

**Annual EEO Public File Report
(October 1, 2007-September 30, 2008)
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 20, NBC) (“WBBH” or the “Station”), and provides programming, advertising and other services to WZVN-TV, Naples, Florida (Ch. 26, 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: Vice President, Michael Reilly, 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.¹ 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, tvjobs.com.

The Employment Unit advertises job vacancies on-air through 10-second on-air announcement. These spots run on WBBH and WZVN every week, run-of-schedule, in place of advertisements or station promotions (identified in Section C as source #26). This Job Spot runs 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 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 recent, previous announcements cover for new openings that arise for similar positions. For example, in its Recruitment Results for October 1, 2007-September 30, 2008 (see Section B below), the Employment Unit aired Job Spots for a photojournalist opening on February 27, 2008. The announcements aired daily to thousands of viewers in Southwest Florida for more than three months. During this time a total of three (3) photojournalist jobs became available, in addition to one

¹ 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. The policy was also sent to potential recruitment sources in the local and broadcasting community and it is distributed along with station employment applications.

that was unfilled from November 2007. The Employment Unit felt recent Job Spot announcements for its February 27th opening ad provided adequate notice for all the contemporaneous photojournalist positions. During that time, the Employment Unit broadcast nearly 200 Job Spots for a photojournalist position across both WBBH and WZVN. These spots ran at various time periods including such highly watched time periods as weekday morning news and weekday access. Total cumulative audience would be well above a million viewers in a six-county region of all ethnic, racial and socio-economic make-up. While these announcements were not specific to each individual photojournalist opening in that time period, the Employment Unit concluded that the aggregate effect was adequate to inform the community about the availability of newsroom positions.

The Employment Unit believes the Job Spots achieve broad and inclusive outreach throughout the communities served by WBBH and WZVN. Television reaches homes of just about each and every ethnic and racial make-up as well as social and economic status, and 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's no more effective way to reach an extensive and diverse pool of potential applicants.

The Employment Unit also encourages local organizations interested in disseminating information about job opportunities at the Employment Unit to contact it. The Employment Unit also periodically reviews its EEO policy with managers in charge of hiring, as well as with the entire staff. A reminder of the Employment Unit's policy was last sent out electronically to the entire staff on April 25, 2008.

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

B. EEO Public File Report

(Hiring Data: October 1, 2007- September 30, 2008)

<u>Legend:</u>	w= walk-in
	m = word of mouth

<u>Position</u>	<u>Date Open</u>	<u>Recruitment Sources</u>	<u># Intvws</u>	<u>Source of Each Interview</u>		<u>Date Filled</u>
					<u>Source of Hire</u> former temp	
Bldg. Maint. -Janitorial	9/17/2007	2,3,5,26,4,8,22,30,36,38	1	tmp		Oct. 07
Editor	9/28/2007	2,3,4,8,22,30,36,38	1	2	2	Sept. 07
Photojournalist	10/26/2007	2,3,4,5,8,22,30,36,38,26	1	3	3	Mar. 08
Director of Marketing	11/6/2007	2,3,4,5,8,22,30,36,38,26	1	2	2	Feb. 08
Internet Account Executive	11/9/2007	2,3,4,5,8,22,30,36,38,26	1	3	3	Jan. 08
Feedroom Operator	12/5/2007	2,3,4,5,8,22,30,36,38,26	1	2	2	Mar. 08
Master Control Operator	12/21/2007	2,3,4,5,8,22,30,36,38,26	1	3	3	Feb. 08
Producer	12/28/2007	2,3,4,5,8,22,30,36,38,26	1	m	m	Apr. 08
Producer	12/31/2007	2,3,4,5,8,22,30,36,38,26	1	3	3	June 08
ABC7 Reporter	1/22/2008	2,3,5,4,8,22,30,36,38	1	2	2	Mar. 08
Photojournalist	2/27/2008	2,3,4,5,8,22,30,36,38,26	1	m	m	Apr. 08
ABC7 Sports Director	2/27/2008	2,3,4,5,8,22,30,36,38	1	3	3	June 08
SalesSupport/Sales Assisant	3/4/2008	2,3,5,26,4,8,22,30,36,38	1	3	3	Mar. 08
Internet News Producer	3/14/2008	2,3,4,5,8,22,30,36,38,45,26	1	3	3	June 08
Wkend Internet News Prod.	3/13/2008	2,3,4,5,8,22,30,36,38,45,26	1	3	3	Apr. 08
Photojournalist	3/24/2008	2,3,4,5,8,22,30,36,38,26	1	26	26	June 08
NBC2 Reporter	3/31/2008	2,3,5,26,4,8,22,30,36,38	1	5	5	Apr. 08
News Editor	4/2/2008	2,3,5,26,4,8,22,30,36,38	1	3	3	May 08
NBC2 Reporter	4/11/2008	2,3,5,26,4,8,22,30,36,38	1	5	5	May 08
Traffic Reporter	4/28/2008	casting call,2,3 (see outreach narrative)		Cc 20x	casting call	June 08
Photojournalist	5/2/2008	2,3,5,4,8,22,30,36,38,26	1	5	5	July 08
Production Assistant	5/2/2008	2,3,5,26,4,8,22,30,36,38	1	2	2	May 08
Master Control Operator	5/27/2008	2,3,5,26,4,8,22,30,36,38	1	2	2	May 08
Photojournalist	5/30/2008	2,3,5,4,8,22,30,36,38,26	1	26	26	July 08
Production Assistant	5/30/2008	2,3,5,26,4,8,22,30,36,38	1	3	3	May 08
Production Assistant	6/3/2008	2,3,5,26,4,8,22,30,36,38	1	3	3	June 08
NBC2 Reporter	6/11/2008	2,3,5,26,4,8,22,30,36,38,2,38	1	3	3	June 08

Total Number of job interviews: 46

Number of Interviews By Source:

#2 In-house Ad =	6
#3 Employment Unit web sites =	12
#5 TVJobs =	3
#26 JobSpot (exclusive) =	2
m – Word of Mouth =	2
casting call =	20

C. Master List of Recruitment Sources

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

1. Job Spot – Non-exclusive classified listing

Sheila Grant

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. Station Web Sites

www.nbc-2.com

www.abc-7.com

Keith Norman

3719 Central Ave.
Fort Myers, FL 33901
(239) 939-6214
(239) 939-7903
knorman@water.net

4. FGCU - Career Dev. Center
Hilles Hughes
10501 FGCU Blvd. S.
Ft. Myers, FL 33965
(239) 590-7958
(239) 590-7975
HHUGHES@FGCU.edu
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5. TVJobs
Broadcast Employment Services
www.tvjobs.com/postjobs
Oceanside, CA 92052
(760) 754-2115
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6. Workforce Council of SW Florida
Ken Rote
215 Airport-Pulling Rd. N.
Naples, FL 34104
(239) 643-4324
(239) 643-4431
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7. USF Alumni Assoc. - Univ. S. Florida
Rhiannon Smith
4202 E. Folwer Ave., ALC 000
Tampa, FL 33620
(813) 974-4380
alumni@admin.usf.edu
-

8. Div. of Vocational Rehabilitation
Jean Kerr, Employability Plan Coord.
4150 Ford St. Ext. Suite 3
Ft. Myers, FL 33916
(239) 278-7150 Ext. 115
(239) 278-7110

kerrjea@vr.fdles.state.fl.us

9. Nations Assn.
Ruth Suarez, Employment Specialist
P.O. Box 1095
Ft. Myers, FL 33902
(239) 332-7575
(239) 332-4343

 10. Professional Placement Network-WEO
Josephine Leary
4150 Ford St., Suite 348
Ft. Myers, FL 33916
(239) 278-7148
(239) 278-7363
josephine_o'leary@weo.fdles.state.fl.us
FAX Only

 11. Salvation Army
Beth Barger, Vocation Specialist
2400 Edison Avenue
Ft. Myers, FL 33901
(239) 337-5505
(239) 337-0414

 12. Charlotte Co. Vocational Tech Center
Pennie Aiken
18300 Toledo Blade Blvd.
Port Charlotte, FL 33948-3399
(941) 255-7500
(941) 255-7509

 13. Edison Community College, Career Ctr.
Jaylyn M. Stahl
P.O. Box 60210
Ft. Myers, FL 33906-6210
(239) 489-9387
(239) 489-9246
careers@edison.edu
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14. High Tech Center Central
Marie Snow
3800 Michigan Avenue
Ft. Myers, FL 33916
(239) 334-4544 ext.372
(239) 334-1603
MarieS2@lee.k12.fl.us

15. High Tech Center North
Mary Smiley
360 Juanita Blvd. Ext.
Cape Coral, FL 33993
(239) 574-4440
(239) 458-3721

16. The Art Institute of Fort Lauderdale
Employment
1799 SE 17th Street
Fort Lauderdale, FL 33316
(954) 463-3000 Ext. 468

17. Express Personnel
Ron Dubois, PHR
4444 Cleveland Ave. Stes. E&F
Ft. Myers, FL 33901
(239) 277-9675
(239) 277-9907
jkdubois@ftmyersfl.expresspersonnel.com

18. Spherion
Cheri McDevitt
12620 World Plaza Ln. Bldg. 60, Ste, I
Ft. Myers, FL 33907-7002
(239) 939-9999
(239) 939-5682

19. Media Line
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
www.nab.org/bcc
1771 N St NW, Wash. DC 20036
(202) 429-5497
careercenter@nab.org

21. Electronic Media - Crain Comm., Inc.
Robbie Ehrhardt
740 N. Rush Street
Chicago, IL 60611
(312) 649-5385
(312) 649-7827

22. The Chamber of Southwest Florida
Steve Tirey, www.swflorida.com/jobs
1520 Royal Palm Square, Ste 210
Fort Myers, FL 33919
(239) 278-4001
(239) 278-3319
chamber@swflorida.com

23. Florida Assoc. of Broadcasters
101 East College
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. JobSpot – Exclusive to Waterman
Bob Jones
3719 Central Ave.
Fort Myers, FL 33901
(239) 939-6211

27. Graeme Newell
602 Communications Inc.
6839 Charter Hills Road
Charlotte, NC 28277
(704) 543-1426
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
8701A Adelpia Rd.
Adelpia, MD 20783-1716
(301) 445-7100
www.nabj.org

30. Nat'l Assoc of Hispanic Journ.
1000 National Press Building
Washington DC 20045-2001
(202) 662-7145
www.nahj.org

31. Nat'l Lesbian and Gay
Journalists Association
1420 K Street
Suite 910
Washington DC 20005

(202) 588-9888

www.nlgja.org

32. American Women in Radio
and Television
2164 Wisconsin Ave.
Washington DC 20007
(202) 342-6661
-
- 33 Lee County - Economic
Development Office
2180 First Street, Suite 306
Fort Myers, FL 33901
(239) 338-3161
www.usworks.com/southwestflorida
- 34 Broadcast Engineering, Radio
Video Systems, millimeter, and SRO
Jennifer L. Shafer
(800) 896-9939; (913) 967-1732
Fax: (913) 967-1735
jshafer@primediabusiness.com
- 35 TV Technology
Caroline Freeland
cfreeland@imaspub.com
(800) 336-3045 Ext. 153
36. Native American Journalists Assoc.
555 Dakota St.
Vermillion, SD 57069
(605) 677-5282
www.naja.com
info@naja.com
37. Asian American Journalists Assoc.
1182 Market Street
Suite 320
San Francisco, CA 94102
www.aaja.org

national@aaia.org

38. **Southwest Florida College**
1685 Medical Lane
Fort Myers, FL 33907
(877) 493-5147
Courtney Geinert [cgeinert@swfc.edu]
(updated Aug. 20, 2008)
39. CareerBuilder.com
(800) 891-8880
41. CollectiveTalent.com
Password: 1964d62
40. Edison College
www.collegecentral.com/edison
Access ID = wbbh
Password = JobNet
Anna Cool (Lee Campus)
(239) 489-9128
acool@edison.edu
- 42 Poynter Career Center
Tyler J. Messner
703 964-2771 Phone
703 707-6210 Fax
tmessner@boxwoodtech.com
www.Poynter.org
- 43 602 Communications
slizik@602communications.com
44. <http://jobs.lostremote.com/>

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, 2007 to September 30, 2008.

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, 2007, the following people participated in the Employment Unit's Internship Program:

- 1) A young student from Switzerland interned in the news department for a day in October 2007.
- 2) A student from Florida State University interned in the station's news department in May 2008.

II. Participation in Four Job Fairs By Station Personnel Who Have Substantial Responsibility in Making Hiring Decisions

A. February 18, 2008 – Edison College Career Fair - This annual job fair at a local college was attended by the Station's Human Resource Director, Mary Cervenka. Ms. Cervenka spoke with several of the job fair's attendees about entry level positions in the Station's news production department. Several prospects submitted resumes for open positions but no on-site interviews were conducted at the station.

B. February 20, 2008 – Career Development Expo - This job fair was held at Florida Gulf Coast University. The fair was attended by the Station's Human Resource Director, Mary Cervenka. Ms. Cervenka spoke with several of the job fair's attendees about entry level positions in the Station's news production department but no on-site interviews were conducted at the station as a result.

- C. **April 30, 2008 – Southwest Florida College Career Day** - This annual job fair was again attended by the Station's Human Resource Director, Mary Cervenka. Ms. Cervenka spoke with several of the job fair's attendees about entry level positions in the Station's news production department. Several prospects submitted resumes for open positions but no on-site interviews were conducted at the station.

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 has participated in many career shadow days over the years, 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:

- Cub Scout tour – the Station's News Operations manager conducted a tour for a local cub scout troop on December 27, 2007
- On April 15, 2008 a group of local high school students were provided a one day shadow experience in the Station's production department.

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 Vice President, Mike Reilly, 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. As such, Mr. Reilly is an active classroom volunteer. Each lesson contained personal anecdotes about and explanations of careers in broadcast television. In the fall of 2007, Mr. Reilly taught JA to a 4th grade class.
2. Media Days – Like many communities, those in Southwest Florida sponsor leadership programs for promising business people in the community. One such program is called Leadership Lee County. Another, also in Lee County, is called the Emerging Leaders Program. Participants in these programs have a chance to visit various organizations in the community to learn more about how things operate. One segment of the program is call Media Day, where participants visit local media outlets. Waterman Broadcasting annually participates in Media Day, which involves a group of business people visiting the Station to learn more about how it operates. While many of these visitors are already employed in other businesses, their exposure to the Station opens their eyes to career alternatives,

should they be considering a change. It also provides insight into the Station that they can pass onto to others in their field or in their classrooms.

- Leadership Lehigh Day was conducted on July 7, 2008
 - Leadership Lee County day was conducted at the Station on July 29, 2008.
3. Anchor Appearances: On air staff at Waterman Broadcasting frequently receive requests to speak to organizations about their career in broadcasting. The Station tries to honor as many of those requests as possible. Below is a list of those appearances that included groups of people, mostly younger people, who were in a position to be informed about career choices and opportunities:

Event Date	Requested Talent	Organization
10/2/2007	ROBERT VAN WINKLE	SAINT MICHAEL LUTHERAN SCHOOL
2/18/2008	HALEY WEBB	BROWNIE TROUPE 469 STUDIO TOUR
4/8/2008	CHAD OLIVER	Three Oaks Elementary Science Fair
4/8/2008	HEATHER TURCO	Three Oaks Elementary Science Fair
4/18/2008	CATHERINE BERGERSON	Sea Gate Elementary Appearance CYPRESS LAKE MIDDLE SCHOOL CAREER
5/2/2008	CHRIS LAMBERT	DAY

V. Training programs: Waterman Broadcasting offers various training opportunities to its employees to help promote career advancement of Station personnel. These training opportunities are not limited to ordinary training for their current positions, but rather are chances for the employees to learn skills which might help them advance to higher positions. Training opportunities presented to staff members of the Employment Unit include:

- Poynter Institute, a school in St. Petersburg, Fla., dedicated to training better journalists – news producers and reporters frequently attend training at this institute. In August 2007, one of the station’s female investigative reporters was accepted to an elite program at the institute.
- **Producer School**: The Employment unit has undertaken this major endeavor as way to create career opportunities for Employees who might not otherwise have one. In the recent past, the station has found it increasingly difficult to hire well-trained news producers due to a growing shortage. Internally, it has been difficult to promote to the news producer position because it requires substantial training and employees in other departments or staff positions did not have this training. The Producer School is a way to address this problem. It is offered to employees in any department within the Employment Unit. The employee is put through a series of classes over the course of several weeks, during which time they are tested and trained on the skills needed to produce a newscast. Several employees have successfully completed the course, including minority employees, and are serving, or have served as producers.
- Florida Gulf Coast University – Partnership in Action: This all day seminar was attended by Human Resource Director Mary Cervenka on September 11, 2007. In addition to providing a training opportunity for Ms. Cervenka to learn more about HR topics such as ADA and FMLA, the seminar also had a session on Equal Employment practices, which ties in very well with the Station’s mission to craft and maintain the best EEO policy possible.

- Investigative Reporters Conference – Four Stations news employees attended this valuable career growth opportunity in Miami in June 2008.
- Weather Institute – The Station brought in experts to help further the training of its weather staff in July 2008.
- **Community Wide Try-Out for New Traffic Reporter** – In May 2008, Employment Unit's WBBH station conducted one of the most far reaching and inclusive outreach efforts ever in the history of local broadcast TV. In need of a new traffic reporter, the station created a contest that was open to all viewers throughout its viewing area. This contest was announced and promoted on the station for several weeks through hundreds of on-air announcements and mentions in its various newscasts. The station received hundreds of applications, conducted interviews and tryouts and finally selected two new employees to report on traffic, one male and one female.