

WWSB
EEO PUBLIC FILE REPORT
October 1, 2018 to September 30, 2019

I. VACANCY LIST

II. See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Digital Content Producer	1,3,4,5,6,7,13,14,15,16,17,20,22,23,24,26	15
Engineer (Master Control)	1,3,4,5,7,13,14,15,20,22,23	1
Engineer (Master Control)	1,3,4,5,7,13,14,15,20,22,23	23
Engineer (Master Control)	1,3,4,5,7,13,14,15,20,22,23	23
Producer	1,3,4,5,7,13,14,15,16,20,22,23,24,26	23
Account Executive	1,3,4,5,6,7,13,14,15,16,20,22,27	22
Anchor/Reporter	1,2,3,4,5,6, 7,13,14,15,20,22,23,26	23
Digital Content Producer	1,2,3,4,5,7,13,15,16,20,22,26	15
Producer	1,13,15,16,20,22,23,24,26	23
Anchor/Reporter	1,3,4,5,7,13,14,15,16,20,22,23,24,26	23
Producer (5P)	1,2,3,4,5,6,7,8,9,10,11,12,14,21,26,27	27
Producer (7P)	1,3,4,5,6,7,20,21,26	21

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II. MASTER RECRUITMENT SOURCE LIST

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Manatee Technical College Amity Hoffman/Martha Meyers 6305 State Road 70 Bradenton, FL 34203 (941) 751-7900 hoffmana@manateeschools.net meyersm@manateeschools.net	N	1
2	Florida Assoc of Broadcasters 201 S Monroe St – Ste 201 Tallahassee, FL 32301 (850) 681-6444 intern@fab.org	N	
3	Kennesaw State University https://app.joinhandshake.com	N	
4	University of Georgia https://app.joinhandshake.com	N	
5	University of Missouri https://app.joinhandshake.com	N	
6	St Thomas University, FL https://app.joinhandshake.com	N	
7	University of South Florida https://app.joinhandshake.com	N	
8	University of South Carolina https://app.joinhandshake.com	N	
9	Coastal Carolina University https://app.joinhandshake.com	N	

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10	University of Michigan https://app.joinhandshake.com	N	
11	Loyola University, New Orleans https://app.joinhandshake.com	N	
12	University of North Carolina, Chapel Hill https://app.joinhandshake.com	N	
13	AAJA (Asian American Journalist Association) https://www.aja.org	N	
14	Indeed https://www.indeed.jobs	N	2
15	LinkedIn https://www.linkedin.com	N	11
16	NAHJ (National Association of Hispanic/Juju) https://nahj.org	N	
17	NAJA (National American Journalists Association) https://najanewsroom.com	N	
18	602 Communications Sandy Lizik Slizik602@gmail.com	N	
19	Spots 'n Dots G McKay ads@spotsndots.com	N	
20	TV Jobs https://www.tvjobs.com	N	1
21	Gray Television/SNAG https://gray.tv/careers	N	14
22	Raycom Media career website Montgomery, AL https://careers-raycommedia.icims.com	N	14
23	WWSB Television career website Sarasota, FL https://www.mysuncoast.com	N	13

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24	WTXL Television career website Tallahassee, FL http://www.wtxl.com	N	
25	Job Fairs (University of FL)	N	1
26	Job of the Day (scheduled on WWSB on air)	N	
27	Referrals/Internal	N	13
28	Other sites that scrape postings	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			71

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Job Fair Participation at University of Florida's College of Journalism and Communications	October 17, 2018, WWSB's News Director and a WWSB's Producer participated in the Career Day by talking with students and accepting applications for open positions at WWSB.
2	Provided a tour for 20 Suncoast Tech students at the station.	The tour was conducted by WWSB's, Operations Manager on November 2, 2018. The students were between the ages of 18 – 21. They were interested in media journalism as a possible career path. In addition to touring the station students were informed about the career opportunities in the broadcast field to assist them in making educational choices.
3	Participation with Braden River High School teachers for the Arts & Communication academy	WWSB's Operations Manager spoke to 25-30 Arts and Communications teachers on January 7, 2019. The discussion included information regarding skills their students would need for positions in the media industry. They also discussed the general field of broadcast news currently and the trends towards digital content and distribution.

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4	Participation in an event coordinated by The Greater Sarasota Chamber of Commerce and USF Sarasota Manatee.	On January 25, 2019, Digital Director of WWSB participated in a job shadow day with two USFSM students. He provided the students with a brief tour of the station's facility while explaining the various operations of the television station. Sales and Marketing processes were specifically explained in more detail along with the career path and the growth that was attainable within the industry.
5	Career Day Participant at Riverview High School	Several WWSB employees took part in a Career Day event on March 7, 2019 at Riverview High School. Our Morning Anchor, News Director, and Digital Manager met with students at the event and provided guidance and knowledge of careers available in the field of journalism specifically pertaining to media broadcast careers
6	The Sarasota Military Academy Prep School toured the studio.	On March 8, 2019, WWSB's Morning Anchor conducted the tour for ten 7 th grade students. These students have an interest in the field of broadcast journalism and are participants in their school's daily newscasts.
7	Job Fair Participation at University of Florida's College of Journalism and Communications	March 20, 2019 WWSB's News Director and WWSB's General Manager attended the 2019 Spring CJC Career Day. They discussed job opportunities with undergraduates and graduates.

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8	Gulf Gate Tiger Town News Team toured the studio.	WWSB's Evening Anchor provided the tour on May 13, 2019, along with talking to the students about what subjects they take in school that are needed for a career in journalism. He discussed the importance of a college degree towards their pursuit of a career in broadcast journalism
9	Sponsorship/Mentorship with Ringling College of Art and Design students.	Spring of 2019 WWSB partnered with Ringling College in assisting students in the production of a documentary. The documentary was about the conversion of the old Sarasota High School into a new museum. The students developed the concept, filmed and edited the story. The students worked with the experienced WWSB staff. WWSB staff were resources for the students to perfect and accomplish their goals towards completion on the project. The WWSB News staff provided techniques and critiques to the students throughout the process.
10	Provided Girl Scout group of about 20 with tour of the station.	A tour was conducted by our Operation's Manager for a local Girl Scout group on June 4, 2019. The girls were participating in the tour to obtain their "Media Badge". The tour provided a view of the workplace and studio along with describing the general skills and education needed to work in the areas of broadcast journalism and news production.
11	EEO Training	EEO Webinar was provided by Joan Stewart of Wiley Rein, LLP to Gray Television employees. An Office Manager at WWSB participated in the webinar on June 20, 2019.

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12	Sponsorship/Mentorship of an educational event in conjunction with Our Lady of Mercy Academy, Biology Department	Our Lady of Mercy Academy produced a PSA to inform the public about the dangers of single use plastics to our local marine life and alternatives the public should use to help remedy the pollution to our waterways. WWSB staff mentored the students for several months (April – June) by providing them with professional assistance for the students to create the PSA. The WWSB staff was able to demonstrate and teach skills required in the broadcast field to produce the PSA. Staff provided advice as journalists, editors, reporters and anchors to the students.
13	EEO Outreach On Air Promo	“WWSB, a Gray Television station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations to become part of our full-time job opportunity notification mailing list. If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We would then notify you of each job opening and ask you to refer individuals to us for consideration. Attn: Human Resources, 1477 Tenth Street, Sarasota, FL 34236”