



WMFE-FM
Annual EEO Public File Report
for the period of:
September 22, 2017 – September 21, 2018

Full-Time Vacancies Filled
Health Reporter
Account Executive
Operations Manager

Recruitment Sources that referred the people interviewed for all full-time positions:

RECRUITMENT SOURCE	NUMBER INTERVIEWED
Corporation for Public Broadcasting (CPB)	3
Employee Referral	1
LinkedIn Notice of opening posted by employee to a personal LinkedIn account.	1
On-Air Radio Ad	1
Word of Mouth	2
WMFE Website	3



REPORT OF FULL-TIME JOB VACANCY FILLED

JOB TITLE	HEALTH REPORTER
Station Unit	WMFE-FM
Date Filled	2/19/2018
Recruitment Source Referring Person Hired	Corporation for Public Broadcasting (CPB)
Total # of Interviewees	5
Referral Sources for Interviewees	Corporation for Public Broadcasting (CPB) - 2 Employee Referral - 1 On-Air Radio Ad - 1 WMFE Website - 1

Recruitment Sources Used

Appleone	Mayra Uribe, former WMFE Board Member
Arthur N. Litowitz	Metro Orlando Urban League
Asian American Chamber of Commerce***	Minnesota Public Radio
Central Florida Assn. of Black Journalists & Broadcasters	NAACP, Orange County Branch***
Central Florida Employment Council***	NAACP, Seminole County Branch
Corporation for Public Broadcasting (CPB)	NPR Southern Bureau
CSB School of Broadcasting***	Public Radio Program Directors (PRPD)
David A. Auerbach, MD, former WMFE Board Member	Orlando Employment Resource Services
David Okeowo, Ph.D. Alabama University***	Rollins, Voices for Women, Morian Russo***
Everest University, Danielle Thornton	Rollins College Career Services
Everest University, Rafael Manzano,	The Gay, Lesbian & Bisexual Community Center of Central Florida
Florida Association of Broadcasters	Valencia Community College
Goodwill Industries of Central Florida, Inc.***	WUCF-FM
Goodwill Self Sufficiency Job Center***	WMFE Break room (in-house posting)
Helen Von Dolteren-Fournier, former WMFE Board Member	WMFE News (in-house email system)
Hispanic Chamber of Commerce	WMFE Website
J. Clifford Curley, former WMFE Board Member	WMFE Radio Ad
Linda Landman Gonzalez, former WMFE Board Member	

***Requested inclusion on the notification list of employment openings



REPORT OF FULL-TIME JOB VACANCY FILLED

JOB TITLE	ACCOUNT EXECUTIVE
Station Unit	WMFE-FM
Date Filled	4/30/2018
Recruitment Source Referring Person Hired	WMFE Website
Total # of Interviewees	2
Referral Sources for Interviewees	WMFE Website – 1 LinkedIn – 1 Notice of opening posted by employee to a personal LinkedIn account.

Recruitment Sources Used

Appleone	Joy Sabol, former WMFE Board Member
Asian American Chamber of Commerce***	Linda Landman Gonzalez, former WMFE Board Member
Areej Zufari, former WMFE Board Member	Mayra Uribe, former WMFE Board Member
Arthur N. Litowitz, DMD, former WMFE Board Member	Metro Orlando Urban League
Central Florida Assn. of Black Journalists & Broadcasters	Minnesota Public Radio
Central Florida Employment Council***	NAACP, Orange County Branch***
Corporation for Public Broadcasting (CPB)	NAACP, Seminole County Branch
CSB School of Broadcasting***	Ned Allen
David A. Auerbach, MD, former WMFE Board Member	NPR Southern Bureau
David Okeowo, Ph.D. Alabama University***	Orlando Employment Resource Services
Derek Blakeslee, former WMFE Board Member	Public Radio Program Directors Association (PRPD)
Everest University, Danielle Thornton	Rollins, Voices for Women, Morian Russo***
Everest University, Rafael Manzano,	Rollins College Career Services
Florida Association of Broadcasters	The Gay, Lesbian & Bisexual Community Center of Central Florida
Goodwill Industries of Central Florida, Inc.***	Valencia Community College
Goodwill Self Sufficiency Job Center***	WUCF-FM
Helen Von Dolteren-Fournier, former WMFE Board Member	WMFE Break room (in-house posting)
Hispanic Chamber of Commerce	WMFE Facebook
Human Services Outcomes***	WMFE News (in-house email system)
Indeed	WMFE Twitter
J. Clifford Curley, former WMFE Board Member	WMFE Website

***Requested inclusion on the notification list of employment openings



REPORT OF FULL-TIME JOB VACANCY FILLED

JOB TITLE	OPERATIONS MANAGER
Station Unit	WMFE-FM
Date Filled	9/10/2018
Recruitment Source Referring Person Hired	Corporation for Public Broadcasting (CPB)
Total # of Interviewees	4
Referral Sources for Interviewees	Corporation for Public Broadcasting (CPB) – 1 Word of Mouth – 2 WMFE Website - 1

Recruitment Sources Used

Appleone	Linda Landman Gonzalez, former WMFE Board Member
Asian American Chamber of Commerce***	Mayra Uribe, former WMFE Board Member
Arthur N. Litowitz, DMD, former WMFE Board Member	Metro Orlando Urban League
Central Florida Assn. of Black Journalists & Broadcasters	Minnesota Public Radio
Central Florida Employment Council***	NAACP, Orange County Branch***
Corporation for Public Broadcasting (CPB)	NAACP, Seminole County Branch
CSB School of Broadcasting***	NPR Southern Bureau
Current Magazine	Orlando Employment Resource Services
David A. Auerbach, MD, former WMFE Board Member	Public Radio Program Directors Association (PRPD)
David Okeowo, Ph.D. Alabama University***	Rollins, Voices for Women, Morian Russo***
Everest University, Danielle Thornton	Rollins College Career Services
Everest University, Rafael Manzano,	The Gay, Lesbian & Bisexual Community Center of Central Florida
Florida Association of Broadcasters	Valencia Community College
Goodwill Industries of Central Florida, Inc.***	WUCF-FM
Goodwill Self Sufficiency Job Center***	WMFE Break room (in-house posting)
Helen Von Dolteren-Fournier, former WMFE Board Member	WMFE News (in-house email system)
Hispanic Chamber of Commerce	WMFE Website
J. Clifford Curley, former WMFE Board Member	

***Requested inclusion on the notification list of employment openings



Master Recruitment Source Contact Information

Internet Websites

RECRUITMENT SOURCE
WMFE Website www.wmfe.org Telephone: 407-273-2300 x168 Contact: Becky Hutton
Corporation for Public Broadcasting Telephone: 202-879-9600 http://stations.cpb.org/jobline/
Public Radio Program Directors Association (PRPD) www.prpd.org
Indeed www.indeed.com
WMFE Twitter https://twitter.com/wmfeorlando
WMFE Facebook https://www.facebook.com/907news

***Requested inclusion on the notification list of employment openings

E-mail

RECRUITMENT SOURCE
Newslink Digest (radio jobs) Minnesota Public Radio E-mail: ekerr@mpr.org
NPR Southern Bureau (radio jobs) Russell Lewis, Chief E-mail: RDLewis@npr.org
Current 1612 K Street, N.W. Suite 704 Washington, DC 20006 Phone: 202-463-7055 Fax: 301-270-7241 E-mail: classifieds@current.org

RECRUITMENT SOURCE
<p>Appleone 4700 Millennia Boulevard, Ste 185 Orlando, FL 32839 Contact: Gina Rosa 407-248-8129 E-mail: grosa@appleone.com</p>
<p>***Human Services Outcomes (Hire A Veteran) 2206 Westchester Way Lady Lake, FL 32162 Phone: 352-751-6014 Contact: Lynn E. Shields E-mail: dickandlynn@comcast.net</p>
<p>***Goodwill Self Sufficiency Job Center 112 S. Sanford Avenue Sanford, FL 32771 Contact: Belinda Newkirk Phone: 407-936-0469 E-mail: bnewkirk@goodwillcfl.org 407-936-0469</p>
<p>J. Clifford Curley 1262 Lake Willisara Circle Orlando, FL 32806 Contact Person: J. Clifford Curley 407-425-4947 E-mail: jccurley1@earthlink.net</p>
<p>Arthur N. Litowitz, DMD 5300 South Atlantic Avenue #5601 New Smyrna Beach, FL 32169 Phone: 386-428-2142 Fax: 386-424-1767 E-mail: arthur.litowitz@gmail.com</p>
<p>Everest University North Orlando Campus 5421 Diplomat Circle Orlando, FL 32810 Contact: Rafael Manzano E-mail: rmanzano@cci.edu</p>
<p>Ms. Joy Sabol 9549 Lavill Lane Windermere, FL 34786 Phone: 407-909-1572 E-mail: joy.sabol@lmco.com</p>
<p>Ms. Areej Zufari 1840 Laurel Road Winter park, FL 32789 Phone/Fax: 407-645-4243 E-mail: AreejZufari@aol.com</p>

RECRUITMENT SOURCE
Florida Association of Broadcasters (Job Bank) 201 South Monroe Street #201 Tallahassee, FL 32301 Phone: 850-681-6444 Fax: 850-222-3957 E-mail: intern@fab.org
NAACP Seminole County Branch P. O. Box 4113 Sanford, FL 32772-4113 Contact Person: 407-328-7496 E-mail: naacp-seminole@prodigy.net
***Goodwill Industries of Central Florida, Inc. 112 S. Sanford Avenue Sanford, FL 32771 E-mail: sssc@goodwillcfl.org
Rollins College Career Services 1000 Holt Avenue – 2587 Winter Park, FL 32789 E-mail: careerservices@rollins.edu
Valencia Community College 1800 S. Kirkman Road Orlando, FL 32811 407-582-3353 Contact Person: Carmen Diaz, Placement Coordinator E-mail: cdiaz@valenciacollege.edu
Orlando Employment Resource Services 10502 Satellite Boulevard, Suite C Orlando, FL 32837-8426 Contact Person: Gloria Purcell 407-826-9375 E-mail: purcellgj@ldsmail.net
Central Florida Employment Council 450 Seminola Boulevard Casselberry, FL 32707 Contact Person: Paulette Weir 407-834-4223 E-mail: pjm@christianhelp.org
Helen Von Dolteren-Fournier AEGIS Law Firm, P.L. 1936 Howell Branch Road Winter Park, FL 32792 407-539-3939 x223 E-mail: hvdf@cfl.rr.com
David A. Auerbach, M.D. Corporate Medical Director Pediatrix Medical Group of Florida 92 West Miller Street Orlando, FL 32806 407-841-5218 E-mail: david.auerbach@orlandohealth.com

RECRUITMENT SOURCE
Mayra Uribe USA Immigration Law Attorneys 2480 East Michigan Street Orlando, FL 32806 407-894-6333 E-mail: mayrau2000@aol.com
Linda Landman Gonzalez Orlando Magic 8701 Maitland Summit Boulevard Orlando, FL 32810 407-916-2530 E-mail: lgonzalez@orlandomagic.com
Derek Blakeslee Sines, Girvin, Blakeslee & Campbell, CPA's P.A. 800 South Dillard Street Winter Garden, FL 34787 407-656-6611 x114 E-mail: derek@sqbc.us
Ned Allen 11124 Coniston Way Windermere, FL 34786 407-909-8951 E-mail: nedallen1@mac.com
***Rollins College Voices for Women Attn: Moriah Russo Winter Park, FL 407-435-1021 E-Mail: MRusso@Rollins.edu
WUCF-FM The University of Central Florida 4000 Central Florida Boulevard Building 75, Suite 130 Orlando, FL 32816 Contact: Kayonne Riley 407-823-5162 E-mail: WUCFHOST@mail.ucf.edu
Everest University 5421 Diplomat Circle Orlando, FL 32810 Contact Person: Danielle Thornton 407-628-5870 x131 and x129 E-mail: dthornton@cci.edu
***CSB School of Broadcasting 5323 Millenia Lakes Boulevard Suite 120 Orlando, FL 32839 Contact: Monica Cesario 407-770-6777 E-mail: csborlando@gocsb.com
Central Florida Assn. Of Black Journalists P. O. Box 745 Orlando, FL 32802 Contact Person: Kenya Woodard 407-251-3913 E-mail: woodardkenya@yahoo.com

RECRUITMENT SOURCE
The CENTER - GLBCC 946 North Mills Avenue Orlando, FL 32803-3230 Contact Person: Michael Vance 407-228-8272 E-mail: info@thecenterorlando.org
Metro Orlando Urban League 2804 Belco Drive Orlando, FL 32808 Contact Person: Shellie-Ann Minnis 407-841-7654 x331 E-mail: sminnis@cful.org
***Mr. A. David Okeowo, Ph.D. Department of Communications Alabama State University P. O. Box 271 Montgomery, Alabama 36101-0271 334-229-4493 E-mail: dokeowo@alasu.edu
Hispanic Chamber of Commerce One Landmark Center 315 E. Robinson Street, Suite 365 Orlando, FL 32801 Contact: Elda Rivera 407-428-5870 E-mail: erivera@hispanicchamber.net

***Requested inclusion on the notification list of employment openings



USPS Mail

RECRUITMENT SOURCE
Asian American Chamber of Commerce P. O. Box 1586 Orlando, FL 32802 407-649-2069
NAACP Orange County Branch 3249 Old Winter Garden Road Orlando, FL 32805 407-445-2055

***Requested inclusion on the notification list of employment openings

Other Sources

RECRUITMENT SOURCE
WMFE In-House Posting Contact Person: Becky Hutton Telephone: 407-273-2300 x168
WMFE News (in-house e-mail system) Contact Person: Becky Hutton Telephone: 407-273-2300 x168
WMFE On-Air Radio Ad Contact Person: Becky Hutton Telephone: 407-273-2300 x168



OUTREACH INITIATIVES
for
9/22/17 – 9/21/18

WMFE has successfully initiated and completed the following outreach initiatives during this reporting period:

INTERNSHIP PROGRAM

The Orlando area has a wealth of students to draw from for our internship program – UCF, Full Sail University, and various community colleges and high schools. Interns have provided a stable source for assistance to WMFE news staff. This year WMFE utilized nine interns in the Radio News Department.

**PROVIDING TRAINING TO MANAGEMENT LEVEL PERSONNEL AS TO METHODS
OF ENSURING EQUAL EMPLOYMENT OPPORTUNITY AND PREVENTING
DISCRIMINATION**

All employees, including interns and management completed the online Anti-Harassment Training via the CPB Navex Training database.

The Human Resource Manager participated in training webinars presented by Progressive Woman's Leadership, Paycor and Employers Association Forum covering the following topics designed to ensure equal employment and prevent discrimination:

- Leading Change
- The Science of Motivation: Why Workplace Motivation is So Hard and How to Overcome Resistance
- Preventing and Understanding Sexual Harassment
- Leadership Training
- Developing High Performing Employees
- Foley's Labor & Employment and Employee Benefits Summit
- The Art of Interviewing and Hiring
- Employment Law Compliance for the 2018 HR Department
- Recruiting Elusive Talent in the Age of Googlization
- Productive Work Environment
- A Path to Improve Performance & Engagement: 3 Pillars to Build a Coaching Culture in Your Company

The CFO/VP for Administration and Finance participated in a training webinar presented by Paycor covering the following topic designed to ensure equal employment and prevent discrimination:

- Building Trust
- Creating a Positive Workplace
- Anti-Harassment and Sexual Harassment Training
- Leadership Training

**LISTING OF EACH UPPER-LEVEL CATEGORY OPENING IN A JOB BANK
OR NEWSLETTER OF MEDIA TRADE GROUPS WHOSE MEMBERSHIP
INCLUDES SUBSTANTIAL PARTICIPATION OF WOMEN AND MINORITIES**

WMFE during the reporting period listed each upper-level category opening in the job bank of the Florida Association of Broadcasters, a media trade group with membership including substantial participation of women and minorities.

OTHER ACTIVITIES

WMFE held meetings at the station for the Central Florida Association of Black Journalists (CFABJ). WMFE's President is currently serving as President of CFABJ. Its mission was to form a regional network of journalists that would serve as a forum in which they could improve skills and share ideas and experiences. Currently, CFABJ serves journalists, media and public relations professionals, and students and professors in the communications field in Orange, Osceola, Seminole, Brevard, Volusia, and Lake Counties.

Since its inception, CFABJ has been diligent in providing its members with opportunities for career growth. For example, the chapter has hosted three regional National Association of Black Journalists conferences, which included sessions on ethics, good writing, and upward mobility in management. Journalists from six states in the southeast region attended.

WMFE's President attended the NAHJ/NAJA (National Association of Hispanic Journalists/Native American Journalist Association) conference as a recruiter for Think Public Radio Media Village. As a sponsor; WMFE has a presence at NABJ (National Association for Black Journalists), NAHJ (National Association of Hispanic Journalists) and AAJA (Asian American Journalist Association) and has access to their recruitment database.

WMFE participated in the 9th Annual Florida Blue Florida Classic Career Expo and Diversity Job Fair November 2017.