

## **WUCF-TV and WUCF-FM, Orlando, FL, 2019-20 FCC Annual EEO Public File Report**

### **EEO Regulations for Broadcasters Public File**

The FCC's updated equal employment opportunity regulations emphasize broad outreach and recruitment. The following EEO worksheets are designed to assist and illustrate that WUCF TV and FM are in compliance with the Commission's current EEO rules, policies and record-keeping requirements.

WUCF TV and FM are licensed to the University of Central Florida. Accordingly, UCF is responsible for the station's hiring and EEO activities. UCF is an equal opportunity employer. In compliance with UCF Human Resources guidelines, applicants are asked to provide referral sources on an optional/voluntary basis.

Updated as of September 2020

### **List of Full-Time Jobs Filled**

Period October 1, 2019 through September 30, 2020

Job Title: Executive Assistant – OPS	Date Filled: 11/18/19
Job Title: Broadcast Technician I	Date Filled: 01/13/20
Job Title: Development Director	Date Filled: 01/31/20
Job Title: Systems II Engineer	Date Filled: 03/20/20
Job Title: Graphic Design Specialist I	Date Filled: 04/24/20
Job Title: Associate Director, Development – Donor Services	Date Filled: 06/05/20
Job Title: Associate Director, Development – Philanthropy	Date Filled: 06/26/20

Reviewed: 09/02/2020

## **Yearly Totals for Number of Interviewees by Referral Source**

### **Recruitment Source**

LinkedIn: 3

UCF Website: 10

Other Job Board: 1

Indeed: 5

DiversityJobs: 1

Word of Mouth: 3

Professional Contact: 5

**Total Number of Interviewees: 28**

### **List of Recruitment Sources Used to Fill Each Vacancy**

**Job title for Vacancy:** Executive Assistant - OPS

**Date Filled:** 11/18/2019

Posting dates: 08/30/19 to 09/19/19

**Recruitment Source for Actual Hire:** University of Central Florida Human Resources Employment Opportunities Website

#### **Recruitment Sources Utilized for Vacancies:**

African American Chamber of Commerce

Asian American Chamber of Commerce

Hispanic Chamber of Commerce of Metro Orlando

NETAonline.org

WMFE Jobs List

University of Central Florida Human Resources Employment Opportunities Website: [www.jobswithucf.com](http://www.jobswithucf.com)

Career Builder

Career Source

Facebook – East Central Florida Area Job Search

Facebook – Public Media Women in Leadership

MyPBS.org

WUCF TV Facebook page

WUCF Staff Newsletter

WUCF TV website

LinkedIn

Indeed

HigherEd Jobs

DiversityJobs

**Number of candidates interviewed:** 4

**Recruitment Referral Sources:** LinkedIn: 1

UCF Website: 3

\*WUCF did not post on HigherEd Jobs, Diversity Jobs or Indeed, it was picked up from the UCF HR Website

\*A complete listing of all recruitment sources with specific contact information is compiled in the section, Recruitment Sources Contact Information.

### **List of Recruitment Sources Used to Fill Each Vacancy**

**Job title for Vacancy:** Broadcast Technician I

**Date Filled:** 1/13/20

Posting dates: 08/9/19 to 01/13/20

**Recruitment Source for Actual Hire:** Indeed

#### **Recruitment Sources Utilized for Vacancies:**

African American Chamber of Commerce

Asian American Chamber of Commerce

Hispanic Chamber of Commerce of Metro Orlando

Career Builder

Corporation for Public Broadcasting -CPB.org

Greater Public

MyPBS.org

Public Media Jobs

Diversity Jobs – UCF HR

NETAonline.org and councils

WUCF TV Facebook page

WUCF TV website

Other Job Board

Indeed

DiversityJobs

LinkedIn

University of Central Florida Human Resources Employment Opportunities Website: [www.jobswithucf.com](http://www.jobswithucf.com)

**Number of candidates interviewed:** 6

#### **Recruitment Referral Sources:**

Other Job Board: 1

UCF Website: 1

Indeed.com: 2

LinkedIn: 1

Diversity Jobs – UCF HR: 1

\*WUCF did not post on Indeed, Diversity Jobs, or LinkedIn, it was picked up from the UCF HR Website.

\*A complete listing of all recruitment sources with specific contact information is compiled in the section, Recruitment Sources Contact Information.

**List of Recruitment Sources Used to Fill Each Vacancy**

**Job title for Vacancy:** Development Director III

**Date Filled:** 01/31/20

Posting dates: 11/08/19 to 01/31/20

**Recruitment Source for Actual Hire:** Professional Contact

\* \* \* \* \*

**Recruitment Sources Utilized for Vacancies:**

Corporation for Public Broadcasting -CPB.org

Greater Public

MyPBS.org

NETAonline.org and councils

Indeed

Career Builder

HigherEd Jobs

Association of Fundraising Professionals Central Florida Chapter

WUCF TV website

University of Central Florida Human Resources Employment Opportunities Website: [www.jobswithucf.com](http://www.jobswithucf.com)

**Number of candidates interviewed:** 5

**Recruitment Referral Sources:**

UCF Website: 1

Indeed.com: 1

Word of Mouth: 1

Professional Contact: 2

\*WUCF did not post on Indeed directly, it was picked up from the UCF HR Website

\*A complete listing of all recruitment sources with specific contact information is compiled in the section, Recruitment Sources Contact Information.

**List of Recruitment Sources Used to Fill Each Vacancy**

**Job title for Vacancy:** Systems II Engineer

**Date Filled:** 3/20/20

Posting dates: 12/13/19 to 01/06/20

**Recruitment Source for Actual Hire:** Professional Contact

\* \* \* \* \*

**Recruitment Sources Utilized for Vacancies:**

CareerBuilder

Higher Ed Jobs

WUCF TV Facebook page

WUCF Website

University of Central Florida Human Resources Employment Opportunities Website: [www.jobswithucf.com](http://www.jobswithucf.com)

Indeed

LinkedIn

**Number of candidates interviewed:** 3

**Recruitment Referral Sources:**

Indeed: 1

LinkedIn: 1

Professional Contact: 1

\*WUCF did not post on Indeed, or LinkedIn, it was picked up from the UCF HR Website

\*A complete listing of all recruitment sources with specific contact information is compiled in the section, Recruitment Sources Contact Information.

**List of Recruitment Sources Used to Fill Each Vacancy**

**Job title for Vacancy:** Graphic Design Specialist I

**Date Filled:** 4/24/20

Posting dates: 2/07/20 to 2/20/20

**Recruitment Source for Actual Hire:** Professional Contact

\* \* \* \* \*

**Recruitment Sources Utilized for Vacancies:**

Corporation for Public Broadcasting -CPB.org

MyPBS.org

WUCF TV Facebook page

WUCF Staff Newsletter

WUCF website

University of Central Florida Human Resources Employment Opportunities Website: [www.jobswithucf.com](http://www.jobswithucf.com)

LinkedIn

Indeed

DiversityJobs

Employ Florida

**Number of candidates interviewed:** 4

**Recruitment Referral Sources:**

UCF Website: 2

Indeed: 1

Professional Contact: 1

\*WUCF did not post on DiversityJobs, Indeed, Employ Florida or LinkedIn, it was picked up from the UCF HR Website.

\*A complete listing of all recruitment sources with specific contact information is compiled in the section, Recruitment Sources Contact Information.



**List of Recruitment Sources Used to Fill Each Vacancy**

**Job title for Vacancy:** Associate Development Director, Donor Services **Date Filled:** 6/05/20

Posting dates: 3/27/20 to 4/02/20

**Recruitment Source for Actual Hire:** Professional Contact

\* \* \* \* \*

**Recruitment Sources Utilized for Vacancies:**

Corporation for Public Broadcasting -CPB.org

MyPBS.org

WUCF TV Facebook page

WUCF website

University of Central Florida Human Resources Employment Opportunities Website: [www.jobswithucf.com](http://www.jobswithucf.com)

Indeed

DiversityJobs

**Number of candidates interviewed:** 3

**Recruitment Referral Sources:**

UCF Website: 1

Professional Contact: 1

Word of Mouth: 1

\*WUCF did not post on Indeed or DiversityJobs, it was picked up from the UCF HR Website

\*A complete listing of all recruitment sources with specific contact information is compiled in the section, Recruitment Sources Contact Information.

### **List of Recruitment Sources Used to Fill Each Vacancy**

**Job title for Vacancy:** Associate Development Director, Philanthropy **Date Filled:** 6/26/20

Posting dates: 3/27/20 to 4/02/20

**Recruitment Source for Actual Hire:** University of Central Florida Human Resources Employment Opportunities Website

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#### **Recruitment Sources Utilized for Vacancies:**

Corporation for Public Broadcasting -CPB.org

MyPBS.org

WUCF TV Facebook page

WUCF website

Indeed

University of Central Florida Human Resources Employment Opportunities Website: [www.jobswithucf.com](http://www.jobswithucf.com)

**Number of candidates interviewed:** 3

#### **Recruitment Referral Sources:**

UCF Website: 2

WOM: 1

\* WUCF did not post on Indeed, it was picked up from the UCF HR Website

\*A complete listing of all recruitment sources with specific contact information is compiled in the section, Recruitment Sources Contact Information.

### Contact Information for Recruitment Sources

Organization/Department/Project	Contact Name	Email/Website	Website	Address	City / Zip	Phone	Fax	Entitled to Notification?
Association of Fundraising Professionals		<a href="mailto:afpcentralflorida.org">afpcentralflorida.org</a>	<a href="http://afpcentralflorida.org">afpcentralflorida.org</a>					
African American Chamber of Commerce	Xavia Sullivan	<a href="mailto:xsullivan@blackcommerce.org">xsullivan@blackcommerce.org</a>	<a href="http://blackcommerce.org">http://blackcommerce.org</a>	3201 E. Colonial Drive, Suite A-20	Orlando, FL 32803	407-420-4870	407-420-4849	N
Asian American Chamber of Commerce	Vi Ma	<a href="mailto:vimastolz@gmail.com">vimastolz@gmail.com</a>	<a href="http://asianamericanchambercfl.org">http://asianamericanchambercfl.org</a>	237 Isle of Sky Circle	Orlando, FL 32828	407-496-8321	N/A	N
Association of Fundraising Professionals Central Florida Chapter	None, self posted	<a href="http://afpcentralflorida.org/">http://afpcentralflorida.org/</a>						
Career Source	Shanika Goodings	<a href="mailto:Shanika.Goodings@ucf.edu">Shanika.Goodings@ucf.edu</a>	<a href="http://www.careersourcecentralflorida.com">http://www.careersourcecentralflorida.com</a>	4360 E. Colonial Drive	Orlando, FL 32803	407-531-1227 x4400	N/A	N
CareerBuilder	UCF HR		<a href="http://www.careerbuilder.com">http://www.careerbuilder.com</a>					N
Corporation for Public Broadcasting	None, self posted	<a href="http://cpb.org/jobline">http://cpb.org/jobline</a>	<a href="http://cpb.org">http://cpb.org</a>	401 Ninth Street, NW	Washington, DC 20004	202-879-9600	N/A	N
Current for People in Public Media	None, self posted	<a href="http://publicmediajobs.org">publicmediajobs.org</a>	<a href="http://publicmediajobs.org">publicmediajobs.org</a>					N
Diversity Jobs	UCF HR		<a href="https://www.diversityjobs.com">https://www.diversityjobs.com</a>					N
Florida Public Relations Association	Julie Hall	<a href="mailto:fpraorlando@gmail.com">fpraorlando@gmail.com</a>	<a href="http://www.fpra.org">http://www.fpra.org</a>	12461 Research Parkway, Suite 550	Orlando, FL 32826	407-823-2947	407-823-5066	N
Greater Public	None, self posted	<a href="https://www.greaterpublic.org/submit-job/">https://www.greaterpublic.org/submit-job/</a>	<a href="https://www.greaterpublic.org/submit-job/">https://www.greaterpublic.org/submit-job/</a>					N
Hero2Hired Program (Florida Employer Support of the Guard and Reserve)	Vickie Starling	<a href="mailto:vstarling@interactivegov.com">vstarling@interactivegov.com</a>	<a href="https://www.hireheroesusa.org">https://www.hireheroesusa.org</a>	82 Marine St.	St. Augustine, FL 32084	904-823-0158	N/A	N
Higher Ed Jobs	UCF HR		<a href="https://www.higheredjobs.com">https://www.higheredjobs.com</a>					N
Hispanic Chamber of Commerce	Andrea Toranzo	<a href="mailto:atoranzorivero1@valenciacollege.edu">atoranzorivero1@valenciacollege.edu</a>	<a href="http://www.hccmo.org">http://www.hccmo.org</a>	3201 East Colonial Drive, Suite A-20	Orlando, FL 32803	407-428-5870	407-428-5871	N
Indeed	None, self posted							
LinkedIn	None, self posted							
Mandy.com	None, self posted	<a href="mailto:info@mandy.com">info@mandy.com</a>						
MyPBS	None, self posted	<a href="http://connect.pbs.org">http://connect.pbs.org</a>	<a href="http://www.pbs.org">http://www.pbs.org</a>	2100 Crystal Drive	Arlington, VA 22202	703-739-5000	N/A	N
NETA Production Council List	Maryanne Schuessler	<a href="mailto:maryanne@netaonline.org">maryanne@netaonline.org</a>	<a href="http://www.netaonline.org">http://www.netaonline.org</a>	939 S. Stadium Road	Columbia, SC 292201	803-978-1579	803-771-4831	N
NETAOnline.org	Maryanne Schuessler	<a href="mailto:maryanne@netaonline.org">maryanne@netaonline.org</a>	<a href="http://www.netaonline.org">http://www.netaonline.org</a>	939 S. Stadium Road	Columbia, SC 292201	803-978-1579	803-771-4831	N
Orlando Women in Film Facebook page	Jen Cook	<a href="mailto:Jennifer.Cook@wucftv.org">Jennifer.Cook@wucftv.org</a>	<a href="https://www.facebook.com/womeninfilmlf">https://www.facebook.com/womeninfilmlf</a>	12461 Research Parkway, Suite 550	Orlando, FL 32826	407-823-2947	407-823-5066	N
The Broadcasting Education Association	Traci Bailey	<a href="mailto:Traci@BEAweb.org">Traci@BEAweb.org</a>	<a href="http://www.beaweb.org/wp">http://www.beaweb.org/wp</a>	1771 N Street, NW	Washington, DC 20036	202-602-0587	202-609-9940	N
UCF Veterans Resource Center	Lorine Cisch-taylor	<a href="mailto:lorine.cisch-taylor@ucf.edu">lorine.cisch-taylor@ucf.edu</a>	<a href="http://varc.sdes.ucf.edu">http://varc.sdes.ucf.edu</a>	12781 East Plaza Drive	Orlando, FL 32816	407-823-5877	407-823-5879	N
University of Central Florida Jobsite	Brandon Williams	<a href="mailto:Brandon.Williams@ucf.edu">Brandon.Williams@ucf.edu</a>	<a href="https://www.jobswithucf.com">https://www.jobswithucf.com</a>	12443 Research Parkway, Suite 301	Orlando, FL 32826	407-823-1718	407-823-2567	N
Women in Film	FB Page							N
WUCF Facebook page	Andrea Dennis	<a href="mailto:Andrea.Dennis@WUCF.org">Andrea.Dennis@WUCF.org</a>	<a href="https://www.facebook.com/WUCFTV">https://www.facebook.com/WUCFTV</a>	12461 Research Parkway, Suite 550	Orlando, FL 32826	407-823-2947	407-823-5066	N
WUCF Internal Announcement (newsletter)	Andrea Dennis	<a href="mailto:Andrea.Dennis@WUCF.org">Andrea.Dennis@WUCF.org</a>	Internal Email	12461 Research Parkway, Suite 550	Orlando, FL 32826	407-823-2947	407-823-5066	N
WUCF website	Kayonne Riley	<a href="mailto:Kayonne.Riley@wucf.org">Kayonne.Riley@wucf.org</a>	<a href="http://www.wucf.org">http://www.wucf.org</a>	12461 Research Parkway, Suite 550	Orlando, FL 32826	407-823-2947	407-823-5066	N

### Prong 3 Longer-Term Recruitment Initiatives

#### Implemented During Previous Year

No.	Category	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	College Internship Program	10.1.14 – Present	College Intern Program	Intern opportunities to expose students to careers in broadcasting, IT and production, to give them real-world experience in the field, and help build their portfolio of work.	Students work with staff on station projects, giving them experience in the broadcasting industry. All students receive direct supervision and training from experienced professionals.	Duilio Mariola, Director of Production Jen Cook, Communications Manager Tricia Connelly, Producer Brian Kelly, Producer Janice Sante, Education & Community Engagement Coordinator Kayonne Riley, Director of Radio & Administration
2	Events with community groups related to careers in broadcasting	10.1.14 – 3.10.2020	Studio Tours	Tours of WUCF studios and presentation on careers in broadcasting.	WUCF staff led tours of the stations' studio to introduce community members to careers in broadcasting.	Duilio Mariola, Director of Production Dr. Phil Hoffman, Executive Director Tricia Connelly, Producer Kayonne Riley, Director of Radio & Administration
3	Events with educational institutions related to broadcasting career opportunities	10.1.14 – Present	Video Capstone Project	Students create broadcast-quality video segments as capstone projects for UCF's Nicholson School of Communications' program.	WUCF staff advise students on the creation of a video segment and critiques their projects. Students' work can be selected for on-air broadcast.	Duilio Mariola, Director of Production Megan Matier, Production Coordinator

4	Listing of each upper-level category opening in a job bank of trade group whose membership includes substantial participation of women and minorities	10.1.14 – Present	Job Bank	Posting of each opening in a job bank whose membership includes substantial participation of women and minorities	WUCF posts job announcements on the Orlando Women in Film & Television, African-American, Asian and Hispanic Chambers of Commerce	Kayonne Riley, Director of Radio and Administration  Barbara De Nobrega Soto, H.R. Assistant
5	Events with educational institutions related to broadcasting career opportunities	2.28.17 to Present	Camera Demo Class and Workshop	Provide hands-on demo to students, which is a requirement for students in order to use equipment for class projects.	Coordinator demonstrated proper use of camera including setting it up and filming effectively.	Tricia Connelly, Producer
6	Events with educational institutions related to broadcasting career opportunities	Fall 2018 to Present	NSC Clubs and Organizations Fair	Interact with students regarding majors and careers in radio/TV.	Inform and educate students about the wide variety of UCF's Nicholson School of Communication majors.	Kayonne, Director of WUCF FM  Janice Sante, Education and Community Engagement Coordinator
7	Events with educational institutions related to broadcasting career opportunities	Fall 2017 to Present	Practicum Class	Class requires students to have observations with professionals in editing, studio, field production, education outreach, promotions and pledge.	Teach students about public media and television operations during the class.	Phil Hoffman, Executive Director for WUCF  Duilio Mariola, Director of Production  Jennifer Cook, Sr. Director of Content and Communications  Bill Dotson, Director of Operations & Engineering  Kayonne Riley, Director of Radio & Administration  Megan Miller, Director Development

8	Online CPB Harassment Prevention Training Program for interns and staff	September 2018 to Present	Inclusive Communication	To train personnel to recognize, avoid and report workplace discrimination including harassment.	All WUCF staff and interns were required to participate in the training.	All WUCF staff and interns.
9	Events with educational institutions related to broadcasting career opportunities	10/1/2016 to Present	Instructor	Instruct students on skills necessary in broadcasting careers.	Professor of RTV 4561, Radio Programming and Production	Kayonne Riley, Director
10	Events with community groups related to careers in broadcasting	2/20/2020	Career speaking engagement	Speaking engagement in front of the UCF Rosen College students about career opportunities in Broadcasting. Teaching students real life interview process to prepare them for a job interview the field.	Executive Director of WUCF TV and FM participated in speaking engagement.	Dr. Phil Hoffman, Executive Director