

WUSF Public Media Diversity Annual Report

WUSF Public Media, recognizing that a diverse workforce and management team contribute greatly to its knowledge and understanding of Tampa Bay’s diverse communities, and our ability to deliver content and services that will help our citizens achieve their full potential, strives to maintain a workforce that is representative of said diverse communities in its coverage area.

WUSF Public Media continues to explore new methods and opportunities for achieving diversity as monitors its progress.

The primary broadcast signal area of WUSF Public Media includes the counties of Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota. The population base is 4,439,363. Following are statistics that gauge our community’s diversity as compared to the diversity of WUSF Public Media.

	<u>Tampa Bay</u>	<u>WUSF</u>
<i>Ethnicity:</i>		
White	62%	79%
Hispanic	17%	11%
Black	11%	9%
Asian/Pacific	3%	1%
All Other(1)	7%	0%

Gender:

Male	48%	43%
Female	52%	57%

(1) Consists of American Indian, Native Alaskans and those claiming “some other race” or “two or more races”

Source: <http://www.tampabay.org> (2015 data)

On a historical basis, for FY2015, WUSF Public Media’s minority employment was 21% compared to 23% and 24% for Fiscal Years 2014 and 2013 respectively. WUSF Public Media will endeavor to fill upcoming positions with qualified minority candidates by expanding its posting sites to include more minority centric publications and organizations. It is WUSF Public Media’s goal to meet and surpass its community minority’s percentage in its work force.

The CPB diversity initiative that WUSF Public Media undertakes on an annual basis is the inclusion of individuals representing diverse groups in internship and Work Study programs designed to provide meaningful professional level experience in order to reflect the diversity of the communities it serve and further public broadcasting's commitment to education.