

2015 ANNUAL EEO PUBLIC FILE REPORT

Station WUSF (FM), WSMR (FM) & WUSF-TV, Tampa, FL

Period Covered by this Report: October 1, 2014 through September 30, 2015

I. Full-time vacancies filled during the period

1. Job Title: Asst. Director of Development	Date filled: 02/02/15
2. Job Title: Multimedia Reporter	Date filled: 02/02/15
3. Job Title: Radio Programming Coordinator	Date filled: 03/02/15
4. Job Title: Media Sales Assistant	Date filled: 08/03/15
5. Job Title: Lighting Grip	Date filled: 08/31/15

II. Each recruitment or referral source used to seek candidates for each vacancy

1. Job Title: Asst. Director of Development	Date filled: 02/02/15		
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
USF Website – Careers	Chris Sharp	USF-SVC2172/813-974-5395	yes(3)/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(2)/no
WUSF Facebook	Merlina Glass	USF-TV100/813-974-8666	no/no
HigherEdJobs.com	Chris Sharp	USF-SVC2172/813-974-5395	no/no
Association of Fundraising Professionals	Kim Moyes	afpfl@verizon.net/941-921-5410	yes(1)/no
NETA	Maryanne Schuessler	Maryanne@netaonline.org	no/no
PMBA	Sally Burroughs	sburroughs@pmbaonline.org	no/no
CPB		http://www.cpb.org/jobline/	yes(1)/no
Indeed.com		http://www.indeed.com/	yes(1)/no
Word of mouth/ Internal employee			yes(1)/yes
2. Job Title: Multimedia Reporter	Date filled: 02/02/15		
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
USF Website – Careers	Chris Sharp	USF-SVC2172/813-974-5395	yes(1)/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(1)/no
HigherEdJobs.com	Chris Sharp	USF-SVC2172/813-974-5395	no/no
Indeed.com		http://www.indeed.com/	yes(1)/yes
Word of mouth	Russell Lewis, NPR Southern Bureau Chief	RDLewis@npr.org	yes(1)/no
3. Job Title: Radio Programming Coordinator	Date filled: 03/02/15		
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
USF Website – Careers	Chris Sharp	USF-SVC2172/813-974-5395	yes(2)/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(3)/no
HigherEdJobs.com	Chris Sharp	USF-SVC2172/813-974-5395	no/no
Indeed.com		http://www.indeed.com/	yes(2)/yes

4. Job Title: Media Sales Assistant			Date filled: 08/03/15
Source	Contact	Address/Tel#	Interviewed/Hired
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225	yes(2)/yes
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(2)/no
WUSF Facebook	Merlina Glass	USF-TV100/813-974-8666	no/no
NETA	Maryanne Schuessler	Maryanne@netaonline.org	no/no
PMBA	Sally Burroughs	sburroughs@pmbaonline.org	no/no

5. Job Title: Lighting Grip			Date filled: 08/31/15
Source	Contact	Address/Tel#	Interviewed/Hired
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225	yes(1)/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	no/no
HigherEdJobs.com	Nadia Harry	USF-SVC2172/813-974-1225	no/no
Word of mouth	Jesse McLane	USF-TV100/813-905-6969	yes(1)/yes

III. Total number of persons interviewed for all full-time vacancies filled during period:

1. Job Title: Asst. Director of Development	Date filled: 02/02/15
2. Job Title: Multimedia Reporter	Date filled: 02/02/15
3. Job Title: Radio Programming Coordinator	Date filled: 03/02/15
4. Job Title: Media Sales Assistant	Date filled: 08/03/15
5. Job Title: Lighting Grip	Date filled: 08/31/15

1. Total number of interviewees for all full-time vacancies filled during period per source:

Source	Contact Person	Address	Tel.No.	Interviewees
Association of Fundraising Professionals	Kim Moyes	afpfl@verizon.net	941-921-5410	1
CPB		http://www.cpb.org/jobline/		1
HigherEdjobs.com	Chris Sharp/ Nadia Harry	USF-SVC2172/813-974-5395/ 974-1225		0
Indeed.com		http://www.indeed.com/		4
NETA Online	Maryanne Schuessler	Maryanne@netaonline.org		0
NPR	Russell Lewis	RDLewis@npr.org		0
PBMA		info@pbma.org		0
USF Website – Careers	Chris Sharp/ Nadia Harry	USF-SVC2172/813-974-5395/ 974-1225		9
Word of Mouth/ Internal employee				3
WUSF Facebook	Merlina Glass	USF-TV100/813-974-6916		0
WUSF.org	Willow Wright	USF-TV100/813-905-6908		8

2. EEO Outreach activities during the reporting period:

A. Job Advertising

When filling job vacancies, WUSF Public Media targets minorities and minority groups in the broadcasting business and practices pro-active recruiting by making direct contact and encouraging applications for advertised positions. In addition WUSF Public Media does the same for its non-broadcast business unit. When a posted position reaches the posting end date and the pool of candidates is not acceptable in terms of diversity, said position posting is extended and the advertising venues expanded to specifically seek out minority candidates.

When applicable to the nature of the job vacancy, ads are submitted to national minority job resource centers such as the National Association of Hispanic Journalists, National Association of Asian Journalists, National Association of Black Journalists and NPR's minority posting board. All full-time and part-time vacancies are posted on the WUSF Public Media and the University of South Florida's websites along with additional postings on various sites as deemed beneficial. All Directors level and above positions are advertised nationally and relocation assistance is provided when needed. In addition, the public is notified and invited to Search Committee meetings and to listen in on candidate interviews.

B. Job Tours, Part-time Jobs, and Internships

Job Tours- College students at The University of South Florida that took the Introduction to Mass Communications course were given tours. Throughout the year, tours were provided upon request to local k-12 students, scout troops, and other students interested in visiting the station. The University of South Florida's *Bring Your Child to Work Day* allows those students interested in broadcasting to spend time at the radio and television stations.

Part-time jobs and Internships - Public Broadcasting provided four opportunities, each semester as well as the summer session, over the past year for Federal Work study students on a part time basis to work in several areas throughout the station. These positions provide an excellent opportunity for college students to earn income while acquiring necessary skills for continued employment in the industry. These students work in a variety of departments and areas that include general office, finance, sales, web design, production, traffic, newsroom, and music library. Minorities and students with disabilities were encouraged to apply.

C. Staff Members Encourage Interest in Broadcast Careers

Talented members of our WUSF News Department helped to foster journalism careers for a number of informal interns. Our news reporters, as well as the News Director, work very closely with students that are currently at the bachelor and masters level. Our News staff has worked diligently to help the students shape their stories, learn technical skills, learn how journalistic ethics applies to broadcast and find sources for story content. Our interns and Federal Work study students on occasions have had their stories carried nationally by NPR.

D. College Credit Course

Another effort to encourage interest in broadcasting careers was continued this year through the offering of a college credit course at our facilities on USF campus. This course is offered in partnership with the USF College of Mass Communications, who provides a professor of record. The course, **Advanced TV Production and Direction**, is presented in the Fall Academic Semester and is led by a WUSF staff member and supported by others from News, Production and Programming.