

Annual EEO Public File Report
(October 1, 2010-September 30, 2011)

Waterman Broadcasting Corporation of Florida, Inc.

A. Narrative Statement

Waterman Broadcasting Corp. of Florida, Inc., is the licensee of WBBH-TV, Fort Myers, Florida (Ch 15, NBC) (“WBBH” or the “Station”), and provides programming, advertising and other services to WZVN-TV, Naples, Florida (Ch. 41, ABC) (“WZVN”), through a grandfathered time brokerage agreement. Thus, the recruitment efforts described herein apply to positions that support the programming and other activities of WZVN as well as of WBBH.

The Employment Unit provides equal opportunities to all qualified individuals without regard to their race, color, religion, national origin, age or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination. It encourages applications from qualified minorities and women for hiring and promotion to all types of jobs at the station. The Employment Unit has placed two managers in charge of its EEO program: Chief Financial Officer, Gerald W. Poppe, is responsible for the overall implementation of the program; and Human Resource Manager, Mary Cervenka, is responsible for the daily execution of the program.

The Employment Unit takes seriously its efforts to achieve broad and inclusive outreach in its recruitment for full time vacancies. It posts notifications of all full time vacancies on the WBBH (local NBC affiliate) website and the WZVN (local ABC affiliate) website. As noted below, the Employment Unit also encourages residents of the area, through on-air announcements, to call the station regarding job openings. The Employment Unit posts its job vacancies on a widely used Internet job bank for broadcast employment, www.tvjobs.com.

The Employment Unit advertises job vacancies through 10-second on-air announcements. These spots run on WBBH and WZVN every week, in place of advertisements or station promotions (identified in Section C as source #26). If warranted and feasible, this “Job Spot” will run nearly every day, every week of the year, thereby providing maximum exposure to viewers in the area and making it clear that numerous career opportunities exist with the Employment Unit. Each time the “Spot” is run it is tagged with a phone number for viewers to call for more information about openings. All openings mentioned on-air correspond to more comprehensive listings on the web sites for both WBBH and WZVN.

Due to time limitations, the specifics of every open position are not listed on the exclusive “Job Spots”; but the Employment Unit makes reasonable efforts to ensure that announcements cover new openings that arise for similar positions. For example, in its Recruitment Results for October 1, 2010-September 30, 2011 (see Section B below) the Employment Unit aired “Job Spots” for a *News Producer* opening on February 3, 2011. The announcements aired daily to thousands of viewers in Southwest Florida for more than three months. During this time a total of three (3) additional *News Producer* jobs became available. The Employment Unit felt recent “Job Spot” announcements for this February 3rd opening provided adequate notice for all the contemporaneous *News Producer* positions. While these announcements were not specific to each

individual news producer opening during the time period in which the ad ran, the Employment Unit concluded that the aggregate effect was adequate to inform the community about the availability of newsroom producer positions.

The Employment Unit believes "Job Spots" achieve broad and inclusive outreach throughout the communities served by WBBH and WZVN. Television reaches homes of just about every ethnic and racial make-up as well as social and economic status, and reaches individuals in many public facilities. Since the "Job Spots" are aired on both the NBC and ABC affiliates in Southwest Florida, the spots' coverage is that much more effective. The Employment Unit continues to use other community referral sources, but its experience (as well as the experience of other "Job Spot" advertisers) is that there is a no more effective way to reach an extensive and diverse pool of potential applicants than through "Job Spots".

The Employment Unit's written EEO program summary is distributed to managers responsible for recruiting, hiring and promotion, as well as to the entire station staff at large via e-mail and through use of the bulletin board where jobs are posted. In addition, the EEO Policy is posted on the Company website where it is available for review by the entire staff, and is also distributed along with station employment applications. The Employment Unit also encourages local organizations to contact them if interested in disseminating information about job opportunities at the Employment Unit.

A description of the Employment Unit's Supplemental Outreach activities is provided in Section D below.

B. EEO Public File Report

Waterman Broadcasting Corp. of Florida

Legend:

e = employee referral
 fe = former ee referral
 fitrn = former intern
 h = in-house board
 itrn = current intern
 m = word of mouth
 w = walk-in

Agnt = Agent
 EA = Employment Agency
 HH = HeadHunter
 NP = Newspaper
 20 = NAB Web

<u>Position</u>	<u>Date</u> <u>Open</u>	<u>Recruitment</u> <u>Sources</u>	<u>Number</u>		<u>Source of Each Interview</u>	<u>Source</u>	
			<u>Of</u> <u>Interviews</u>			<u>of</u> <u>Hiree</u>	<u>Date</u> <u>Filled</u>
Production Assistant	10/23/10	2,3,5,26	1		itrn	ITRN	Nov-10
VJ/Reporter	11/08/10	2,3,5,26	1		?	?	Dec-10
Collier County Reporter	11/16/10	2,3,5,26	1		5	5	Dec-10
Production Director	11/17/10	5	1		h	h	Nov-10
Production Assistant	11/17/10	2,3,5,26	1		3	3	Nov-10
TV News Producer	11/23/10	2,3,5,26	2		w 5	5	Jan-11
VJ/Reporter	12/02/10	2,3,5,26	1		fe	fe	Dec-10
VJ/Reporter	12/02/10	2,3,5,26	1		m	m	Dec-10
Photojournalist	12/03/10	2,3,5,26	1		e	e	Dec-10
Photojournalist	12/15/10	2,3,5,26	1		26	26	Jan-11
Exec Prod. Promotions	12/27/10	2,3,5,26	1		m	m	Feb-11
Production Director	12/28/10	5,	1		m	m	Jan-11
Production Assistant	12/28/10	2,3	1		e	e	Jan-11
Production Assistant	12/28/10	2,3,26	1		3	3	Mar-11
Comm Prodr.-CS Asst.	01/06/11	5	1		h	h	Jan-11
Weekend Web Prod.	01/05/11	2,3,5,26	1		5/e	5/e	Jan-11
Payroll / AP Clerk	01/14/11	2,3,4,5,26	5		? ? ? ? ?	?	Feb-11
Sales Suprt/Sales Ass't	01/28/11	2,3,26	1		m	m	Mar-11
News Producer	02/03/11	2,3,4,5,26	3		5 5 m	m	Apr-11
News Producer	02/04/11	2,3,4,5,19,26,30,38, 52,53,54	3		5 ? 5	5	Apr-11
Executive Producer	02/25/11	2,3,5,26	1		h	h	Apr-11
Reporter	02/25/11	2,3,5,7A,19,26,30,38,45,49,52,53,54	2		? ?	?	May-11
Weekend Anchor (AM)	03/04/11	2,3,5	1		h	h	Mar-11
Anch/Rptr (Evenings)	03/08/11	2,3,5,26,30 - ELIMINATED 4/28/11					
ABC7WkendAnch/Rptr	03/08/11	2,3,5,26,30	1		e	e	Apr-11
Meteorologist	03/14/11	2,3,5,26	1		Agnt	Agnt	Apr-11
NBC2 Noon Anchor	03/04/11	Internal Reorganization (New Position)	1		m	m	Mar-11

IT Technician I	04/05/11	2,3,5,19,26,38,52,53,54	temp hold 9/26/11	2	?	e													
News Producer	04/11/11	2,3,4,5,19,26,30,38,40,45,49,52,53,54,55		1	19										19				May-11
News Producer	04/12/11	2,3,4,5,19,26,30,38,40,45,49, 52,53,54,55		1	h										h				May-11
Photojournalist	04/13/11	Back Filled from another department		1	m										m				Apr-11
Creative Svcs Prod.	04/13/11	ON HOLD																	
News Anch/Rptr	04/26/11	2,5,19,38,41,45,49,52,53,54		2	m	h									h				Jun-11
Photojournalist	05/04/11	2,4,5,19,38,40,45,47,49,52,53,54,55		2	m/5	e									e				Jul-11
News Producer	05/12/11	2,4,5,7A,19,38,40,45,49,52,53,54,55		1	e										e				Jun-11
Investigative Reporter	05/19/11	2,5,19,38,41,49,52,53,54		1	h										h				Jun-11
Reporter	05/24/11	2,5,7A,19,30,38,49,52,53,54		1	5/m										5/m				Jun-11
VJ/Reporter	5/262011	2,4,5,7A,19,38,41,49,52,53,54		4	e	e	5	fitrn							e				Jul-11
Renamed - Exec. Prod.	06/16/11	26 Reopen	2,4,5,7A,19,38,49,52,53,54,55	4	5	h	h	m							m				Jul-11
Renamed - VJ/Reporter	06/16/11	Reactivated	2,5,19,38,49,52,53,54	1	h										h				Jun-11
Renamed - VJ/Reporter	06/16/11	Reactivtd	2,4,5,7A,19,38,41,49,52,53,54	7	?	?	19	?	?	h	5	5			5				Jun-11
News Producer	06/16/11	2,4,5,7A,19,38,49,52,53,54,55		7	24	24	5	5	5	24	e	e							Jul-11
Production Assistant	06/16/11	2,3,4,19,26,35,49,52,53,54		1	3										3				Jul-11
VJ/Reporter	06/17/11	2,4,5,7A,19,38,41,49,52,53,54		3	5	19	5								19				Aug-11
News Producer	06/20/11	2,4,5,7A,19,38,49,52,53,54,55		1	w										w				Jul-11
ABC7 AM Co-Anchor	06/20/11	2,5		1	h										h				Jun-11
NBC2 Wkend Anchor	06/21/11	2,5,19,38,49,52,53,54		4	m	5	m/fe	m							m				Jun-11
Collier County Reporter	06/27/11	2,5		1	h										h				Jul-11
Weekend Anch/Rptr	07/05/11	2,5		4	h	h	5agt	5							5				Jul-11
Master Control Oper	07/05/11	2,3,5,26		1	?										?				Jul-11
Reporter-CLS 9/15/11	07/08/11	2,4,5,7A,19,38,49,52,53,54 - CLS 9/15/11																	
VJ/Reporter	07/08/11	2,5,19		6	19	h	e	e	5						5				Jul-11
Production Assistant	07/08/11	2,3,19,26,38,49,52,53,54		6	e	e	?	m	3	itrn					itrn				Aug-11
Photojournalist	07/11/11	2,5,19		3	47	e	e								e				Aug-11
Photojournalist	07/15/11	2,5,19,38,49,52,53,54		1	m/5										m/5				Aug-11
LogEdtr-CntnuitySupprt	07/25/11	2,3,19,26,38,49,52,53,54		4	3	3	m	3							3				Oct-11
ABC7 Anch/Rptr	08/02/11	2,4,5,7A,19,38,49,52,53,54	clse 9/26/11																
Assignment Editor	09/01/11	2,3,4,5,7A,19,26,38,40,49,52,53,54,55																	
4:30 AM Producer	09/06/11	2,4,5,7A,10,40,45,55																	
PM Graphic Designer	09/06/11	2,4,5,7A		3	m	m	m								m				Oct-11
VJ/Reporter	09/06/11	2,4,5,7A																	
Mrktng Editor/Animator	09/14/11	2,4,5,7A		3	m	m	5								5				Oct-11

Summary of Recruitment Activity

Total Number of job interviews: 112

Number of Interviews by Source:

#3	Employment Unit website	7
#5	TVJobs	22
#19	Media Line	4
#24	Magid Institute	3
#26	On-Air JobSpot	1
#47	B-Roll	1
e	employee referral	15
fe	former employee referral	2
fitrn	former intern	1
h	in-house board	16
itrn	current intern	2
m	word-of-mouth	18
w	walk-in	2
Agnt	Agent	2
?	unknown	16

C. Master List of Recruitment Sources

Waterman Broadcasting Corp. of Florida

Master List of Recruiting Sources

(Sources in **boldface** denote organizations that requested notification of full time job vacancies)

1. **Job Spot - Waterman Broadcasting**

Erica Scalise

3719 Central Ave.

Fort Myers, FL 33901

(239) 939-2020; (239) 939-7903

2. **In-house**

Mary Cervenka

3719 Central Ave.

Fort Myers, FL 33901

(239) 939-2020

(239) 939-7903

3. **Waterman Broadcasting Web Sites**

Amy Court
3719 Central Ave.
Fort Myers, FL 33901
(239) 939-6285
(239) 939-7903
amyc@water.net

4. FGCU - Career Dev. Center
Liz Loredo eloredo@fgcu.edu
10501 FGCU Blvd. S.
Ft. Myers, FL 33965
PH (239) 590-7926
FX (239) 590-7975
www.collegecentral.com/fgcu

5. TVJobs
Broadcast Employment Services
Mark Halloway
www.tvjobs.com/postjobs
Oceanside, CA 92052
(760) 754-2115

7. USF Alumni Assoc. - Univ. S. Florida
Rhiannon Smith
4202 E. Fowler Ave., ALC 000
Tampa, FL 33620
(813) 974-4380
alumni@admin.usf.edu ??????

7A. USF
www.career.usf.edu

9. Nations Association Charities
4625 Palm Beach Boulevard
Ft. Myers, FL 33905
nationscharities@juno.com
(239) 332-7575
(239) 332-4343

10. & Career and Service Center of Southwest FL
48. 4150 Ford Street Extension free
Ft. Myers, FL 33916
Phone: (239) 931-8200 Ext. 11170
Fax: (239) 931-8275
www.employflorida.com
(no commission paid jobs)

12. Charlotte Co. Vocational Tech Center
Bobbie Halbach
18300 Toledo Blade Blvd.
Port Charlotte, FL 33952
(941) 255-7500
(941) 255-7509

13. Edison Community College, Career Ctr.
see #40 Jaylyn M. Stahl
P.O. Box 60210
Ft. Myers, FL 33906-6210
(239) 489-9387
(239) 489-9246
careers@edison.edu

19. Media Line (e-mail postings preferred)
Mark Shilstone
P.O. Box 51909 or www.medialine.com
Pacific Grove CA 93950
(800) 237-8073
(831) 648-5204
medialine@medialine.com

20. NAB Career Center - post on career website
www.nab.org/bcc
1771 N St NW, Wash. DC 20036
(202) 429-5497 - no e-mail postings - costs
careercenter@nab.org

21. Electronic Media - Crain Comm., Inc.
Robbie Ehrhardt
740 N. Rush Street
Chicago, IL 60611
(312) 649-5385
(312) 649-7827
-
23. Florida Assoc. of Broadcasters
XXX 101 East College address incorrect Feb - 11
Tallahassee, FL 32301
(904) 681-6444
(904) 222-3957
-
24. Magid Institute
Paul Baldwin
One Research Center
Marion, Iowa 33911
(319) 377-7345
-
25. www.monster.com
1-800-monster
-
26. Waterman On-Air JobSpot -
Todd Schulz
3719 Central Ave.
Fort Myers, FL 33901
(239) 939-6261
-
- 27 &
43. Graeme Newell marketing jobs only
602 Communications Inc.
1011 Lyndhurst Falls Lane
Knightdale, NC 27545 USA
(919) 217-4438
www.602communications.com
gnewell@602communications.com
-
28. Spots n Dots
http:www.spotsndots.com
selltv@aol.com
(888) 884-2630
-

29. Nat'l Assoc of Black Journalists \$
1100 Knight Hall, Suite 3100
College Park, MD 20742
(301) 405-0248
e-mail nabj@nabj.org
<http://www.nabj.org/>

30. Nat'l Assoc of Hispanic Journ. \$
1000 National Press Building
Washington DC 20045-2001
(202) 662-7145
<http://www.nahj.org/category/nahj-jobs/>
<http://nahj.ihispano.com/>

31. Nat'l Lesbian and Gay
Journalists Association
1420 K Street
Suite 910
Washington DC 20005
(202) 588-9888
www.nlgj.org

32. American Women in Radio
and Television
2164 Wisconsin Ave.
Washington DC 20007
(202) 342-6661

34. Broadcast Engineering, Radio
Video Systems, millimeter, and SRO
Jennifer L. Shafer
(800) 896-9939; (913) 967-1732
Fax: (913) 967-1735

35. TV Technology (print or on-line) \$
Caroline Freeland (e-mail preferred)
cfreeland@nbmedia.com
(800) 336-3045 Ext. 153

36. Native American Journalists Assoc. \$
395 W. Lindsey Street
Norman, OK 73019-4201
(405) 325-9008
www.naja.com
info@naja.com

37. Asian American Journalists Assoc. \$
5 Third Street
Suite 1108
San Francisco, CA 94103
www.aaja.org
national@aaja.org

38. Southwest Florida College
T. Miller (e-mail preferred)
1685 Medical Lane
Ft. Myers, FL 33907
Phone: (239) 939-4766
Cell: (239) 560-1307
tmiller@swfc.edu
mguptill@swfc.edu

40. Edison College
www.collegecentral.com/edison
Access ID =
Password =
Anna Cool (Lee Campus)
(239) 489-9128
acool@edison.edu

41. www.collectivetalent.com
from Mary use ID:
Password:
Michael Bille ref. 5/16/11 e-mail
(813) 254-9695

42. Poynter Career Center - Tyler J. Messner
www.Poynter.org web costs
703 964-2771 Phone 703 707-6210 Fax

- 43 & 27 602 Communications
 Sandy Lisik
 (602) 954-8373
slizik@602communications.com
<http://www.602communications.com/>

44. Agency - David Crane
45. <http://jobs.lostremote.com/post-direct> free

47. B-Roll.net (for Photojournalists)
 1623 D St. NE
 Washington, DC 20002
 Contact: Kevin Johnson
 PH (202) 486-8842
 FX (802) 609-3072
joblisting@b-roll.net
info@b-roll.net

48. & <http://floridajobs.org/>
 10. State of Florida
 Agency for Workforce Innovation
 (423) 294-0642

49. SWFLWorks.org
 Barbara Hartman bhartman@swflworks.org
 Peg Elmore pelmore@swflworks.org
 (239) 931-8200 Ext. 11170 (Barb)

52. Florida A&M University
 100 Student Union Plaza
 Tallahassee, FL 32307
joan.sweet@famu.edu

53. Florida Memorial College - Career Planning
 NW 42nd Avenue
 Miami, FL 33054
cdcenter@fmuniv.edu

54. Hispanic Chamber of Commerce
10051 McGregor Blvd.
Ft. Myers, FL 33901
info.@hispanicchamberflorida.org
-
55. Hodges University
<http://www.collegecentral.com/hodges>
-
56. Craigslist
post and manage on-line
expires off site in 45 days
<https://post.craigslist.org>
-

D. Supplemental Outreach Activities

Under the EEO guidelines that became effective March 10, 2003, most stations are scheduled to complete four outreach initiatives from a menu of choices over a two year period, based on the anniversary of license renewal. The Employment Unit has undertaken the following outreach activities from October 1, 2010 to September 30, 2011.

I. Internship Program: Waterman Broadcasting offers an Internship Program designed to assist members of the community to acquire skills needed for broadcast employment. The Employment Unit believes that encouraging interns is an integral process for perpetuating interest in broadcasting careers.

Waterman Broadcasting's internship program focuses mostly on college students who are concentrating their studies on mass communications and/or journalism. Students frequently receive college credit for participating in the internship, but not always. They spend time shadowing station staff in various departments, but typically the greatest interest is in news.

Since October 1, 2010, students from the following colleges and universities participated in the Employment Unit's Internship Program:

- 1) DePauw University – Sales Department - January 3 – January 7, 2011. One-week shadow experience.
- 2) Lynn University – Sports Department – May 2011 - June 2011
- 3) University of So. Indiana - News Department – June 2011 - August 2011

- 4) University of Florida – News Department – June 2011 – July 2011
- 5) University of Florida – News Department – July 2011 – August 2011
- 6) University of South Florida – News, Production & Promotions Depts. –
July 2011 – August 2011
- 7) Niels Brock Academy, Copenhagen, Denmark – Sales & Marketing Depts. -
August 2011 – November 2011 (continues beyond the scope of this reporting period).

II. Participation in Job Fairs by Personnel Responsible for Hiring Decisions: Typically, Human Resources Director, Mary Cervenka, attends several job fairs and career days over the course of a year. Due to a continued slow recovery from the hiring freeze and major lay-off of the previous two years, the Human Resources Director attended only one job fair during the period from October 1, 2010 and September 30, 2011. The Human Resources Manager attended the Career and Internship Fair held at Florida Gulf Coast University on April 6, 2011.

III. Participation in Career Events Sponsored by Educational Institutions: Waterman Broadcasting has a long relationship with several local high schools and other educational institutions when it comes to participating in career days sponsored by those institutions. The Employment Unit continues to participate in career shadow days, as well as other types of programs intended to inform and educate young people about opportunities and careers in broadcasting. Programs in which the Employment Unit participated within the past 12 months include:

- 1) For the period of five months from March through July 2011, a high school student from Cypress Lake High School for the Media Arts, visited the station every week and shadowed our employees for three hours during each visit. His goal was to shadow people in all of the different positions in the station and to see how the jobs interrelate and work together to make the finished product. This opportunity provided him a behind-the-scenes awareness of a business in which he has an interest as a future career.
- 2) During the two week period beginning 5/9/11 and ending 5/20/11, a high school student from Canterbury High School participated in a high school career shadow experience. She shadowed employees in the News Department and used this experience as her Independent Senior Project. Her conduct was professional and her participation in activities for the execution of the project was outstanding.
- 3) From 7/25/11 – 7/29/11, a student from Blessed Trinity High School in Marietta, GA, participated in yet another version of the Career Day. This high school student primarily shadowed the employees in the Weather Department for a one week period. He had the opportunity to sit-in on a training session that explained the operation of some new equipment. He also observed in other departments.

IV. Participation in Other Outreach Initiatives: Key members of Waterman Broadcasting’s staff are involved in other initiatives which have, either all or in part, the effect of informing and educating people in the community about career opportunities in broadcasting. Some of these are as follows:

- 1) **Junior Achievement** – Waterman Broadcasting’s Chief Financial Officer, Gerald W. Poppe, the person ultimately responsible for implementation of the EEO program, is actively involved with Junior Achievement of Southwest Florida. Junior Achievement is a nationwide, non-profit organization dedicated to educating and inspiring young people to value free enterprise, business, economics and ethics to improve the quality of their lives. The program uses volunteers from the business community who go into the classroom using prepared course materials from Junior Achievement. Although there is structure to these materials, each lesson encourages the presenters to discuss real-life experiences from their own careers. Once a week from May 6th until June 3rd Mr. Poppe taught a one hour class to fifth graders at Villas Elementary School. This Junior Achievement class in Economics emphasized how to operate a business by acquiring resources, hiring employees, building a product and making a profit. Each year Waterman Broadcasting personnel invite members of the CEO Academy (25 Junior & Senior students from the surrounding three county’s High Schools) of Junior Achievement for an onsite tour of the facility along with a question and answer session. The tour was held on June 23, 2011.
- 2) **Media Days** – Several Southwest Florida Chamber of Commerce organizations sponsor leadership programs for promising business people in the community. These programs include “Leadership Lee County”, sponsored by The Southwest Florida Chamber of Commerce; “Emerging Leaders Program”, sponsored by The Fort Myers Chamber of Commerce; and “Public Relations & the Media”, sponsored by the Florida Public Relations Associations.

Waterman Broadcasting annually participates in a variety of “***Leadership and Media***” programs. During these programs, groups of business people and students visit our broadcast studio center to learn more about how we conduct daily operations and how we gather news for WBBH-TV, WZVN-TV, NBC2 NewsNow and our web sites (NBC-2.com & ABC-7.com).

While some of these visitors are already employed in other businesses, their exposure to our studio operations opens their eyes to career alternatives, should they be considering a change. At the same time, several students (Junior Achievement CEO Academy) are directly influenced regarding career alternatives which may lead to future employment. These programs also provide insight and career opportunity information that they can pass along to others in their field or in their classrooms.

From October 2010 through September 2011, Waterman Broadcasting hosted the following “Leadership & Media” events:

- Leadership Lehigh Acres was conducted on October 5, 2010.
- Emerging Leaders Program (Fort Myers Chamber of Commerce) was conducted on October 12, 2010.

- Leadership Lee County, Winter Class, (Southwest Florida Chamber of Commerce) was conducted on December 3, 2010.
- Junior Achievement of Southwest Florida “C.E.O. Academy” - tour & presentation was conducted on June 23, 2011.

3) **Anchor Appearances:** On-air staff at Waterman Broadcasting frequently receive requests to speak to organizations about their careers in broadcasting. The Station tries to honor as many of those requests as possible. While most of the events listed below are not targeted directly to career planning, the settings provide opportunities for the staff to meet future anchors and reporters and to answer relevant questions. In addition, the staff member can make plans for a follow-up discussion at another time, and also direct the individual to the HR Manager who can then offer information regarding the Company internship program.

Event Date	Requested Talent	Organization
10/20/2010	LEN JENNINGS	UNITED WAY KICKOFF
10/23/2010	CHAD OLIVER	BIG BROTHER/BIG SISTER OF NAPLES
10/24/2010	CRAIG WOLF	CENTURY CARE GOLF TOURNEY
11/7/2010	CLAY MILLER	TASTE OF THE TOWN-JUNIOR LEAGUE
11/7/2010	CRAIG WOLF	TASTE OF THE TOWN-JUNIOR LEAGUE
11/7/2010	HEATHER TURCO	TASTE OF THE TOWN-JUNIOR LEAGUE
11/7/2010	JAMIE YUCCAS	TASTE OF THE TOWN-JUNIOR LEAGUE
11/7/2010	JASON PAWLOSKI	TASTE OF THE TOWN-JUNIOR LEAGUE
11/7/2010	KELLIE BURNS	TASTE OF THE TOWN-JUNIOR LEAGUE
11/7/2010	LINH BUI	TASTE OF THE TOWN-JUNIOR LEAGUE
11/7/2010	MORGAN PALMER	TASTE OF THE TOWN-JUNIOR LEAGUE
11/7/2010	ROBERT VAN WINKLE	TASTE OF THE TOWN-JUNIOR LEAGUE
11/7/2010	STACEY DEFFENBAUGH	TASTE OF THE TOWN-JUNIOR LEAGUE
11/8/2010	CRAIG WOLF	LEE COUNTY HOMELESS COALITION
11/19/2010	HALEY WEBB	ZONTA GLASS SLIPPER BALL
11/21/2010	LEN JENNINGS	TASTE OF BONITA
12/4/2010	LEN JENNINGS	FTM BEACH BOAT PARADE
12/5/2010	CRAIG WOLF	CHARITY GOLF CART PARADE
12/6/2010	CHAD OLIVER	FORT MYERS FILM FESTIVAL JUDGE
12/8/2010	CHAD OLIVER	FORT MYERS HIGH SWEETHEART AUCTION
12/13/2010	CRAIG WOLF	SALVATION ARMY BELL RINGING
1/17/2011	CHAD OLIVER	FORT MYERS FILM FESTIVAL
1/18/2011	CRAIG WOLF	GOOD GUIDES
1/21/2011	CRAIG WOLF	LEE COUNTY MEDICAL ALLIANCE DINNER
1/31/2011	CHAD OLIVER	CHILDRENS HOSPITAL TABLE TALK
1/31/2011	LEN JENNINGS	EDISON PARK ELEMENTARY INVENTORS FAIR
2/1/2011	CHAD OLIVER	FTM HIGH MEDIA LECTURE
2/12/2011	LEN JENNINGS	NAPLES HUMANE SOCIETY
2/19/2011	CRAIG WOLF	ACE GROUP CLASSIC
2/19/2011	CRAIG WOLF	JUVENILE DIABETES FUNDRAISER

2/26/2011	LEN JENNINGS	ELLA PIPER DINNER
3/2/2011	JOHN PATRICK	READ ACROSS AMERICA
3/4/2011	CHAD OLIVER	BONITA BAY CLUB TENNIS CENTER
3/4/2011	LEN JENNINGS	READ ACROSS AMERICA
3/4/2011	LEN JENNINGS	RED SOX GROUNDBREAKING
3/5/2011	LEN JENNINGS	BONITA BAY CELEBRITY TENNIS
3/5/2011	LEN JENNINGS	PLAY FOR BLUE CHARITY WEEKEND FOR PROSTATE CANCER
3/8/2011	LEN JENNINGS	LEE COUNTY SPELLING BEE
3/12/2011	LEN JENNINGS	INTERFAITH CAREGIVERS
3/14/2011	LEN JENNINGS	COLLIER COUNTY SPELLING BEE
3/19/2011	CHAD OLIVER	BOYS AND GIRLS CLUB OF COLLIER
3/23/2011	CHAD OLIVER	FORT MYERS FILM FESTIVAL OPENING NIGHT MC
3/26/2011	LEN JENNINGS	NAPLES HUMANE SOCIETY BARK IN THE PARK
3/27/2011	CHAD OLIVER	FORT MYERS FILM FESTIVAL AWARDS
4/2/2011	CHAD OLIVER	CHILDRENS HOSPITAL TENNIS EVENT
4/2/2011	LEN JENNINGS	FGCU WANDERLUST
4/9/2011	LEN JENNINGS	RONALD MCDONALD HOUSE
4/15/2011	ALLYSON RAE	RELAY FOR LIFE
4/15/2011	CHAD OLIVER	RELAY FOR LIFE
4/30/2011	LEN JENNINGS	ALS- BREATH OF FRESH AIR
5/6/2011	CHAD OLIVER	LEARNING FOR LIFE TALENT SHOW
5/7/2011	LEN JENNINGS	ALS TIARA AND TIES EVENT
5/14/2011	LEN JENNINGS	DUBIN ALZHEIMERS RESOURCE CENTER
5/29/2011	ALEX BOYER	CCRC HONORING AMERICA RALLY FLYER
6/2/2011	JOHN PATRICK	HURRICANE EDUCATION SEMINAR
6/6/2011	LEN JENNINGS	LAKES PARK ELEMENTARY PTO
6/16/2011	CHAD OLIVER	NAPLES NEWS CHOICE AWARDS
6/16/2011	JOHN PATRICK	NAPLES DAILY NEWS CHOICE AWARDS
6/22/2011	KARLA RAY	KARAOKE JUDGE
6/29/2011	ALLYSON RAE	HURRICANE SEMINAR AT THE COMMONS
7/4/2011	CHAD OLIVER	4TH OF JULY PARTY
9/6/2011	NICK CILETTI	AFTERSCHOOL READING GROUP

V. Training Programs: Waterman Broadcasting offers many training opportunities to its employees to help promote career advancement of station personnel. These training opportunities are not limited to ordinary training for the employees in their current positions, but rather give employees opportunities to learn skills which might help them advance within the Company. Training opportunities presented to staff members include:

Several staff members were sent to the Investigative Reports and Editors (IRE) Convention held in Orlando in June 2011. Classes were provided to offer feedback and help reporters, photographers and editors alike to learn how to create better story ideas, gather information and follow through using more efficient production techniques.

We rely on Baron Services to provide annual updated training for our weather staff. In January 2011, we sent one of our meteorologists to Huntsville, Alabama for training on our weather systems. The three day extensive training gave our staff member an in-depth knowledge of our Doppler radar system. Upon returning, the meteorologist was charged with teaching the rest of the staff what was learned.

Baron Services was also in Fort Myers for two weeks in July 2011. During that period, intensive training was provided to the entire weather staff. The training focused on the newest and best techniques in using our weather systems for on-air delivery to our viewers.

In April 2011, two newscast producers were sent to the Magid Producers Institute, a training program held in Minneapolis, dedicated to training producers on better newscast presentation. The program also served as an introductory step in preparing them for management.

Waterman Broadcasting supported staff members attending the following events:

National Weather Association Convention - October 2010

National Hurricane Conference - March 2011

American Meteorological Association meeting - June 2011

The meteorologists learn to build on their knowledge of forecasting and hurricane tracking. These staff members return to the station with important new forecasting information and then, in turn, help train others on staff.

The Company supported one senior manager who participated in the McCormick Tribune Fellowship. The prestigious program is an opportunity for an elite group of African-American managers to grow their experiences and knowledge base. The Fellowship included a full week of seminars in Chicago at Northwestern University.

Another senior manager was supported when he attended the Station Summit in Las Vegas in June 2011. This meeting provided not only interaction to networks and syndicators, but, more importantly, provided educational seminars to help the manager grow professionally in news and marketing.

Four times each year the Company hires Frank Magid and Associates to train employees in our facility. This year the seminars, outlining bettering writing, producing and reporting, were open to the entire staff. An on-air talent coach also worked directly with the anchors to improve their performance and delivery skills.

In addition, an appearance consultant made 4 visits to the station this year. She held seminars and one-on-one consulting sessions with our talent and our production staff members to improve on-air appearance and lighting.

We provided support to staff members who attended the national conventions of the National Black Journalist Association and the National Hispanic Journalist Association where they were able to attend seminars and connect with other minority journalists.

A training session for the Company's management level personnel was held on September 29, 2011 to review and discuss applicable hiring and recruitment methods to ensure equal employment opportunity and prevent discrimination. This meeting provided a discussion of the requirements for effective recruiting and hiring procedures and of the acceptable methods to ensure compliance and proper documentation.

VI. Miscellaneous Outreach Activities: Not only does Waterman Broadcasting participate in numerous community activities, it also volunteers its services and assists with various charitable endeavors. Due to the Company's strong presence in the community, it is not uncommon that an EEO outreach activity presents itself as a result of working alongside any number of outside organizations. Personal connections to organizations and to schools often do the same thing and give rise to an outreach opportunity.

1) Waterman employees frequently participate in community events:

October 2010 – Making Strides Against Breast Cancer
November 2010 – Taste of the Town
January 2011 – Cattle Baron's Ball
February 2011 – Magic Under the Mangroves
March 2011 – American Cancer Society Relay For Life
March 2011 – Deaf Service Center Sing and Sign
March 2011 – Komen Race for the Cure
April 2011 – Heart Ball

2) Waterman employees often participate in an activity designated by the local elementary and high schools as **Career Days**. On these days, employees visit the schools and conduct classroom sessions where they teach students specific tasks that are fundamental to particular broadcasting jobs. The employees can then share details of the experiences from their "real life" careers.

April & May 2011 – Gulf Coast High School in Collier County – Waterman reporter participated in teaching television production classes. She shared personal experiences and guided students in relevant activities to highlight job processes and provide insight into the "real" world experience.

June 2011 – Career Day at Three Oaks Elementary attended by an NBC2 anchor

3) Tours of the station are frequently given to both large and small groups of people.

November 2010 – Cypress Cove Tour
November 17, 2010 – Leadership Lehigh Tour (approximately 10 people)
January 11, 2011 – Boy Scout Troop Tour
February 3, 2011 - Viewer Advisory Council
February & March 2011 – Tours for (2) Boy Scout Troops
May 27, 2011 – Tice Elementary School (small group)
June 2 & 3, 2011 – Oak Hammock Middle School Tour (approximately 40 students)
August 17, 2011 – Montage Women's Club (31 people)

Additional Tours - Three packages for station tours were auctioned off at various community events during the spring of 2011. The funds from one package benefited the non-profit Sanibel Sea School and the other two packages benefited the Heights Elementary PTA.

4) September 2011 - A management level employee spoke at the annual fundraiser event for the Lee County Chamber - Women in Business. The discussion contained business advice for how

to deal with and utilize the media.

5) July 18, 2011 - Above Board Chamber of Florida – Two Waterman Account Executives sat on a panel of approximately eight people and participated in the discussion of how members of the organization can connect with the media and plan for the best marketing and advertising decisions in the market. An audience of approximately sixty to seventy people witnessed the discussion.