

2016 ANNUAL EEO PUBLIC FILE REPORT

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

Period Covered by this Report: October 1, 2015 through September 30, 2016

I. Full-time vacancies filled during the period

1. Job Title: Executive Administrative Specialist	Date filled: 11/09/15
2. Job Title: Asst. Director, Engineering & Operations	Date filled: 11/23/15
3. Job Title: Web Specialist	Date filled: 01/04/16
4. Job Title: Reporter/Anchor	Date filled: 2/29/16
5. Job Title: Multimedia Health News Editor	Date filled: 04/25/16
6. Job Title: Receptionist	Date filled: 07/05/16
7. Job Title: Board Operator/Broadcast Production Assistant	Date filled: 07/18/16
8. Job Title: Development Specialist	Date filled: 08/01/16

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

1. Job Title: Executive Administrative Specialist		Date filled: 11/09/15
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>
HigherEdJobs.com	Nadia Harry	USF-SVC2172/813-974-1225
Indeed.com		http://www.indeed.com/
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225
WUSF.org	Willow Wright	USF-TV100/813-905-6908
		<i>Interviewed/Hired</i>
		no/no
		no/no
		yes(4)/yes(1)
		no/no
2. Job Title: Asst. Director, Engineering & Operations		Date filled: 11/23/15
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>
HigherEdJobs.com	Nadia Harry	USF-SVC2172/813-974-1225
Indeed.com		http://www.indeed.com/
SBE Jobs Online	Scott Jones	kjones@sbe.org /(317) 846-9000
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225
WUSF.org	Willow Wright	USF-TV100/813-905-6908
Word of mouth	Max Sitero	msitero1@wusf.org
		<i>Interviewed/Hired</i>
		no/no
		yes(1)/no
		yes(2)/no
		no/no
		no/no
		yes(1)/yes(1)
3. Job Title: Web Specialist		Date filled: 01/04/16
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>
CPB Jobline		http://www.cpb.org/jobline/
Drupal.org	Willow Wright	USF-TV100/813-905-6908
Indeed.com		http://www.indeed.com/
NETA	Maryanne Schuessler	Maryanne@netaonline.org /803-978-1579
PMBA	Sally Burroughs	sburroughs@pmbaonline.org /703.506.3292
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225
WUSF.org	Willow Wright	USF-TV100/813-905-6908
		<i>Interviewed/Hired</i>
		no/no
		no/no
		no/no
		yes(4)/yes(1)
		yes(2)/no
4. Job Title: Reporter/Anchor		Date filled: 2/29/16
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>
CPB Jobline		http://www.cpb.org/jobline/
Facebook	Mary Shedden	shedden@wusf.org
HigherEdJobs.com	Nadia Harry	USF-SVC2172/813-974-1225
		<i>Interviewed/Hired</i>
		yes(1)/no
		no/no
		no/no

Indeed.com		http://www.indeed.com/	yes(1)/no
NETA	Maryanne Schuessler	Maryanne@netaonline.org /803-978-1579	no/no
NPR	Russell Lewis	RDLewis@npr.org / 800-811-4624	no/no
PMBA	Caroline White	cwhite@pmbaonline.org /703-506-3292	no/no
RTDNA	Derrick Hinds	derrickh@rtdna.org / 202-495-8730	no/no
Twitter	Mary Shedden	shedden@wusf.org	no/no
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225	no/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(2)/yes(1)
Word of mouth	Mary Shedden	shedden@wusf.org	yes(1)/no

5. Job Title: Multimedia Health News Editor

Date filled: 04/25/16

<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
AAJA	Mary Shedden	shedden@wusf.org	no/no
AHCJ	Mary Shedden	shedden@wusf.org	no/no
Facebook	Mary Shedden	shedden@wusf.org	no/no
Indeed.com		http://www.indeed.com/	yes(1)/no
NABJ	Mary Shedden	shedden@wusf.org	no/no
NAJH	Mary Shedden	shedden@wusf.org	no/no
NETA	Maryanne Schuessler	Maryanne@netaonline.org /803-978-1579	no/no
NPR	Russell Lewis	RDLewis@npr.org / 800-811-4624	no/no
PMBA	Caroline White	cwhite@pmbaonline.org /703-506-3292	no/no
SPJ	Mary Shedden	shedden@wusf.org	no/no
Twitter	Mary Shedden	shedden@wusf.org	no/no
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225	no/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(1)/no
Word of mouth	Mary Shedden	shedden@wusf.org	yes(3)/yes(1)

6. Job Title: Receptionist

Date filled: 07/05/16

<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
HigherEdJobs.com	Nadia Harry	USF-SVC2172/813-974-1225	no/no
Indeed.com		http://www.indeed.com/	no/no
Monster.com			yes(1)/no
NETA	Maryanne Schuessler	Maryanne@netaonline.org	no/no
PMBA	Caroline White	cwhite@pmbaonline.org /703-506-3292	no/no
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225	yes(1)/yes
WUSF.org	Willow Wright	USF-TV100/813-905-6908	no/no
Word of mouth			yes(2)/yes(1)

7. Job Title: Board Operator/Broadcast Production Assistant

Date filled: 07/18/16

<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
HigherEdJobs.com	Nadia Harry	USF-SVC2172/813-974-1225	no/no
Indeed.com		http://www.indeed.com/	yes(1)/yes(1)
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225	yes(3)/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	no/no

8. Job Title: Development Specialist

Date filled: 08/01/16

<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
HigherEdJobs.com	Nadia Harry	USF-SVC2172/813-974-1225	no/no
Indeed.com		http://www.indeed.com/	yes(3)/no
LinkedIn	Scott Nolan	snolan@wusf.org / 813-974-8677	no/no
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225	yes(12)/yes(1)
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(3)/no
Word of mouth			yes(4)/no

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

1. Job Title: Executive Administrative Specialist	Date filled: 11/09/15	4
2. Job Title: Asst. Director, Engineering & Operations	Date filled: 11/23/15	4
3. Job Title: Web Specialist	Date filled: 01/04/16	6
4. Job Title: Reporter/Anchor	Date filled: 2/29/16	5
5. Job Title: Multimedia Health News Editor	Date filled: 04/25/16	5
6. Job Title: Receptionist	Date filled: 07/05/16	4
7. Job Title: Board Operator/Broadcast Production Assistant	Date filled: 07/18/16	4
8. Job Title: Development Specialist	Date filled: 08/01/16	22

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

Source	Contact Person	Address	Tel. No.	Interviewees
AAJA	Mary Shedden	shedden@wusf.org		
AHCJ	Mary Shedden	shedden@wusf.org		
CPB Jobline		http://www.cpb.org/jobline/		1
Drupal.org	Willow Wright	USF-TV100/813-905-6908		
Facebook	Mary Shedden	shedden@wusf.org		
HigherEdjobs.com	Nadia Harry	USF-SVC2172/813-974-5395/974-1225		
Indeed.com		http://www.indeed.com/		7
LinkedIn	Scott Nolan	snolan@wusf.org	813-974-8677	
Monster.com				1
NABJ	Mary Shedden	shedden@wusf.org		
NAJH	Mary Shedden	shedden@wusf.org		
NETA	Maryanne Schuessler	Maryanne@netaonline.org	803-978-1579	
NPR	Russell Lewis	RDLewis@npr.org	800-811-4624	
PMBA	Sally Burroughs	sburroughs@pmbaonline.org	703.506.3292	
	Caroline White	cwhite@pmbaonline.org	703-506-3292	
RTDNA	Derrick Hinds	derrickh@rtdna.org	202-495-8730	
SBE Jobs Online	Scott Jones	kjones@sbe.org	(317) 846-9000	2
SPJ	Mary Shedden	shedden@wusf.org		
Twitter	Mary Shedden	shedden@wusf.org		
USF Website – Careers	Nadia Harry	USF-SVC2172/813-974-1225		24
WUSF.org	Willow Wright	USF-TV100/813-905-6908		8
Word of mouth	Mary Shedden	shedden@wusf.org		11

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.