

## 2012 ANNUAL EEO PUBLIC FILE REPORT

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

*Period Covered by this Report: October 1, 2011 through September 30, 2012*

#### **I. Full-time vacancies filled during the period**

1. Job Title: Multimedia Reporter	Date filled: 10/17/11
2. Job Title: Asst. Operations Manager	Date filled: 12/19/11
3. Job Title: Community Engagement Specialist	Date filled: 12/19/11
4. Job Title: Traffic Assistant	Date filled: 1/17/12
5. Job Title: Media Sales Executive	Date filled: 1/30/12
6. Job Title: Media Sales Executive	Date filled: 7/2/12
7. Job Title: Fiscal & Business Analyst	Date filled: 7/30/12
8. Job Title: Director, Engineering and Operations	Date filled: 8/27/12
9. Job Title: Broadcast Specialist (Assoc. Producer)	Date filled: 9/10/12

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

1. Job Title: Multimedia Reporter	Date filled: 10/17/11		
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(2)/no
WUSF.org	Danielle Murkerson	USF-TV100/813-905-6922	no/no
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>	no/no
CPB	Carol Mah	<a href="mailto:cmah@cpb.org/202-879-9686">cmah@cpb.org/202-879-9686</a>	no/no
Word of Mouth	Sammy Mack		yes(1)/no
Journalism NOW			no/no
Lost Remote (posts to Indeed and other online sites)			yes(1)/yes
Columbia University			no/no
J-Jobs (Berkley)			no/no
University of Maryland Journalism			no/no
University of Florida Journalism			no/no
University of Miami Journalism			no/no
FIU Journalism			no/no
FL Association of Broadcasters			no/no
2. Job Title: Asst. Operations Manager	Date filled: 12/19/11		
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(2)/no
WUSF.org	Danielle Murkerson	USF-TV100/813-905-6922	yes (2)/yes
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>	no/no
CPB	Carol Mah	<a href="mailto:cmah@cpb.org/202-879-9686">cmah@cpb.org/202-879-9686</a>	yes(4)/no
DubNet Email list			yes(2)/no
Word of Mouth			yes(1)/no
FL Association of Broadcasters			yes(1)/no
3. Job Title: Community Engagement Specialist	Date filled: 12/19/11		
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>	<i>Interviewed/Hired</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(4)/yes
WUSF.org	Danielle Murkerson	USF-TV100/813-905-6922	no/no
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>	no/no
CPB	Carol Mah	<a href="mailto:cmah@cpb.org/202-879-9686">cmah@cpb.org/202-879-9686</a>	no/no

4. Job Title: Traffic Assistant Date filled: 1/17/12

Source	Contact	Address/Tel#	Interviewed/Hired
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(2)/yes
WUSF.org	Danielle Murkerson	USF-TV100/813-905-6922	yes(2)/no
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>	no/no
CPB	Carol Mah	<a href="mailto:cmah@cpb.org/202-879-9686">cmah@cpb.org/202-879-9686</a>	no/no
Monster.com	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
Indeed.com			yes(1)/no

5. Job Title: Media Sales Executive Date filled: 1/30/12

Source	Contact	Address/Tel#	Interviewed/Hired
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(2)/yes
WUSF.org	Danielle Murkerson	USF-TV100/813-905-6922	yes(2)/no
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>	no/no
CPB	Carol Mah	<a href="mailto:cmah@cpb.org/202-879-9686">cmah@cpb.org/202-879-9686</a>	no/no
Higheredjobs.com	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
Monster.com	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
Sarasota Herald	Michel Ferrell	USF-SVC2172/813-974-5395	yes(2)/no
East County Observer	The Observer Group Sarasota		no/no
Sarasota Observer	The Observer Group Sarasota		no/no
PBMA	<a href="mailto:info@pbma.org">info@pbma.org</a>		no/no
Suncoastjobs.com			no/no
Brandon Chamber jobboard	<a href="http://www.brandonchamber.com/jobboard">www.brandonchamber.com/jobboard</a>		no/no
Current	Kathleen Unwin <a href="mailto:currentpublicmedia@gmail.com">currentpublicmedia@gmail.com</a> fax: 877-745-8776		yes(1)/no

6. Job Title: Media Sales Executive Date filled: 7/2/12

Source	Contact	Address/Tel#	Interviewed/Hired
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(4)/no
WUSF.org	Danielle Murkerson	USF-TV100/813-905-6922	yes(1)/no
WUSF FaceBook			no/no
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>	no/no
CPB	Carol Mah	<a href="mailto:cmah@cpb.org/202-879-9686">cmah@cpb.org/202-879-9686</a>	no/no
EmploymentCrossing.com	John Simpson	<a href="mailto:jsimpson@employmentcrossing.com">jsimpson@employmentcrossing.com</a>	yes(1)/no
Current (web & Print)	Kathleen Unwin <a href="mailto:currentpublicmedia@gmail.com">currentpublicmedia@gmail.com</a> fax: 877-745-8776		no/no
DEIworksite.org			no/no
Word of Mouth			yes(4)/yes

7. Job Title: Fiscal & Business Analyst Date filled: 7/30/12

Source	Contact	Address/Tel#	Interviewed/Hired
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(4)/yes
WUSF.org	Danielle Murkerson	USF-TV100/813-905-6922	no/no
WUSF FaceBook			no/no
Word of Mouth			yes(1)/no

8. Job Title: Director, Engineering and Operations Date filled: 8/27/12

Source	Contact	Address/Tel#	Interviewed/Hired
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	yes(3)/no
WUSF.org	Danielle Murkerson	USF-TV100/813-905-6922	no/no
WUSF FaceBook			no/no
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>	no/no
CPB	Carol Mah	<a href="mailto:cmah@cpb.org/202-879-9686">cmah@cpb.org/202-879-9686</a>	no/no

Current (web & Print)	Kathleen Unwin	<a href="mailto:currentpublicmedia@gmail.com">currentpublicmedia@gmail.com</a>	fax: 877-745-8776	yes(1)/no
PBMA		<a href="mailto:info@pbma.org">info@pbma.org</a>	703-506-3292	no/no
Monster.com	Michel Ferrell		USF-SVC2172/813-974-5395	yes(1)/no
Indeed.com			Pulls from USF - Careers	yes(2)/yes
Deiworksite.org		<a href="http://deiworksite.org">deiworksite.org</a>		no/no

9. Job Title: Broadcast Specialist (Assoc. Producer)			Date filled: 9/10/12	
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>		<i>Interviewed/Hired</i>
USF Website – Careers	Michel Ferrell		USF-SVC2172/813-974-5395	yes(3)/no
WUSF.org	Danielle Murkerson		USF-TV100/813-905-6922	no/no
WUSF FaceBook				no/no
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>		no/no
CPB	Carol Mah	<a href="http://cmah@cpb.org/202-879-9686">cmah@cpb.org/202-879-9686</a>		no/no
Indeed.com				yes(1)/yes

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

1. Job Title: Multimedia Reporter	Date filled: 10/17/11	4
2. Job Title: Asst. Operations Manager	Date filled: 12/19/11	12
3. Job Title: Community Engagement Specialist	Date filled: 12/19/11	4
4. Job Title: Traffic Assistant	Date filled: 1/17/12	5
5. Job Title: Media Sales Executive	Date filled: 1/30/12	7
6. Job Title: Media Sales Executive	Date filled: 7/2/12	10
7. Job Title: Fiscal & Business Analyst	Date filled: 7/30/12	5
8. Job Title: Director, Engineering and Operations	Date filled: 8/27/12	7
9. Job Title: Broadcast Specialist (Assoc. Producer)	Date filled: 9/10/12	4

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

<i>Source</i>	<i>Contact Person</i>	<i>Address</i>	<i>Tel.No.</i>	<i>Interviewees</i>
Brandon Chamber jobboard		<a href="http://www.brandonchamber.com/jobboard">www.brandonchamber.com/jobboard</a>		0
Columbia University				0
CPB Carol Mah		<a href="mailto:cmah@cpb.org/202-879-9686">cmah@cpb.org/202-879-9686</a>		4
Current (web & Print)	Kathleen Unwin	<a href="mailto:currentpublicmedia@gmail.com">currentpublicmedia@gmail.com</a>	fax: 877-745-8776	2
Deiworksite.org		<a href="http://deiworksite.org">deiworksite.org</a>		0
DubNet Email list				2
East County Observer		The Observer Group Sarasota		0
EmploymentCrossing.com	John Simpson	<a href="mailto:jsimpson@employmentcrossing.com">jsimpson@employmentcrossing.com</a>		1
FIU Journalism				0
FL 13th Judicial website	Angie Smith	<a href="http://www.fljud13.org">www.fljud13.org</a>		0
FL Association of Broadcasters				1
Higheredjobs.com	Michel Ferrell	USF-SVC2172/813-974-5395		0
Indeed.com		Pulls from USF - Careers		4
J-Jobs (Berkley)				0
Journalism NOW				0
Lost Remote (posts to Indeed and other online sites)				1
Monster.com	Michel Ferrell	USF-SVC2172/813-974-5395		1
NETA Online	Maryanne Schuessler	<a href="mailto:Maryanne@netaonline.org">Maryanne@netaonline.org</a>		0
PBMA		<a href="mailto:info@pbma.org">info@pbma.org</a>	703-506-3292	0
Sarasota Herald	Michel Ferrell	USF-SVC2172/813-974-5395		2
Sarasota Observer		The Observer Group Sarasota		0
Suncoastjobs.com				0

University of Florida Journalism		0
University of Maryland Journalism		0
University of Miami Journalism		0
USF Website – Careers	Michel Ferrell USF-SVC2172/813-974-5395	26
Word of Mouth		7
WUSF FaceBook		0
WUSF.org	Danielle Murkerson USF-TV100/813-905-6922	7

## **V. 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 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, and National Association of Black Journalists. All full-time and part-time vacancies are posted on the WUSF Public Media and the University of South Florida's websites. 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. This past year, WUSF partnered again with the USF School of Mass Communications to offer five available internships for Junior or Senior Mass Communications Majors who expressed an interest in learning more about the business. These internships in the three media platforms of TV, Radio, and Web were structured to help these individuals to develop the skills necessary for gainful broadcast employment. 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.