

2014 ANNUAL EEO PUBLIC FILE REPORT

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

Period Covered by this Report: October 1, 2013 through September 30, 2014

I. Full-time vacancies filled during the period

1. Job Title: Senior News Reporter	Date filled: 11/25/13
2. Job Title: Development Specialist	Date filled: 03/31/14
3. Job Title: Web Specialist	Date filled: 01/06/14
4. Job Title: Development Assistant	Date filled: 02/24/14
5. Job Title: Assistant Director, Business & Finance	Date filled: 06/02/14
6. Job Title: Television Master Control Operator	Date filled: 07/21/14
7. Job Title: Media Sales Executive	Date filled: 08/04/14

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

1. Job Title: Senior News Reporter		Date filled: 11/25/13
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395
WUSF.org	Willow Wright	USF-TV100/813-905-6908
WUSF Facebook	Kellie McCorry	USF-TV100/813-974-6916
HigherEdJobs.com	Michel Ferrell	USF-SVC2172/813-974-5395
NPR	Russell Lewis	RDLewis@npr.org
Tampa Bay Association Of Black Journalists	Dalia Colon	daliacoln@gmail.com
Word of Mouth	Steve Newborn	USF-TV100/813-974-8658
		<i>Interviewed/Hired</i>
		yes(1)/no
		no/no
		no/no
		no/no
		no/no
		no/no
		yes(2)/yes
2. Job Title: Development Specialist		Date filled: 3/31/14
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395
WUSF.org	Willow Wright	USF-TV100/813-905-6908
HigherEdJobs.com	Michel Ferrell	USF-SVC2172/813-974-5395
NETA Online	Maryanne Schuessler	Maryanne@netaonline.org
PBMA	info@pbma.org	
		<i>Interviewed/Hired</i>
		yes(2)/yes
		yes(2)/no
		no/no
		no/no
		no/no
		no/no
3. Job Title: Web Specialist		Date filled: 01/06/14
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395
WUSF.org	Willow Wright	USF-TV100/813-905-6908
HigherEdJobs.com	Michel Ferrell	USF-SVC2172/813-974-5395
Drupal.org	Willow Wright	USF-TV100/813-905-6908
Word of Mouth	Dale Goodwin	USF-TV100/813-905-6926
		<i>Interviewed/Hired</i>
		yes(2)/no
		yes(2)/no
		no/no
		no/no
		yes(1)/yes
4. Job Title: Development Assistant		Date filled: 02/24/14
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395
WUSF.org	Willow Wright	USF-TV100/813-905-6908
		<i>Interviewed/Hired</i>
		yes(5)/yes
		no/no
5. Job Title: Assistant Director, Business & Finance		Date filled: 06/02/14
<i>Source</i>	<i>Contact</i>	<i>Address/Tel#</i>
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395
WUSF.org	Willow Wright	USF-TV100/813-905-6908
		<i>Interviewed/Hired</i>
		yes(2)/yes
		no/no03/31/14

HigherEdJobs.com	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
NETA Online	Maryanne Schuessler	Maryanne@netaonline.org	no/no
WUSF Facebook	Kellie McCorry	USF-TV100/813-974-6916	no/no
ProJob Network	Mike Avery	support@projobnetwork.com	no/no
Word of Mouth	Renee Moll	USF-TV100/813-974-8695	yes(1)/no

6. Job Title: Television Master Control Operator Date filled: 07/21/14

Source	Contact	Address/Tel#	Interviewed/Hired
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	yes(4)/yes
HigherEdJobs.com	Michel Ferrell	USF-SVC2172/813-974-5395	no/no

7. Job Title: Media Sales Executive Date filled: 08/04/14

Source	Contact	Address/Tel#	Interviewed/Hired
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
WUSF.org	Willow Wright	USF-TV100/813-905-6908	no/no
HigherEdJobs.com	Michel Ferrell	USF-SVC2172/813-974-5395	no/no
Monster.com	Kerry O’Reilly	(727) 893.8411	yes(2)/yes
Tampa Bay Times	Kerry O’Reilly	(727) 893.8411	yes(1)/no
Tampa Tribune	Robin Lankton	(813) 259-7766	no/no
Word of mouth	Sherry Hood and Bob Guckenberger Agency	USF-TV100/813-905-6942	yes(2)/no

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

1. Job Title: Senior News Reporter	Date filled: 11/25/13	3
2. Job Title: Development Specialist	Date filled: 03/31/14	4
3. Job Title: Web Specialist	Date filled: 01/06/14	5
4. Job Title: Development Assistant	Date filled: 02/24/14	5
5. Job Title: Assistant Director, Business & Finance	Date filled: 06/02/14	3
6. Job Title: Television Master Control Operator	Date filled: 07/21/14	4
7. Job Title: Media Sales Executive	Date filled: 08/04/14	5

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

Source	Contact Person	Address	Tel.No.	Interviewees
Higheredjobs.com	Michel Ferrell	USF-SVC2172/813-974-5395		0
Monster.com	Kerry O’Reilly	koreilly@tampabay.com /727 893-841		2
NETA Online	Maryanne Schuessler	Maryanne@netaonline.org		0
PBMA		info@pbma.org		0
NPR	Russell Lewis	RDLewis@npr.org		0
Drupal.org	Willow Wright	USF-TV100/813-905-6908		0
ProJob Network	Mike Avery	support@projobnetwork.com		0
Tampa Bay Association Of Black Journalists	Dalia Colon	daliacoln@gmail.com		0
Tampa Bay Times	Kerry O’Reilly	koreilly@tampabay.com /727 893-841		1
Tampa Tribune	Robin Lankton	rlankton@tampatrib.com /813 259-7766		0
USF Website – Careers	Michel Ferrell	USF-SVC2172/813-974-5395		12
Word of Mouth				6
WUSF Facebook	Kellie McCorry	USF-TV100/813-974-6916		0
WUSF.org	Willow Wright	USF-TV100/813-905-6908		8

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 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 Tampa Bay 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.