

**WXEL-TV License Renewal Application
EEO Report
For the Period March 10, 2003 to September 30, 2004**

1. Full Time Vacancies

Account Executive (6)
Graphic Artist (2)
Major Gifts Officer
Outreach Coordinator
Executive Assistant

2. Recruitment Sources Used

Local newspapers (Palm Beach Post, Sun-Sentinel), trade magazines and papers (Current), WXEL Magazine, which has an average distribution of approximately 15,500 per month, the WXEL Website, mailing and Internet listings (see attached listings), and local colleges and universities. Also, some of the agencies we forward job listings to further post the position on their Internet Websites.

3. Recruitment Sources That Referred the People Hired for Full-Time Vacancies (of those applicants that returned the survey)

Palm Beach Post
Palm Beach Post Online
Employee
WXEL Website
Palm Beach Society Magazine
Print ad (specifics not given)
Workforce Development Center

4. Number of Persons Interviewed for Full-Time Vacancies during Period

47

Number of Interviewees by Recruitment Source (of those applicants that returned the survey)

Palm Beach Post	5
Palm Beach Post Online	1
Employee	6
Newspaper/internet	2
Print ad	1
WXEL Website	3

Florida's Job Bank	1
Palm Beach Society Magazine	1
Website (specific Website not specified)	1
Workforce Development Center	1

5. Longer Term Recruitment Initiative Implemented during Period

Establishment of an internship program for college students receiving credit for internship.

Establishment of training program to enable station personnel to acquire skills that could qualify them for higher level positions.

Listing of upper-level category openings in a job bank or media trade newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Participation by station executive in Senior Job Fair committee.

Narrative Statement

WXEL-TV 42 and WXEL-FM 90.7 achieves broad and inclusive outreach in its search for qualified job applicants by widely disseminating job vacancies throughout the community via various methods. These methods include:

- Ads in local newspapers within our broadcasting areas;
- Ads in trade magazines and papers;
- Notice in WXEL Magazine seeking individuals to join our team (see attached - distributed to approximately 15,000 members per month);
- Ads on the WXEL Website (see attached listing);
- Job openings distributed via mail (see attached listing) including local and non-local colleges and universities;
- Job openings distributed via Internet (see attached listing) including local and non-local colleges and universities;
- Job openings are posted in-house and are available at the receptionist desk for viewing;
- Job openings are further disseminated by agencies receiving such notices by the posting of these notices on the agencies' websites.

Longer-term recruitment initiatives undertaken by WXEL-TV/FM include:

- Establishment of an internship program for college students receiving credit for the internship (see attached internship notice provided on the WXEL Website);
- Establishment of a training program to enable station personnel to acquire skills that could qualify them for higher level positions;
- Listing of upper-level category openings in a job bank or media trade newsletter of media trade groups whose membership includes substantial participation of women and minorities;
- Participation of station executive in Senior Job Fair committee.

No problems have been encountered in these outreach efforts, but one potential problem may arise in that more and more job listing agencies are requesting job openings to be submitted on-line utilizing the agencies' on-line form rather than by mail. There is no standard format for these on-line submissions, making it impossible to broadcast-email the job opening to all agencies requesting this type of notification. This then requires the submission of job listings to each individual agency making it very time-consuming.