

EEO PUBLIC FILE REPORT

FOR

WPGX-TV

This EEO Public File Report
October 1, 2022 to September 30, 2023

EEO Annual Public File Report

WPGX-TV

The purpose of this EEO Public File Report is to comply with Section 73.2080 (c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of WPGX. This Report will be placed in WPGX's public inspection file and posted on WPGX's website.

The information contained in this Report covers the time period ending September 30, 2023 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- * The recruitment source that referred the hiree for each full-time vacancy;
- * The total number of persons interviewed for each full-time vacancy; and,
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Tiffany Humphrey at (804) 672-6565.

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ATTACHMENT 1

FULL-TIME VACANCY INFORMATION

Position Title	Total No. Interviewees for the Vacancy	Recruitment Source of Hiree	Recruitment Sources Utilized (see attached list of sources)
Account Executive	1	1	1-15

Total number of persons interviewed during the Reporting Period: 1

ATTACHMENT 2
RECRUITMENT SOURCE INFORMATION

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
1	1	No
2	0	No
3	0	No
4	0	No
5	0	No
6	0	No
7	0	No
8	0	No
9	0	No
10	0	No
11	0	No
12	0	No
13	0	No
14	0	No
15	0	No

RECRUITMENT SOURCES

Source

1. Internal Referral
2. Employ Florida www.employflorida.com
3. TV Jobs www.tvjobs.com POB 4116 Oceanside, CA 92052 (800) 374-0119 info@tvjobs.com
4. Career Source Gulf Coast Center –
<https://www.employflorida.com/vosnet/Default.aspx?enc=vLa15KtdCzQQMP6jrcRdIQ> 1310 E 11th St, Panama City, FL 32401 850-872-4340
5. Bay County Chamber of Commerce 235 W. 5th Street Panama City, FL 32401 taylor@baychamberfl.com Taylor Smith 850-215-3755
6. Catholic Charities “Bridges to Circles of Bay County” 3128 E 11th Street Panama City, FL 32401
sharpn@cc.ptdiscese.org Naomi Sharp 850-763-0475 X1030
7. Florida Assoc. of Broadcasters 201 S. Monroe Street #201 Tallahassee, FL 32301 lvarn@fab.org L. Varn 850-681-4444 or 800-825-5322
8. Goodwill IND Career Training Center 300 Mabry Street Tallahassee, FL 32304 sburnett@goodwillbigbend.com
Steven Burnett 850-522-3900
9. Haney Technical Center 3016 FL-77 Panama City, FL 32405 nixkd@bay.k12.fl.us Kim Nix 850-767-5500
10. Kelly Services 2408 Lisenby Avenue Panama City, FL 32405 2053@kellyservices.com 850-785-1566
11. Mississippi Assoc. of Broadcasters 855 S. Pearl Orchard Road #403 Ridgeland, MS 39157
email@msbroadcasters.org 601-957-9121
12. Navy Transition Assistance and Family Employment Tiffany.parton.ctr@navy.mil Tiffany Parton 850-235-5611
13. Panama City Beach Chamber of Commerce 309 Richard Jackson Boulevard #101 Panama City, FL 32407
shannon@pcbeach.org Shannon Richmond 850-890-8069
14. Snelling Personnel Services 1420 Airport Road Panama City, FL 32405 ruth_burton@yahoo.com Ruth Burton
850-769-1441
15. St. John Baptist Church 1021 Martin Luther King Jr. Boulevard Panama City, FL 32401 stjohnmiss@comcast.net
850-747-1269

ATTACHMENT 3

MENU OPTION ACTIVITIES

WPGX-TV has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
6	Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies)	WPGX created and aired announcements that encouraged viewers interested in pursuing a radio and/or a television career to utilize the websites of the Florida Association of Broadcasters to learn of employment opportunities at member stations. These announcements ran throughout the year on WPGX.
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;	<ul style="list-style-type: none"> • March 29, 2023: The entire sales team participated in digital sales training with Orbit Interactive, the station’s digital partner, in order to learn about the Orbit Interactive product suite, how to customize the product for local advertisers, and learn the basics of digital language. • August 25, 2023, September 1, 2023, September 8, 2023, and September 15, 2023: The sales team and managers met with Jason Schlitz from Orbit Interactive each Friday to train on digital sales tools. Training included items such as display products and conversions, dashboard navigation and order entry, and new AI creative tools. • September 18, 2023: The sales team and managers worked with TVB presenter Brian Wexler to train on preparing for the TVB sales seminar with local clients scheduled for October 17, 2023. The training discussed topics such as creating the presentation and targeting in demand industries.

* For “Activity Classification”, use “1” through “16” in accordance with attached list.

Menu Option Classifications

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station 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.