

Annual EEO Public File Report
October 1, 2018 to September 30, 2019
WSRE (TV), Pensacola, FL
Pensacola State College

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations; WSRE (licensed to Pensacola State College Board of Trustees) and is required to be placed in the public inspection files of these stations and posted on their websites.

The information contained in this Report covers the time period beginning **October 1, 2018 to and including September 30, 2019**.

The FCC's 2002 EEO Rule requires that this report contain the following information.

1. A list of all full-time vacancies filled by the Stations(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified/, identified by name, address, contract person, and telephone number);
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Sections 1, 2, and 3 which follow provide the required information:

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SECTION 1: VACANCY LIST—FULL-TIME JOBS FILLED

	Job Title	Date Position Opened	Date Position Filled	Number Interviewed	Recruitment Source for Final Hire
1	#2671 Administrative Assistant	12/4/2018	2/25/2019	7	Indeed
2	#2667 Director of Development	2/25/2019	7/1/2019	5	PSC Webpage
3	#2693 Manager Donor Services	6/4/2019	7/29/2019	3	PSC Webpage

SECTION 2: RECRUITMENT SOURCES

Recruitment Source	Positions Listed with Source	Interviewees from Source	Hired
Pensacola State College 1000 College Blvd, Pensacola, FL 32504 www.pensacolastate.edu/employment/fulltimejobs.asp Contact Rhonda Likely 850-484-1731- HR website	3 – Admin Assistant; Director of Development, Donor Services	11 – 2 Director of Development; 4 Admin Assistant; 3 Donor Services	3
WSRE TV 1000 College Blvd, Pensacola, FL 32504 http://www.wsre.org/about/jobs-internships/ facebook.com/wsre-tv @wsre tv Contact Laura Shaud 850-484-1231	3 – Admin Assistant; Director of Development, Donor Services		
Corporation for Public Broadcasting (CPB) 401 Ninth Street, NW Washington, DC 20004-2129 Jobline www.cpb.org/jobline/ web upload Contact: Carole Mah, cmah@cpb.org , 202-879-9600	1- Director of Development;		
National Educational Telecommunications Association (NETA) 939 South Stadium Road, Columbia, SC 29201 website http://www.netaonline.org/jobs.htm Contact Maryanne Scheussler 803-978-1579	1 – Director of Development		
Association of Fundraising Professionals WFL Chapter	2 – Donor Services; Director of Development		
EmployFlorida.com https://www.employflorida.com/jobbanks/	1 - Admin Assistant;		
Pensacola Chamber of Commerce http://pensacolachamber.com/partner-services/job-board/open-positions/ web upload			
LinkedIn https://www.linkedin.com/jobs/ web upload			
Indeed.com www.indeed.com web upload	4- Admin Assistant; Donor Services; Director of Development	3 – Admin Assistant, 1 Director of Development	1
Greater Public, 401 North 3 rd Street, Suite 370, Minneapolis, MN 55401 https://greaterpublic.org			
Current, 6930 Carroll Avenue Suite 350, Takoma Park, MD 20912 https://Current.org	1 – Director of Development		
HBCU Connect http://www.hbcuconnect.com	1 – Director of Development		
Glass Door	1 – Admin Assistant		
FSA Career Center, http://fsacareercenter.ncaa.org	1 – Director of Development		
Diversity Jobs, http://diversityjobs.com	2 – Donor Services; Director of Development		
Chronicle of Philanthropy, https://www.philanthropy.com			
SimplyHired	1 – Admin Assistant		
Higher Ed Jobs, https://www.higheredjobs.com			
Monster, https://hiring.monster.com	1 – Director of Development	1 Director of Development	
SBE – Society of Broadcast Engineers, 9102 North Meridian Street, Suite 150, Indianapolis, IN 46260 www.sbe.org			
Other – personal/professional contacts			
Gulf Breeze Chamber of Commerce, gulfbreezechamber.com/jobs	1 Donor Services		
Pensacola Young Professionals web upload	1 Donor Services		
Foundation List, https://www.foundationlist.org	1 – Director of Development		
Total	26	15	3

SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities

1. **Activity:** **Participate in at least four events relating to career opportunities in broadcasting**
- Date:**
1. November 6, 2018 | Dept. of State Int'l Visitor Leadership | Tour (6 Int'l Journalists)
 2. Nov 8, 2018 | Escambia & Santa Rosa County Middle Schools | Tour (100 students)
 3. February 25, 2019 | Workman Middle School Mass Media Class | Tour (30 students)
 4. April 9, 2019 | SkillsUSA Region 1 | Broadcasting Competition (50 students)
 5. May 21, 2019 | Warren Averett Prospective Interns | (20 college students)
- Description:**
1. WSRE hosted an Edward R. Murrow Program for Journalist group to discuss public broadcasting and how WSRE brings local community engagement to our viewing area and gave a tour of the television station. The six international journalists were from Albania, Belize, Egypt, Latvia, New Zeland and China. The visit was hosted by the Department of States' International Visitor Leadership Program facilitated by our local Gulf Coast Citizen Diplomacy Council.
 - 2 & 3. WSRE partnered with PSC recruiters to educate and provide hands-on demonstrations with area middle school students about broadcast careers. Station tours are designed to share the operations of a station and exposure to the workings of the green screen and cameras. The station coordinator designed a handout for all tour guests providing a visual representation and description of career options.
 4. In April, WSRE supplied seven (7) judges for four (4) events in the SkillsUSA 2019 competition. The categories were all broadcast/media related: broadcast news production, broadcast radio, cinema, and television production. WSRE's Ted King and James Roy worked with SkillsUSA staff to set-up a broadcast news set with a desk, chairs, lights, monitors with graphics, microphones, and SkillsUSA logos in Studio B at WSRE. They created anchor supers for the student directors to insert using the downstream key, and selected a video clip to be played from WSRE's video server during the student newscasts. Two student anchors and one student floor manager were in Studio B and communicated with the WSRE control room where a student director called and switched a 3-minute mock newscast. Rowan judged the activity in the studio while King judged the activity in the control room. King helped prepare the scripts in the teleprompter to make sure it was easily readable. Rowan helped select AP wire copy to be used for news content by the student teams. Judges for radio, cinema and television production included veteran members of WSRE's part-time staff. All judges attended a training session on Day One and judged for varying lengths of time on Day Two.
 5. Warren Averett, their college recruiter and a group of prospective college interns toured WSRE to showcase the station as one of their clients. The college students were part of an interview process to begin an internship with the firm in accounting. WSRE shared about public broadcasting and educated on the value of businesses like Warren Averett providing a portion of inkind services.

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- 2. Activity:** **Internship Program to assist community with skills for broadcast employment**
Date: September 10, 2018-May 2, 2019
Description: WSRE provided one 60-hour internship to a Pensacola State College student, for the purpose of providing the opportunity to learn and develop practical skills in broadcasting. The TV Production Assistant intern was supervised by WSRE's Senior Producer/Director.
- 3. Activity:** **Co-sponsor at least one job fair- substantial participation of women and minorities**
Date: Saturday, February 2, 2019
Description: Pensacola State College Student Job Services held PSC's 24th Annual Multicultural Job Fair; open to the public from 9:00am-12:00pm. WSRE ran a :30 spot 252 times between two channels WSRE 23.1 and Create 23.3 from December 1, 2018 to February 2, 2019 for community awareness.
- 4. Activity:** **Station Personnel Training – for acquiring skills to qualify for higher-level positions**
Date: Ongoing
Description: The following opportunities were completed during the reporting period:
- WSRE Strategic Direction, September 2018 --- WSRE Team Leaders developed and finalized the FY19 planning document and distributed to staff.
 - PBS's Corporate Support Performance Initiative, Sept 2018—Underwriting Mgr
 - Lynda.com, ongoing—Digital Arts & Graphics Design Coordinator
 - PBS Marketing Advisory Council Member, Dec 2017-Present—Marketing Dir.
 - Traffic Advisory Committee (TAC) Member, Present—Traffic Mgr.
 - Allegiance Software, Ongoing— Donor Mgr., Database Coordinator
 - PBS Rebranding Workshop, January 2019 --- Marketing Dir, Graphic Design, Web Mgr, Multi-media Mgr.
 - PBS Advancing Philanthropy webinars, spring 2019—Database Coord., Admin. Coordinator, GM, Donor Services Mgr, Dir. Development
 - NAB, April 2019—Engineer, Operations Dir, Traffic Mgr
 - PBS Tech Conference, April 2019—Traffic Mgr, Engineer, Web Mgr.
 - PBS Digital Media Training, ongoing—Web Mgr, Donor Services Mgr.
 - PBS Digital Immersion Project, 6mos began April 2019—Web Mgr.
 - PSC Diversity Training, May 2019 --- 17 full-time staff members
 - PBS Annual Meeting, May 2019-- Education Dir, GM, Marketing Dir.
 - PMBA Webinar –Community Service Grants Compliance and Resources, September 2019—Business Manager
 - NAVEX Global Workplace Harassment Training, July-Sept 2019—Full Staff