



1 (877) TV BECON

**WPPB TV, Channel 63
Boca Raton/ Fort Lauderdale, FL**

**Annual
Equal Employment Opportunities
Report**

October 2003 – September 2004

**BROWARD EDUCATION COMMUNICATIONS NETWORK
6600 SW Nova Drive
Fort Lauderdale, Florida 33317**

EEO REPORT

WPPB –TV

Vacancies Filled during the period

October 2003 - September 2004

WPPB is licensed to the School Board of Broward County, FL. The School Board Human Resource Division is responsible for overseeing the Station recruitment and hiring practices. The Department of EEO is responsible for the development and the implementation of the EEO policies. These policies require that all full-time positions be advertised broadly and that searches adhere to formal and strict EEO guidelines.

The following is the list of the full-time vacancies for the reported period, as well as the number of the candidates interviewed:

<u>DATE</u>	<u>POSITION</u>	<u>TITLE</u>	<u>Interviewed</u>
10/08/03	Digital Broadcast Engineer	RR-070	3
04/21/04	Coordinator PR & Fund Raising	RR-061	1
06/16/04	TV Broadcast Engineer I	RR-017	13
06/16/04	TV Broadcast Engineer II	RR-022	2
07/21/04	Clerk Specialist	MM-18	3
09/15/04	TV Production Assistant	RR-021	6

The following is the list of the full-time vacancies for the reported period, as well as the recruitment source from which the hired employee learned about the respective vacancy:

<u>POSITION</u>	<u>RECRUITMENT SOURCE FOR HIRED</u>
Digital Broadcast Engineer	School Board Website
Coordinator PR & Fund Raising	School Board Website
TV Broadcast Engineer I	School Board Website
TV Broadcast Engineer II	School Board Website
Clerk Specialist	School Board Website
TV Production Assistant	Word of Mouth

The following is the list of the full-time vacancies for the reported period, as well as the recruitment source from which the interviewed but not-hired candidates learned about the respective vacancy:

POSITION RECRUITMENT SOURCE FOR INTERVIEWD BUT NOT HIRED

Digital Broadcast Engineer	School Board Website School Board Website
Coordinator PR & Fund Raising	not applicable
TV Broadcast Engineer I	School Board Website School Board Website School Board Website School Board Website School Board Website School Board Website School Board Website Colleagues from other local TV stations Declined to specify Declined to specify Declined to specify Declined to specify Declined to specify
TV Broadcast Engineer II	School Board Website School Board Website
Clerk Specialist	School Board Website School Board Website
TV Production Assistant	School Board Website School Board Website School Board Website School Board Website School Board Website

EEO REPORT

WPPB –TV

Most frequently used resources for employment vacancies' advertising

The School Board has achieved broad and inclusive outreach during the reported period. Listed below are the sources the School Board of Broward County uses to advertise employment vacancies in print and/ or on-line:

School Board of Broward County, Florida
www.browardschools.com

Florida Information Resource Network
www.firn.edu

Sun-Sentinel Newspaper
www.careerbuilder.com

Miami Herald and el Nuevo Herald
www.careerbuilder.com

Palm Beach Post
www.palmbeachpost.com

Education Weekly
www.edweek.org

Right Management Consultants
<http://right.careercast.com>

DBM Job Scout
<http://dbm.careercast.com>

Nursing Spectrum Magazine
www.nursingspectrum.com

American School Food Service Association
www.asfsa.org

CIO Communications, Inc.
www.CIO.com

Florida Engineering Society
www.fleng.org

EEO REPORT

WPPB –TV

Recruitment Initiatives:

1. Participation in job fairs:

When appropriate Administrative staff participates in different job fairs and expos hosted or attended by the School Board Personnel and Human Resources Department. The following were held during the reported period:

"Experience Broward" – Broward Convention Center, spring of 2004;
Job Fair at Sheridan Vocational School, spring of 2004;
Job Fair by Work Force One, Hallandale Race Track, spring of 2004;

2. Internship Programs:

Broward Teen News

Description:

Broward Teen News offers all television production students in district middle and high schools the opportunity in a monthly 30-minute fast-paced, teen-produced news program featuring student activities and accomplishments. The ***Broward Teen News*** is produced entirely by students who receive hands-on experience with the latest digital television equipment as well as showcase their talents, which include: reporting, videography, writing, and editing. The internship program is also offered through BECON.

Broward School Beat Internship Program

Description:

The Broward Education Communications Network currently accepts qualified interns in the field of Broadcast Journalism and Media Production to work with our television program, ***Broward School Beat***. The program is a 30-minute news magazine show that highlights the positive events and stories happening throughout the Broward County School System. ***Broward School Beat*** is upbeat with fast edits and plenty of music and sound bites. The internship program accepts self-motivated, creative interns preferably with some experience in on-camera field reporting, news scriptwriting, camera operation, and non-linear editing. This internship is hands-on with students expected to complete stories, which actually air on our show. Duties include finding stories, videotaping, scriptwriting and postproduction.

BECON/ McFatter Tech Partnership

Description

The Broward Education Communications Network currently provides training and the use of facilities in the field of Broadcast TV Production for McFatter Technical School. In a unique partnership with McFatter High School and Adult Education Center, BECON allows the TV Production classes to train on it's state of the art broadcast equipment as well as actually work with the crew during programs that are produced at BECON. This partnership provides an outlet for the broadcasting students to learn from professionals about the process of TV Production and use of the equipment.

The above described partnerships have proved to be extremely valuable for the students involved. Students receive extensive "real world" experience that proves vital when searching for employment in this competitive field.

EEO REPORT

WPPB –TV

Recruitment Source List

The Recruitment Source List is continually modified/ updated in order to ensure wide dissemination of information concerning our open positions. On a regular basis, each Recruitment Source is contacted to verify contact name, address, phone and fax as well as e-mail address; and, to determine the best method for notification of our open positions.

A. D. Henderson Univ. School	Florida Atlantic University	500 NW 20 St.	Boca Raton	FL	33431
Adult Cov. Training Dept. Seminole Tribe	Patricia Jaquiel	6073 Stirling Rd.	Hollywood	FL	33024
Adult Voc. Training Seminole Tribe	Vivian Crooks	6073 Stirling Rd.	Hollywood	FL	33024
Allen Fisher, Asst. Dean School of Ed.	Florida International Univ.	Tamiami Trail	Miami	FL	33199
American Rehab. Consultant	Peter Gilbert	6280 Atlanta St.	Hollywood	FL	33024
Anna Tijon-Director Student Svc	Keiser College	1500 NW 49th St.	Ft. Lauderdale	FL	33309
Azrin Job Club	Rick Azrin	5151 Bayview Dr.	Ft. Lauderdale	FL	33308
BCC-Human Resources	Sherry Ferber	225 E. Las Olas Blvd.	Ft. Lauderdale	FL	33301
BETA	Toni Brown	2220 N. 57 Terrace	Hollywood	FL	33021
BETA	Tom Hunter	3800 Inverrary Blvd	Lauderhill	FL	33319
BETA	Linda Main	3800 Inverrary Blvd	Lauderhill	FL	33319
BETA/IBT	Attn: Diane Schiffman	7200 Pines Blvd., Bldg. 88-102	Pembroke Pines	FL	33024
Bethel Community Development Corporation	Marie Manuel	405 NW 3 Avenue	Pompano Beach	FL	33060
Bob Davis	Center for Independent Living	8857 West McNab Road	Tamarac	FL	33321
Brow. Co. Family Dev. & Res. Div.	Homeless Outreach Program	2995 N. Dixie Highway	Ft. Lauderdale	FL	33303
Broward Center for the Blind	Jodi Fisher-Voc. & Personnel Spec.	650 N. Andrews Ave.	Ft. Lauderdale	FL	33311
Broward Community College	Career Education, South Campus	7200 Pines Blvd.	Pembroke Pines	FL	33024
Broward Community College	Dean of Academic Affairs	North Campus	Ft. Lauderdale		33066
Broward Community College	Bldg 57, Room 103	North Campus	Ft. Lauderdale		33066
Broward Community College	Carol Faber-Displace Homemaker	North Campus	Ft. Lauderdale		33066

Broward Community College	Career Center-Bldg. 7	Central Campus	Ft. Lauderdale		33314
Broward Community College	Carol Findlay-Student Deve. Spec.	Central Campus-Bldg. 85	Ft. Lauderdale		33314
Broward Community College	Special Services	Central Campus	Ft. Lauderdale		33314
Broward Community College	Linda Beziat	South Campus	Ft. Lauderdale		33024
Broward Community College	Coop. Education Dept.	South Campus	Ft. Lauderdale		33024
Broward Community College	Student Financial Services	Central Campus-Bldg. 7	Ft. Lauderdale		33314
Broward Community College	Attn: Frank Kurz, Job Dev. Wages Program	1515 W. Commercial Blvd	Ft. Lauderdale	FL	33309
Broward County Health Dept.	Personnel	2421-A SW 6 Ave.	Ft. Lauderdale	FL	33315
Broward County Library North Regional	AI-Reference Desk	1100 Coconut Creek Blvd.	Coconut Creek	FL	33066
Broward Cty. Human Relations	Gov. Center Room 116	115 S. Andrews Ave.	Ft. Lauderdale	FL	33301
Broward Cty. Main Library	Local Documents Center	100 S. Andrews Ave.	Ft. Lauderdale	FL	33301
Broward Employment Training/ Personnel Dept.	Personnel Dept.	3800 Inverrary Blvd #4	Lauderhill	FL	33319
Broward Estates Civic Asso.	Joe Major	3410 NW 5 Ct.	Ft. Lauderdale	FL	33311
Broward School Credit Union	Nancy Penney Mgr.	6201 W. SAMPLE RD.	POMPANO BEACH	FL	33067
Broward Teachers Union		6000 N. University Drive	Tamarac	FL	33321
Bureau of Children & Family Svcs.	Attn: Janet Cepero	2995 N. Dixie	Oakland Park	FL	33334
BUSINESS MACHINE EXPERTS	Janie Davis	5630 NW 12 CT.	LAUDERHILL	FL	33313
Child Support Enforcement Dealer	Dept. of Revenue, Attn. Dealer Attn. Dealer	1900 W. Commercial Blvd.	Ft. Lauderdale	FL	33309
City College	Personnel	1401 West Cypress Creek Rd	Ft. Lauderdale	FL	33309
City of Hollywood	Personnel	2600 Hollywood Blvd.	Hollywood	FL	33020
Delray Beach Jobs & Benefits Ctr		14610 South Military Trail	Delray Beach	FL	33484
Department of Labor	Attn: Wanda Holiday /WAGES Unit	311 N. State Road 7	Plantation	FL	33317
Dept. of Rehabilitation	Attn: Jane	2550 W. Oakland Park Blvd	Ft. Lauderdale	FL	33311

Director, Student Services	ATI Career Training Center	2880 NW 62nd Street	Ft. Lauderdale	FL	33309
Division of Blind Services	Fred Haynes	401 NW 2 Ave. #s-714	Miami	FL	33128
Dora Dean	Victory Living Programs	P.O. Box 1025	Dania	FL	33004
Dottie Slade C/O Sexual Assault Treatment Center	400 NE 4th St. Ft. Lauderdale, FL.33301	400 N.E. 4th Street	Ft. Lauderdale	FL	33301
Early Head Start	% Betty Moore	2201 S.W. 42 Avenue	Hollywood	FL	33023
Equal Employment Oppty.	Edward Bellamy II	P.O. Drawer 1300	Pompano Beach	FL	33061
Family & Child Development Services	Patti Sylvester-North Network	2011 NW 3 Ave. Bldg. C 313	Pompano Beach	FL	33060
Family Resource & Training Ofc Outreach Service Section	Lazaro Franco	2995 N Dixie Hwy	Ft. Lauderdale	FL	33334
FAU	Career Planning & Placement	500 NW 20 St.	Boca Raton	FL	33431
FAU	Student Employment	500 NW 20 St.	Boca Raton	FL	33431
FAU	BRENDA POPE	2912 COLLE GE AVE.	DAVIE	FL	33314
FAU	David Capps 29112 College Ave. Suite 240	29112 College Avenue, Suite 240	Davie	FL	33314
FAU Employment Center	Gail Battle	500 NW 20 St.	Boca Raton	FL	33431
FAU-Exceptional Student Ed.	Lillian	500 NW 20 St.	Boca Raton	FL	33431
Federation of Public Emp.	Personnel	1700 NW 66 Ave. Suite 100 Plantation, FL 33313	Plantation	FL	33313
First Data Merchant Services	DOREEN Diaz	3975 NW 120 Ave.	Coral Springs	FL	33065
FIU	Office of Personnel	3000 NE 145 Street	North Miami	FL	33181
FL Dept. Labor Employee Security	Attn: Michael Oyejesobi	4690 NW 183 Street	Carl City	FL	33056
FLORIDA A&M UNIVERSITY	MR. MCBRIDE COLLEGE OF ED.	GORE ED. CENTER UNIT B-302	TALLAHASSEE	FL	32307
Florida Atlantic University	Carolyn A. R. Diedrick	2912 COLLEGE AVE. MOD. I.	Davie	FL	33314
FLORIDA CULINARY INSTITUTE	NOEL SHEVACK	1126 53 CT.	W. PALM BEACH	FL	33407
Florida Dept. of Education	Personnel Office	124 Knott Building	Tallahassee	FL	32301
FLORIDA INTERNATIONAL UNIV	N. Campus Student Develop.	151 St. & Biscayne Blvd.	N. MIAMI	FL	33181

Florida Jobs & Benefits Center		7550 Davie Road Ext	Hollywood	FL	33024
Florida Metropolitan University	Career Services Department	225 North Federal Highway	Pompano Beach	FL	33062
FLORIDA SOUTHERNCOLLEGE	OFFICE CAREER COUNSELING	111 LAKE HOLLINGSWORTH DR.	LAKELAND	FL	33801
Florida State University	Jackquie Hankin	104 Tully Gym	Tallahassee	FL	32306
George Sparks	Dept. of Music (FAU)	777 Glades Rd., PO Box 3091	Boca Raton	FL	33431
Gloria Tolar	ESE	North Area			
Heidelberg College	Teacher Placement Office	310 East Market St.	Tiffin	OH	44883
Henderson Mental Health Ctr -Supt. Employ.	Attn: Valerie Jones	1957 Jackson Street	Hollywood	FL	33020
Hepburn Center	Mary Washington	750 NW 8 Ave.	Hallandale	FL	33009
HRS District 10 Personnel		201 W. Broward Blvd. #305	Ft. Lauderdale	FL	33301
WORK FORCE ONE	ROBERTA CARRAWAY	2301 W. SAMPLE RD. B-4 SUIT 7A	Pompano Beach	FL	33073
Job Services	Zell Murrell	619 NE 32 St.	Miami	FL	33137
LEGAL CAREER INSTITUTE	PLACEMENT CENTER	5225 W. BROWARD BLVD.	Ft. Lauderdale	FL	33317
Lockheed Martin	Attn: Janice McClendon	7261 Sheridan Street	Hollywood	FL	33024
LULAC	Ceasar Montoya	10360 NW 40TH PL	CORAL SPRINGS	FL	33065-1543
Lynn University	Attn: Angela Butista - Career Dev.	3601 North Military Trail	Boca Raton	FL	33431
Macalester College Education Office	Teacher Placement Bureau	1600 Grand Ave.	St. Paul	MN	55105
Melvin Parrish	B.C. Div of Alcohol & Drug Abuse Service	1011 S.W2nd Ct.	Ft. Lauderdale	FL	33312
Miami Dade Community College	Job Placement Service	300 NE 2nd Avenue Room 3108	Miami Beach	FL	33132
Miami-Dade Community College	Gilda Crocker	11011 SW 104 St.	Miami	FL	33176-3393
Michigan Education Assoc.	Linda Keway, Consultant	P.O. Box 673	East Lansing	MI	48823
N. Broward County Courthouse	Attn: Jeanne Csurgay	1600 W. HILLSBORO BLVD #200	DEERFIELD BCH	FL	33442
Neighborhood Improvement Project	Attn: Patricia Henry	4350 W. Hallandale Beach Blvd.	Pembroke Park	FL	33023
New Vistas Program	Judith Parker	2900 W. Prospect Road	Ft. Lauderdale	FL	33309

North Miami Adult Education Ctr	Attn: Lesly Prudent, Principal	800 N.E. 137th Street	North Miami	FL	33161
Nova Univ. Family Center #204	Charlen Swanson	3301 College Ave.	Ft. Lauderdale	FL	33314
Nova University	Joy Soto-office of Univ. Registrar	3301 College Ave.	Ft. Lauderdale	FL	33314
Nova University	Career Resource Center	3301 College Ave.	Ft. Lauderdale	FL	33314
Nova University-Director	Family Center	3301 College Ave.	Ft. Lauderdale	FL	33314
Michelin Career Center	The Hendrix Student Center	Suite 316	Clemson	SC	29634
Office of Professional Expr. & Plm.	Kumble Hall Long Island	C.W. Post Campus	Brookville	NY	11548
OFFICE OF VOC. REHAB	JEAN Seducca	2550 W Oakland Park Blvd.	Ft. Lauderdale	FL	33311
Olive Marcelin-JTPA Program	Career Placement Consultant	2660 W. Oakland Park Blvd.#237	Ft. Lauderdale	FL	33314
Plantation Chamber of Commerce	Human Resource	7401 NW 4 St.	Plantation	FL	33317
Prospect Hall School of Business	Personnel	2620 Hollywood Blvd.	Hollywood	FL	33020
S. Broward Employment Svc Ctr	Director	7550 Davie Road Extension	Hollywood	FL	33024
Seltzer-Delman Inc.	1300 Sawgrass Corp. Pkwy.	Suite 130	Sunrise	FL	33323
SER/IBM Business Institute	Debra Soper	7100 Pines Blvd. #15	Pembroke Pines	FL	33024
South Regional BCC Library	Attn: Reference Dept.	7300 Pines Blvd.	Pembroke Pines	FL	33024
SPECTRUM	Mary Noa	450 East Atlantic Blvd.	Pompano Beach	FL	33060
Sr. Comm. Employment Svc Prog.	Irene Lewis	4851 NW 21 Street #14-506	Ft. Lauderdale	FL	33313
St. Thomas University	Attn: Sandra Career Planning & Placement	16400 NW 32nd Avenue	Miami	FL	33054
SUNRISE DAN PEARL LIBRARY	Debbie Bradford	10500 W. Oakland Park Blvd.	Ft. Lauderdale	FL	33351
Susan Leventhal & Assoc.	Susan Leventhal	242 Wildwood Lane E. Deercreek	Deerfield Beach	FL	33442
The Broward Success Institute	1515 West Commercial Blvd.	Ft. Lauderdale		FL	33309
U.S. Dept. of Labor	Miami Job Corp. (Laura Mebane)	3050 NW 183rd St.	Miami	FL	33055
University of Florida	Attn: Librarian Career Res. Ctr.	P.O. Box 118507	Gainesville	FL	32611-8507
University of Miami	Career Planning & Placement	P.O. Box 249175	Coral Gables	FL	33124

Urban League	Attn: Jackie Thomas	11 NW 36th Avenue	Ft. Lauderdale	FL	33311
Veterans Administration	Vocational Rehabilitation	299 E. Broward Blvd Suite 324	Ft. Lauderdale	FL	33301
Vocational Rehabilitation	Ron Jankowsky	7550 Davie Road Ext.	Hollywood	FL	33024
West Regional Library	Patti Nieves	8601 W Broward Blvd.	Plantation	FL	33324
Western Kentucky University	Bob Somers, CAP Center	2nd FL Cravens Grad. Center	Bowling Green	KY	42101
First Call For Help of Broward, Inc.	Ms. Susan R. Byrne, President/CEO	1975 E. Sunrise Blvd., Suite #403	Ft. Lauderdale	FL	33304
B.C.C./Hispanic Advisory Committee	Barbara Pippin	Bldg 33/1207E - 225 E. Las Olas	Ft. Lauderdale	FL	33301
Commisioner Diana	Wasserman-Rubin	115 S. Andrews Avenue	Ft. Lauderdale	FL	33301
ASPIRA Broward	Syndia Nazario	6700 Miramar Parkway	Miramar	FL	33023
Family Success Center	Teresa Herero	115 S. Andrews Avenue	Ft. Lauderdale	FL	33301
Centro Cultural de PR del Sur del la Florida	Jose Rodriguez	7018 NW 39 Court	Coral Springs	FL	33065
Hispanic Alliance of Broward	Dr. Melissa Soldani-Lemon	7880 W. Oakland Park Blvd., #203	Ft. Lauderdale	FL	33351
Puerto Rican Chamber of Commerce	Frank Nieves	7321 Taylor Street	Hollywood	FL	33024
Cronos Magazine	Margaret Delmont	3970 Oaks Clubhouse Drive, #110	Pompano Beach	FL	33069
Hispanic Unity	Isilio Arriaga	5840 Johnson Street	Hollywood	FL	33021
Latin Chamber of Commerce	Pepe Lopez	8320 W. Sunrise Blvd. #206	Plantation	FL	33326
Centro Comunitario de las Americas	Favio Andrade	2300 N. Commerce Parkway, #106	Weston	FL	33326
Madeline Arritola - Market. & Pub Relation	Sun Sentinel	200 East LasOlas Blvd.	Ft. Lauderdale	FL	33301
SULLIVAN COGLIANO	Angel S. Liamazares	7740 North Kendall Drive	Miami	FL	33156
Workforce One Central	Rosalind Currington	2610 West Oakland Park Blvd.	Ft.Lauderdale	FL	33311
CITY OF COCONUT CREEK	Jeannette Carter	4800 West Copans Road	Coconut Creek,	FL	
URBAN LEAGUE OF BROWARD		3521 West Broward Blvd. 201	Ft. Lauderdale	FL	33312

Narrative Statement Concerning Licensee's EEO Efforts

As explained at <http://www.browardschools.com/departments/employment/>, the School Board is the biggest business in Broward County, employing some 21,000 full and part time employees in a variety of jobs, including teaching, custodial, transportation, and administrative positions. Its track record in employing and promoting minorities in the school system far exceeds state and national standards. Moreover, as a government entity, the School Board is subject to numerous EEO rules, in addition to FCC requirements, prohibiting discrimination on the basis of race or sex, among other categories, and requiring outreach activities.

EEO Responsibilities of Management. Dr. Phyllis Schiffer-Simon, director of BECON, is charged with the task of overseeing employment practices, including all outreach efforts. To the extent that specific recruitment initiatives are delegated to other station personnel, such as the station manager and subordinates, those personnel act under the supervision of the Dr. Schiffer-Simon.

All outreach and recruitment activities are aimed at increasing awareness of employment opportunities in broadcasting among a diverse pool of potentially qualified employees. Employees are encouraged to refer employment candidates to the attention of management without regard for the race, color, national origin, or sex of the potential applicant. They are directed to recommend improvements in the hiring policies, practices, and working conditions that would facilitate outreach, recruitment, and retention of a diverse and qualified pool of applicants and employees, and to report incidents that could compromise these efforts.

Recruitment Initiatives. Although the number of full time employees of the School Board devoted to broadcast operations arguably does not amount to 10, in an abundance of caution we proceed as if we are subject to the outreach burdens placed on larger broadcasters. We therefore work to perform at least four EEO Recruitment Initiatives every two years. The FCC recognizes the following initiatives for the purpose of compliance with the Commission's EEO Rules:

(1) The School Board assigned members of its management or the station management to participate in different Job Fairs and Expos, either as hosts or merely as participants. Specific examples are provided in a separate exhibit.

(2) *Broward Teen News* offers all television production students an internship opportunity producing a monthly 30-minute news show. The program features hands-on experience with the latest digital television equipment and allows students to explore reporting, videography, writing, and editing. Students may earn course credit while producing segments. Additional details are provided in a separate exhibit.