

SUN

2011

EEO

PUBLIC

FILE

REPORT

EEO Public File Report

This EEO Public File Report is filed in Station **WXCW-TV**'s public inspection file pursuant to Section 73.2080c(6) of the Federal Communications Commission's ("FCC") rules.

During the period beginning on October 1, 2010 and ending on September 30, 2011, the station filled the following full-time vacancies:

- | | |
|-------------------------------|---------|
| 1. Editor / Producer | WXCW-TV |
| 2. Research/Sales Coordinator | WXCW-TV |
| 3. Marketing Consultant | WXCW-TV |

The station interviewed a total of sixteen (16) applicants for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviews referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
1. Creative Cow LLC	2
2. Employee Referral	5
3. FGCU Job Fair	1
4. SUN Job Posting	1
5. SWFloridahelpwanted.com	4
6. Unsolicited	3
7. Abilities of Florida	0
8. Bethune-Cookman College	0
9. CraigsList	0
10. Florida A & M University	0
11. Florida Gulf Coast University	0
12. Florida International College	0
13. Graeme Newell	0
14. Hispanic Chamber of Commerce	0
15. Return to Work Inc.	0
16. Sunday Morning News	0
17. SW Florida College	0
18. University of Florida	0
19. University of South Florida	0

Attachment A contains specific information for each full-time vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2010 through SEPTEMBER 30, 2011

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
EDITOR / PRODUCER	EMPLOYEE REFERRAL	5

<u>Recruitment Sources Utilized*</u>	<u>Total number of interviewees referred</u>
* (please refer to the attached recruitment source list for complete address)	
Abilities of Florida	yes
Bethune-Cookman College	yes
Craigslist	no
Creative Cow LLC	yes
Employee Referral	yes
Florida A & M University	yes
Florida Gulf Coast University	yes
Florida International University	yes
Graeme Newell	no
Hispanic Chamber of Commerce	yes
Job Fair - FGCU 2010	no
Return to Work Inc.	yes
SUN Broadcasting Job Posting	yes
Sunday Morning News	yes
SW Florida College	yes
SWFloridahelpwanted.com	yes
University of Florida	yes
University of South Florida	yes
Unsolicited	yes
	2

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2010 through SEPTEMBER 30, 2011

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
Research/Sales Coordinator	SUN JOB POSTING	3

<u>Recruitment Sources Utilized*</u>	<u>Total number of interviewees referred</u>
* (please refer to the attached recruitment source list for complete address)	

Abilities of Florida	yes	
Bethune-Cookman College	yes	
Craigslist	no	
Creative Cow LLC	yes	
Employee Referral	yes	
Florida A & M University	yes	
Florida Gulf Coast University	yes	
Florida International University	yes	
Graeme Newell	no	
Hispanic Chamber of Commerce	yes	
Job Fair - FGCU 2010	no	
Return to Work Inc.	yes	
SUN Broadcasting Job Posting	yes	1
Sunday Morning News	yes	
SW Florida College	yes	
SWFloridahelpwanted.com	yes	2
University of Florida	yes	
University of South Florida	yes	
Unsolicited	yes	

FULL-TIME VACANCY EEO INFORMATION

OCTOBER 1, 2010 through SEPTEMBER 30, 2011

<u>JOB TITLE</u>	<u>RECRUITMENT SOURCE</u>	<u># of PERSONS INTERVIEWED</u>
MARKETING CONSULTANT	UNSOLICITED	8

<u>Recruitment Sources Utilized*</u>	<u>Total number of interviewees referred</u>
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* (please refer to the attached recruitment source list for complete address)

Abilities of Florida	yes	
Bethune-Cookman College	yes	
Craigslist	no	
Creative Cow LLC	yes	
Employee Referral	yes	4
Florida A & M University	yes	
Florida Gulf Coast University	yes	
Florida International University	yes	
Graeme Newell	no	
Hispanic Chamber of Commerce	yes	
Job Fair - FGCU 2010	no	1
Return to Work Inc.	yes	
SUN Broadcasting Job Posting	yes	
Sunday Morning News	yes	
SW Florida College	yes	
SWFloridahelpwanted.com	yes	2
University of Florida	yes	
University of South Florida	yes	
Unsolicited	yes	1

Sun Broadcasting engaged in the following Outreach Efforts during the period covered in the report:

Activity Classification	Type of Activity	Brief Description
10	Lee County Animal Services Dash November 6, 2010	The Company co-sponsored this public event.
16	Taste of Bonita November 15, 2010	WXCW was the proud media sponsor for Bonita Springs, Taste of Bonita. We produced a promo 2 weeks prior to the event to create awareness and attention. WXCW attended the event with the company vehicle on display and also had a booth to greet the visitors. It was a wonderful community day! A community project of WXCW.
3	EEO - Hispanic Chamber / Hodges University Job Fair April 1, 2011	WXCW sponsored and participated in the Hispanic Chamber Job Fair. WXCW advertised the events on-air as well as attending and reaching out to prospective employee candidates. The station had a booth set up with applications and information about the station.
10	American Cancer Society Relay for Life March, April, May 2011	WXCW was a major sponsor. The station advertised, participated and fielded numerous questions regarding employment opportunities within the company. WXCW attended the relay and set up a booth to greet the quests. We were proud to be a part of the American Cancer Society's "Race for a Cure".
3	Job Fair at Florida Gulf Coast University April 6, 2011	WXCW co-sponsored the Job Fair at Florida Gulf Coast University. The Company participated in this event with a booth and also had a news reporter on site covering the event. WXCW participated in the event with a booth, management personnel, and a complete listing of all open positions with the Company as well as information about our TV station. We also offered contact information of upper management. The station accepted applications throughout the day and educated attendees in regard to WXCW jobs and opportunities. WXCW aired a news segment on our evening news show regarding the event.
6	southwestfloridahelpwanted. com	Sun Broadcasting is a partner in southwestfloridahelpwanted.com. We run announcements to encourage both employers to post ads and those who are searching for a job to use the website to find a local job. The site is free to all jobseekers.
10	WXCW-TV Station Tours	WXCW-TV participated in hosting numerous schools, home schools, youth groups and adult organizations throughout the year visiting the station and learning about broadcasting. Addressing not only the technical workings of the stations, these tours offer advice to students about careers in TV news, operations, management and the educational steps required to fulfill those career paths. WXCW-TV prides itself on these exhaustive tours and the hands-on experience for students of all ages; grade school through high school, college groups, leadership groups, clubs and organizations.

SUN / JOB POSTING MAILING LIST

ABILITIES of FLORIDA

4150 Ford Street Extension, #355
Ft. Myers, FL 33916

Telephone: 239/936-2158
Fax: 239/936-6686
Contact: Dottie Fournier
E-mail: dfournier.abilities@sfwdb.org

BETHUNE-COOKMAN COLLEGE

Director Student Services
640 Mary McLeod
Daytona Beach, FL 32114

Telephone: 386/255-1401
Fax: 386/481-2139
Contact: M. Horne
E-mail: hornem@cookman.edu

CRAIGSLIST (SW Florida)

Contact craigslist.org

CREATIVE COW LLC

2205 Villa Lane
Paso Robles, CA 93446

Telephone: 805/239-5645
Contact: www.creativecow.net

FLORIDA A & M UNIVERSITY

Dept of Journalism / Communications
Post Office Box 14
Tallahassee, FL 32073

Telephone: 850/599-3700
Fax: 850/599-3086
Contact: Brandi Milton
E-mail: brandi.milton@famu.edu

FLORIDA GULF COAST UNIVERSITY

10501 FGCU Boulevard South
Ft. Myers, FL

Telephone: 239/590-7946
Fax: 239/590-7903
Contact: Kristen Peot
E-mail: kpeot@fgcu.edu

FLORIDA INTERNATIONAL UNIVERSITY

Career Services
University Park Campus, GC 230
North Miami, FL 33181

Telephone: 305/348-2423
Fax: 305/348-3829
Contact: Lesley Deehl
E-mail: spencek@fiu.edu

GRAEME NEWELL-602 COMMUNICATIONS

4349 East Colter Street
Phoenix, AZ 85018

Telephone: 919/217-4438
Contact: Graeme Newell
E-mail: gnewell@602 Communications.com

HISPANIC CHAMBER OF COMMERCE

10051 McGregor Blvd.
Ft. Myers, FL 33901

Telephone: 239/418-1441
Fax: 239/418-1475
Contact: Leonardo Garcia
E-mail: hispanicchamber.lg@earthlink.net

SUN / JOB POSTING MAILING LIST

RETURN TO WORK INC.

900 W. Marion Avenue
Punta Gorda, FL 33950

Contact: Carol Sarganis
E-mail: carol.sarganis@return2work.org

SUN BROADCASTING JOB POSTINGS

2824 Palm Beach Blvd.
Ft. Myers, FL 33916

Telephone: 239/338-4375
Fax: 239/479-5535
Contact: Karen Seiferth
E-mail: karen.seiferth@winktv.com

SUNDAY MORNING NEWS

LaBelle, FL

E-mail: kq4ym@ix.netcom.com

SW FLORIDA COLLEGE

1685 Medical Lane
Fort Myers, FL 33907

Telephone: 239/939-4766
Contact: Greg Weichert
E-mail: gweichert@swfc.edu

SWFLORIDAHELPWANTED.COM

One Civic Plaza, Suite 506
Poughkeepsie, NY 12601

Telephone: 800/365-8630, Ext. 404
Contact: Karen Morales

UNIVERSITY OF FLORIDA

Department of Broadcasting
J. Wayne Reitz Union
PO Box 118507
Gainesville, FL 32611

Telephone: 352/392-1601
Fax: 352/392-3810
Contact: Charles Harris
E-mail: charris@jou.ufl.edu

UNIVERSITY OF SOUTH FLORIDA

MASS COMMUNICATIONS
4202 East Fowler St., MP CIS-1040
Tampa, FL 33620

Telephone: 813/974-2591
Fax: 813/974-2592
Contact: Marsha Stein
E-mail: adefonzo@cas.usf.edu