ANNUAL EEO PUBLIC FILE REPORT WATERMAN BROADCASTING OF FLORIDA, LLC WBBH-TV & WZVN-TV

For the period of September 21, 2020 - September 30, 2021

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit (SEU) that is comprised of the following stations WBBH-TV licensed to Fort Myers, Florida and WZVN-TV licensed to Naples, Florida. This report is required to be placed in the public inspection files of both stations, and posted on the stations' websites.

The FCC's EEO Rule requires that this Report contain the following information:

- 1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
- 2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, identified by name, address, contact person and telephone number;
- 3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period;
- 4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
- 5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 that follow have been designed, in the aggregate, to provide the required information.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hire actually began working. A person was deemed "interviewed" whether he or she was interviewed in person or over the telephone.

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RECRUITMENT INITIATIVES

		1		RS	Total #
				Referring	Persons
Job#	Job Title	Date of Hire	Recruitment Source (RS) Used to Fill Vacancy	Hiree	Interviewed
1335	Newscast Technician	9/23/2020	1,2,4,10,13,17, 29	4	2
1149	Newscast Technician	9/25/2020	1,2,4,10,13,17, 29	4	2
1271	Accounts Payable Clerk	9/28/2020	1,2,4,10,13, 29	4	7
1152	Reporter / Multi-Media Journalist	9/28/2020	1,2,4,5,10,11,16,17a,18,21,24,29,30,34,35,36,3		
			7,38	11	4
1249	Reporter / Multi-Media Journalist	10/5/2020	1,2,4,5,10,11,16,17a,18,21,24,29,30,34,35,36,3		
			7,38	11	4
1300	Newscast Technician	10/14/2020	1,2,4,10,13,17, 29	4	2
330	Newscast Technician	10/16/2020	1,2,4,10,13,17, 29	4	2
1181	Newscast Technician	10/21/2020	1,2,4,10,13,17, 29	4	2
1301	Reporter / Multi-Media Journalist	10/26/2020	1,2,4,5,10,11,16,21,24,29,30	11	4
765	Account Executive	11/1/2020	1,2,4,6,13,15	10	4
1171	Reporter / Multi-Media Journalist	12/7/2020	1,2,4,5,10,11,16,17a,18,21,24,29,30,34,35,36,3		
			7,38	11	4
1307	Newscast Technician	12/16/2020	1,2,4,10,13,17, 29	4	2
1182	Anchor / Reporter	1/4/2021	1,2,5,6,11,13,16,21,29	16	3
1196	Producer - Trainee	1/4/2021	1,2,4,5,7,9,18,29, 32,33,34	4	4
1323	Producer - Trainee	1/4/2021	1,2,4,5,7,9,18,29, 32,33,34	34	4
1269	Digital Content Producer	1/4/2021	1,2,4,5,8,15, 17a/b/c/e, 18, 29, 32, 33, 34	15	6
	Newscast Technician		1,2,4,10,13,17, 29	4	2
1302B	Receptionist - Part Time		1,2,4,10, 29	4	3
-	Newscast Director		1,2,4,5,10,15, 29	4	1
1085	Reporter / Multi-Media Journalist		1,2,4,5,10,11,16,17a,18,21,24,29,30,34,35,36,3		
			7,38	11	5
1224	Reporter / Multi-Media Journalist	2/1/2021	1,2,4,5,10,11,16,17a,18,21,24,29,30,34,35,36,3		
			7,38	11	5
1306A	Newscast Technician - Part Time	2/3/2021	1,2,4,10,13,17, 29	4	2
1286	Reporter / Multi-Media Journalist	2/8/2021	1,2,4,5,10,11,16,17a,18,21,24,29,30,34,35,36,3		
			7,38	11	5
1243	Graphic Designer	2/15/2021	1,2,4,5,29,32	4	5
1194	Newscast Technician	2/17/2021	1,2,4,10,13,17, 29	4	2
1335	Newscast Technician	2/17/2021	1,2,4,10,13,17, 29	4	2
1166	Producer - Trainee	3/1/2021	1,2,4,5,7,9,18,29, 32,33,34	4	4
1254A	Newscast Technician - Part Time	3/5/2021	1,2,4,10,13,17, 29	4	2
1296	Staff Photographer	3/8/2021	1,2,4,5,8,10,13, 29	4	2
1327	Feedroom Operator	3/15/2021	1,2,4,5,13,15, 29	2	3
1135	Promotions Producer	4/5/2021	1,2,4,5,13,15,29,32,34	2	1
1254B	Newcast Technician	4/12/2021	1,2,4,10,13,17,29	4	2
1219	Staff Photographer	4/12/2021	1,2,4,5,8,10,13,29	12	2
1181	Newscast Technician	4/15/2021	1,2,4,10,13,17,29	4	2
1333	Topical Producer	4/19/2021	1,2,4,5,13,15,29,32,23	2	2
1174	Newscast Technician	4/22/2021	1,2,4,10,13,17,29	4	3
1083	Newscast Technician	4/22/2021	1,2,4,10,13,17,29	4	3
1306B	Newscast Technician		1,2,4,10,13,17,29	4	3
1038	Newscast Technician	5/10/2021	1,2,4,10,13,17,29	10	3
1063	News Editor		1,2,3,4,5,7,8,9,29	4	2
1063	News Editor		1,2,3,4,5,7,8,9,29	4	2
1208	Meteorologist		1,2,4,5,6,21,29	10	4

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RECRUITMENT INITIATIVES

Job#	Job Title	Date of Hire	Recruitment Source (RS) Used to Fill Vacancy	RS Referring Hiree	Total # Persons Interviewed
1077	Anchor / Reporter	6/7/2021	1,2,5,6,11,13,16,21,29	10	1
1174	Newscast Technician	6/9/2021	1,2,4,10,13,29	4	2
1206	Reporter / Multi-Media Journalist	6/14/2021	1,2,4,5,10,11,16,17a,18,21,24,29,30,34,35,36,3	4.4	4
1020	Newscast Technician	6/14/2021	7,38 1,2,4,10,13,17,29	11 4	2
	Producer - Trainee		1,2,4,5,7,9,18,29,32,33,34	34	6
	News Editor		1,2,3,4,5,7,8,9,29	10	4
	Executive Producer		1,2,4,5,6,11,15,29,34	5	2
	Newscast Technician		1,2,4,10,13,29	4	1
	Producer - Trainee		1,2,4,5,7,9,18,29,32,33,34	4	7
	Newscast Technician		1,2,4,10,13,29	4	2
	News Editor		1,2,3,4,5,7,8,9,29	4	2
	Reporter / Multi-Media Journalist		1,2,4,5,10,11,16,17a,18,21,24,29,30,34,35,36,3		_
1230	The porter y Walter Wedia sourriding	0,2,2021	7,38	14	4
1308	Producer - Trainee	8/2/2021	1,2,4,5,7,9,15,18,32,33,34	16	6
1281	Newscast Technician		1,2,4,10,13,15,29	4	2
1164	Newscast Director	8/17/2021	1,2,4,5,10,13,15,29	12	1
110	Anchor / Reporter	8/23/2021	1,2,5,6,11,13,16,21,29	5	3
330	Newscast Technician	8/28/2021	1,2,4,10,13,17,29	4	3
1234	Newscast Technician	9/1/2021	1,2,4,10,13,17,29	4	3
1199	Producer - Trainee	9/7/2021	1,2,4,5,7,9,18,29,32,33,34	6	4
1336	Digital Content Producer	9/13/2021	1,2,4,5,8,15, 17a/b/c/e, 18, 29, 32, 33, 34	15	4
1232	Reporter / Multi-Media Journalist	9/13/2021	1,2,4,5,10,11,16,17a,18,21,24,29,30,34,35,36,3		
			7,38	11	4
803	Newscast Technician	9/14/2021	1,2,4,10,13,17,29	2	4
1302A	Receptionist - Part Time	9/16/2021	1,2,4,10,13,29	13	4
1307	Newscast Technician	9/28/2021	1,2,4,10,13,17,29	4	4
345	Newscast Technician	9/28/2021	1,2,4,10,13,17,29	4	4
1197	Newcast Technician	9/29/2021	1,2,4,10,13,17,29	4	3
1306B	Newcast Technician	9/30/2021	1,2,4,10,13,17,29	4	1
					212

1254 Split into two Part Time Positions

1300 Split into two Part Time Positions

1302 Split into two Part Time Positions

1306 Split into two Part Time Positions

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MASTER RECRUITMENT SOURCE LIST

RS

of Interviewees

Referred by RS Over

Recruiting Sources (RS)

Reporting Period

Number	Recruiting Sources (RS)	Reporting Period
1	Waterman Broadcasting - Station Website	
	Kathleen Nagle-Roides	
	3719 Central Ave.	
	Fort Myers, FL 33901	
	(239) 939-2020	
	www.nbc-2.com	
	www.abc-7.com	40
2	Waterman Broadcasting - Internal Postings	10
	Kathleen Nagle-Roides 3719 Central Ave.	
	Fort Myers, FL 33901	
	(239) 939-2020	
3	CareerSource Southwest Florida	
	4150 Ford Street Extension	
	(239) 931-8282	
	www.employflorida.com	
4	Indeed.com	101
	7501 N Capital of Texas Hwy Building B	
	Austin TX 78731	
	(800) 462-5842	
	www.indeed.com	
5	TVJobs	5
	Broadcast Employment Services	
	Mark Halloway	
	www.tvjobs.com/postjobs	
	Oceanside, CA 92052	
	(760) 754-2115	
6	Spots n Dots	4
	SND Publishing , LLO	
	1635 Old Highway 41 Suite 112-338	
	Kennesaw GA 30152	
	www.spotsndots.com	
	(888) 884-2630 x 704	

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MASTER RECRUITMENT SOURCE LIST

of Interviewees

Referred by RS Over RS **Recruiting Sources (RS)** Number **Reporting Period**

7	Florida Southwestern State College	
	8099 College Parkway	
	Fort Myers FL 33919	
	Career Services Office 239-489-9394	
	http://www.collegecentral.com/FSW	
8	Florida Gulf Coast University	
	Career Dev. Center	
	10501 FGCU Blvd. S.	
	Ft. Myers, FL 33965	
	PH (239) 590-7926	
	Liz Loredo	
	www.collegecentral.com/fgcu	
9	Hodges University	
	4501 Colonial Blvd	
	Fort Myers FL 33966	
	Career Development Office 800-466-0019	
	www.collegecentral.com/hodges	
10	Employee Referral	16
11	YouTube	36
12	Former Employee	3
13	Word of Mouth/Referral	4
14	Walk-in/News Paper	4
15	LinkedIn http://www.linkedin.com	10
16	Agent Referral	9
17	UCF Career Services - Handshake	
17a	University of Central Florida	
17b	University of So FL Sarasota-Manatee	
17c	University of So FL St. Petersburg	
17d	University of Tampa	
17e	University of South Florida	
	http://www.ucf.edu	
	https://app.joinhandshake.com/	

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MASTER RECRUITMENT SOURCE LIST

RS Referred by RS Over
Number Recruiting Sources (RS) Reporting Period

18	Medialine	
	Rich Everitt	
	1209 Woodvalley Rd	
	Augusta GA 30909	
	706-364-7564	
	www.medialine.com	
19	The Art Institute of Fort Lauderdale	
	Erica Weissman, Career Services Advisor	
	1799 SE 17th Street	
	Fort Lauderdale FL 33316	
	eweissman@aii.edu	
	(800) 275-7603 ext. 2606; (954) 308-2606	
20	Florida Association of Broadcasters	
	201 South Monroe Street, Ste. 201	
	Tallahassee, FL 32301	
	(850) 681-6444	
	www.fab.org	
21	Collective Talent	
	Source has requested notice of on-air positions only.	
	Michael Bille	
	(813) 254-9695	
	email: bille@michaelsmedia.com	
	<u>www.collectivetalent.com</u>	
22	The Ladders	
	https://recruit.theladders.com	
23	602 Communications Inc.	
	1011 Lyndhurst Falls Lane	
	Knightdale, NC 27545 USA	
	(919) 217-4438	
	<u>www.602communications.com</u>	
24	Nat'l Association of Hispanic Journalist	
	1000 National Press Building	
	Washington DC 20045-2001	
	(202) 662-7145	
	www.nahjcareercenter.com/recruiters	
	www.nahj.org	

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MASTER RECRUITMENT SOURCE LIST

RS Referred by RS Over
Number Recruiting Sources (RS) Reporting Period

	necrating sources (no)	
25	Society of Broadcast Engineers	
	9102 North Meridian Street Ste. 150	
	Indianapolis IN 46260	
	(317) 846-9000	
	http://www.sbe.org/sections/jl_submit.php	
26	South Florida Black Journalist Association	
	PO Box 21355	
	Ft Lauderdale FL 33335-1355	
	<u>www.sfbja.com</u>	
26A	SFBJA Job Fair	
	Broward College Miramar Campus	
	1930 SW 145th Ave	
	Miramar FL	
27	National Broadcasting Society	
	1771 N Street NW	
	Washington DC 20036	
	https://www.nab.org/	
28	IRE - Investigative Reporters & Editors	
	141 Neff Annex	
	Missouri School of Journalism	
	Columbia MO 65211	
	https://www.ire.org/jobs/post-job/	
29	Miami Media School	
	Source has requested notice of all vacancies.	
	Angel Llamazares	
	901 S Miami Ave #303	
	Miami FL 33130	
	allamazares@BeOnAir.com	
	www.BeOnAir.Com	
30	Magid Institute	
	Julie Seebold	
	One Research Center	
	Marion, Iowa 33911	
	(319) 377-7345	

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RS Referred by RS Over
Number Recruiting Sources (RS) Reporting Period

31	NPPA National Press Photographers Assoc.	
	https://nppa.org/page/visual-journalism-job-bank	
32	Full Sail University	
	3300 University Blvd	
	Winter Park FL 32792	
	Ellis Martinez: egmartinez@fullsail.com	
	https://fullsail-csm.symplicity.com/surveys/referral	
33	University of Florida	
	Gator CareerLink System	
	https://ufl-csm.symplicity.com/employers	
34	Temple University	10
	Klein College of Media and Communications	
	215-204-6501	
	kleincareers@temple.edu	
		212
		212
	TOTAL NUMBER OF INTERVIEWS	

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DATE INITIATIVE BRIEF DESCRIPTION # OF STATION PARTICIPANT(S)
PARTICIPANTS TITLE

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1	10/6/2020	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel served as a virtual speaker for homeschool students at IMAG History and Science Center.	1	Meteorologist
2	10/14/2020	station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job	employment in the broadcasting industry. Waterman Broadcasting has hired many producers from	2	Executive Producer, Human Resources Manager
3	11/2/2020	sponsored by organizations representing groups present	Station personnel served as a virtual speaker for students with Florida Gulf Coast University Media & Public Relations.	1	Chief Political Correspondent
4	12/8-9/2020	_	Station on-air and newsroom personnel participated in training and coaching sessions presented by Magid Institute Talent Coach.	23	Executive Vice President and General Manager, President/Montclair, Vice President and Station Manager, News Director, News Manager, Director of Photojournalism, Anchors/Reports, Multi Media Journalists, Newscast Technician Manager, Newscast Technical Shift Supervisors, Producers
5	1/20/2021	Establishment of training programs for station personnel	Station on-air and newsroom personnel participated in training and coaching sessions presented by Magid Institute Talent Coach.	25	Executive Vice President and General Manager, President/Montclair, Vice President and Station Manager, News Director, Anchors, Executive Producers, Producers, Director of Marketing and Promotions, Editorial Managers, Newscast Technician Manager, Newscast Technical Shift Supervisors, News Manager

6	2/8/2021	Establishment of training programs for station personnel	Station on-air and newsroom personnel participated in training and coaching sessions presented by Poynter Institute / Power Up.	1	News Director
7	3/2/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented virtually to students at the Pine Island Elementary School in "Read Across America."	1	Chief Meteorologist
8	3/12/2021	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	Station personnel participated in the Golden Apple Awards programs in Lee and Collier Counties. The teachers and students see first-hand media executives in action. The live events feature our employees interacting with the Foundation for Public Schools. A total of 6 recipients were presented with Golden Applies from Villas Elementary, Tanglewood Elementary, The Sanibel School, Mariner High School, Cape Coral High School and Mirror Lakes Elementary.	2	Executive Vice President, Executive Producer, Special Projects, Anchors, Videographers, Digital Producers
9	3/15/2021 - 3/19/2021	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	Station personnel participated in the Golden Apple Awards programs in Lee and Collier Counties. A reporter and videographer visited the classroom of the winning teachers to fil them in action. Each of the wining teachers is featured in a two-minute news story to be aired during the 5-6 pm news block during the week leading up to the Golden Apple Awards Banquet. A total of 6 recipients were presented with Golden Applies from Villas Elementary, Tanglewood Elementary, The Sanibel School, Mariner High School, Cape Coral High School and Mirror Lakes Elementary.		Reporter, Videographer

	ı		1		1
10	3/24/2021	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	Station personnel participated in training via a webinar presented by Wilkinson Barker Knauer, "Staying on Top of Your Broadcast FCC EEO Obligations" targeted at Producers and Directors.	40	Executive Vice President and General Manager, President/Montclair, Vice President and Station Manager, News Director, News Manager, Anchors, Reports, Meteorologists, Producers, Digital Content Producers, Human Resources Manager
11	3/24/2021 – 5/19/2021	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	Station personnel participated in an online training webinar through the University of South Florida, Muma College of Business to earn a Diversity, Equity and Inclusion in the Workplace Certificate.	2	Vice President and Chief Financial Officer, Human Resources Manager
12	3/26/2021	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	Station personnel participated in the 2021 Proactive Workplace Solutions Conference hosted by Boy Agnew Potanovic law firm.	1	Human Resources Manager
13	3/26/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel virtually presented for a weather lesson at the Lehigh Elementary School.	1	Chief Meteorologist
14	4/23/2021	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	Station personnel presented and emceed at the annual Golden Apple Awards Banquet in Collier County.	4	Executive Vice President and General Manager, Vice President and Station Manager, Anchors.
15	4/27/2021	Establishment of training programs for station personnel	Station on-air and newsroom personnel participated in training and coaching sessions presented by Magid Institute Talent Coach.	10	Anchors/Reporters, Meteorologists, Multi Media Journalists, News Manager, Photojournalists / Photographers
16	5/5/2021	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting.	Station personnel served as a child mentor community virtual event at "Girls Going Places 2021" at the Florida Gulf Coast University, Lutgert College of Business.	1	Chief Meteorologist
17	5/13/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented in a virtual Hurricane Seminar at Esplanade Community with over 1000 residents.	1	Chief Meteorologist

18	5/19/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented in a virtual Hurricane Seminar with the Charlotte County Library System.	1	Chief Meteorologist
19	6/1/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented in a Community Hurricane Seminar with the Fort Myers Rotary Club.	1	Meteorologist
20	6/5/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented in a Community Hurricane Seminar at Lowes.	1	Chief Meteorologist
21	6/10/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented in a Community Hurricane Seminar at the Windsor Assisted Living facility.	1	Chief Meteorologist
22	6/12/2021	Station personnel presented in a Community Hurricane Seminar at the	Station personnel presented in a Community Hurricane Seminar at Lowes.	1	Meteorologist
23	6/15/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment		1	Meteorologist
24	6/18/2021	Participation in events sponsored by educational institutions relating to career opportunities in broadcasting	Station personnel presented and emceed at the annual Golden Apple Awards Banquet in Lee County.	7	Executive Vice President and General Manager, Vice President and Station Manager, Vice President and Chief Financial Officer, News Director, Anchors, Executive Producer for Special Projects
25	6/19/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented in a Hurricane Seminar at Lowes.	1	Chief Meteorologist

26	6/21/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented in a Community Hurricane Seminar at the Shell Factory and Nature Park.	1	Chief Meteorologist
27	7/12-13 2021	Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting	Station personnel hosted a job shadow day meeting with 12 staff members.	12	Executive Vice President and General Manager, President/Montclair, Vice President and Station Manager, Vice President and Chief Financial Officer, Vice President Sales, Human Resources Manager, Director of Local Sales, Director of National Sales, Traffic Supervisor, Account Executives, Digital Sales Manager
28	7/14/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented in a virtual Hurricane Seminar with the Stonebridge Country Club Community.	1	Chief Meteorologist
29	7/28/2021	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	Station personnel participated in Sexual Harassment and Performance Management training.	30	Executive Vice President and General Manager, Vice President and Station Manager, Vice President and Chief Financial Officer, Human Resources Manager, News Director, Anchors, Executive Producers, Director of Photojournalism, Producers, Director of Marketing and Promotions, Editorial Managers, Newscast Technician Manager, Newscast Technical Shift Supervisors, News Manager, Chief Engineer
30	8/10/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented in a Community Hurricane Seminar at Strada Nuova.	1	Chief Meteorologist
31	8/11/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel served as emcee for the opening night of Bulletproof Backpack at Florida Repertory Theatre – an intense and important piece about school shootings and the questions of "what would you do?"	1	Chief Political Correspondent

32	8/12/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel served as a speaker at Above Board Chamber of Florida event on Identify & Cyber Crime.	1	Chief Political Correspondent
33	8/28/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel served as a panelist judge for the Cape Coral Film Festival.	1	Meteorologist
34	9/11/2021	Participation in events sponsored by organizations representing groups present in the community interested in broadcasting employment	Station personnel presented virtually with the Boy Scouts of America in an effort to earn their weather merit badge.	1	Meteorologist
35	9/28 - 29/2021	Establishment of training programs for station personnel	Station personnel participated in the Producer Institute training and coaching sessions presented by Magid Institute Talent Coach Pete Seyfer.	13	News Director, Producers, Newscast Directors