

FCC Schedule 396 Employment Program Report  
Florida Gulf Coast University  
Stations WGCU(FM)/-TV, Fort Myers, FL, and WMKO(FM), Marco Island, FL

Narrative Statement

Florida Gulf Coast University (FGCU), licensee of noncommercial educational radio and TV stations WGCU(FM) and WGCU-TV in Fort Myers, Florida, and WMKO(FM) in Marco Island, Florida, is committed to providing equal employment opportunities, and has achieved broad and inclusive outreach during the past two years in connection with its EEO program, including the recruitment of full-time job vacancies and its completion of supplemental employment initiatives and activities.

As full-time vacancies occur at the WGCU stations, FGCU utilizes a variety of recruitment sources (including the University's Career Page, HigherEdJobs.com, Latinos in Higher Ed, national public broadcasting publication Current, LocalJobNetwork.com, the Association for Fundraising Professionals, Employ Florida, Indeed, Diverse, and social media such as Facebook, LinkedIn, and Twitter) to widely disseminate information as appropriate for a given opening and to seek qualified candidates for interviews.

In addition to its recruitment procedures, FGCU and WGCU regularly undertake various non-vacancy-specific employment activities to supplement its EEO outreach efforts. During the past two years, such efforts have included: a student internship and volunteer program providing more than 150 opportunities; listing of each upper-level category opening in job banks or with media trade groups whose membership includes substantial participation of women and minorities; anti-harassment and anti-discrimination training for all station management and staff; and participation in other activities such as regular meetings with a Diversity Advisory Group to discuss potential program topics and employment opportunities.

WGCU's General Manager is responsible for the station's overall FCC regulation compliance, and the station works with the FGCU Office of Equity and Compliance in connection with implementing EEO policies in accordance with the University's Human Resources Department. FGCU's HR Department is responsible for recruitment and hiring practices and for ensuring adherence to the University's EEO policies. Such policies include requirements to ensure that all full-time positions are advertised broadly. In addition, FGCU completes an annual review of equity in university hiring and recruitment. In connection with its review, FGCU makes adjustments to its EEO practices in areas such as diversity and equal opportunities for outreach and recruitment, as well as with respect to advancement for existing employees.

In sum, through its use of various recruitment sources to advertise positions when vacancies occur, its completion of a variety of long-term employment activities, and its internal review and adjustment with respect to EEO matters, FGCU and WGCU have achieved broad outreach on employment matters in the past two years.