specifically focused on covering stories that as perceived by viewers as examples of people doing the "right thing" vs the "wrong thing".