

Annual EEO Public File Report
October 1, 2019 to September 30, 2020
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, 2019 to and including September 30, 2020**

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	# 2712 Database Coordinator	8/30/19	1/6/2020	6	Other
2	# 2720 Administrative Assistant	10/10/19	1/6/2020	4	PSC Website
3	# 2694 Assistant Manager - Program Operations	6/4/2019	11/2/2019	4	Indeed
4	Station Coordinator – not advertised or filled/ hiring freeze				

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; Database Coordinator; Assistant Manager – Program Operations	4 - Admin Assistant; 2 – Database Coordinator; 1 - Asst Mgr, Program Operations	1 – Admin Assistant
WSRE TV 1000 College Blvd, Pensacola, FL 32504 http://www.wsre.org/about/jobs-internships/ facebook.com/wsre-tv @wsretv Contact Laura Shaud 850-484-1231	3 – Admin Assistant; Database Coordinator; Assistant Manager – Program Operations		
EmployFlorida.com https://www.employflorida.com/jobbanks/	2 – Database Coordinator; Assistant Manager – Program Operations		
Communitycollegejobs.com https://www.communitycollegejobs.com/	2 – Database Coordinator; Assistant Manager – Program Operations		
Academiccareers.com https://academiccareers.com/	2 – Database Coordinator; Assistant Manager – Program Operations		
Indeed.com www.indeed.com web upload	3 – Admin Assistant; Database Coordinator; Assistant Manager – Program Operations	2 – Database Coordinator; 2 - Asst Mgr, Program Operations	1 – Asst Mgr Program Operation
Glass Door	1 – Assistant Manager, Program Operations		
Diversity Jobs, http://diversityjobs.com Cross-posts to 10 other minority job websites	2 – Assistant Manager, Program Operations; Database Coordinator		
Monster, https://hiring.monster.com	2 – Assistant Manager, Program Operations; Database Coordinator		
Other – personal/professional contacts		2 – Database Coordinator; 1 - Asst Mgr, Program Operations	1 – Database Coordinator
Total	3	14	3

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

1. Activity: Participate in at least four events relating to career opportunities in broadcasting

Note: *Due to restrictions on group gatherings and travel as a result of the Covid 19 pandemic, some annual events were postponed or cancelled*

- Date:
1. November 8, 2019| Cub Scout Pack 632| Tour (25 Scouts and parents)
 2. October 16, 2019 | Florida Scholastic Press Association: Tour (over 100 students)
 3. November 15, 2019| Pace High School broadcast students| presentation(20 students)
 4. September 27, 2019| PBS Learning Media Workshop| workshop/discussion of careers (42 teachers)
- Description:
1. WSRE hosted Webelos Cub Scout Pack 632 scouts and parents on a field trip to observe activities in the studio. The scouts were able to watch station staff taping an episode of a locally produced show “inStudio “ where the guests were producers of a documentary film about the Hurricane Michael recovery. In addition to a tour of the station and explanation of the various functional areas, the scouts observed what goes into taping a show as well as hearing producers of a documentary describe that process.
 - 2. WSRE partnered with PSC to educate area high school students who are members of the Florida Scholastic Press Association. These students were from Santa Rosa County (Navarre High School, Pace High School and Gulf Breeze High School) which is in the WSRE service area. Station tours are designed to share the operations of a station and exposure to the workings of the green screen and cameras, as well as describing the functions of the supporting staff and answering questions from the students. The station coordinator designed a handout for all tour Pguests providing a visual representation and description of career options. In addition to the station presentation, the keynote speaker for the event was the Sports Director from WEAR TV 3, the local commercial station.
 3. WSRE General Manager Bob Culkeen gave a presentation in November to broadcast students at Pace High School in Santa Rosa County and answered questions from students regarding how modern tv stations operate and the mission of public television.
 4. In September 2019, the Education Director, Jill Hubbs held a PBS Learning Media Workshop at Weis Elementary School. In addition to the instruction on the use of Learning Media at this workshop, which was attended by 42 teachers, information was distributed and discussed regarding careers in Public Broadcasting as an option for students.

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2. Activity: **Internship Program to assist community with skills for broadcast employment**
Date: September 23, 2019-December 13, 2019
Description: WSRE provided one 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 1, 2020
Description: Pensacola State College Student Job Services held PSC's 25th Annual Multicultural Job Fair; open to the public from 9:00am-12:00pm. WSRE ran a :30 spot 109 times between two channels WSRE 23.1 and Create 23.3 from January 29, 2020 to February 1, 2020 for community awareness.. Jill Hubbs, Interim General Manager, attended the Job Fair and distributed information regarding careers in public media.
4. Activity: **Station Personnel Training – for acquiring skills to qualify for higher-level positions**
Date: Ongoing
Note: *Due to restrictions on travel as a result of the Covid 19 pandemic, most scheduled Professional conferences were cancelled or conducted remotely*
Description: The following opportunities were completed during the reporting period:
- Lynda.com, ongoing graphic arts training courses—Digital Arts & Graphics Design Coordinator – completed 62 training modules Oct. 2019 to Sept. 2020
 - PBS Marketing Advisory Council Member, Dec 2017-Present—Marketing Dir.
 - PBS Marketing Advisory Council Summit Nov. 2019 – Marketing Director
 - Traffic Advisory Committee (TAC) member, Traffic Manager until November 2019
 - Programming Service for Public Television training day Nov.19, 2019 full staff and committee/group meetings
 - Workday software training April – June 2020 - all staff completed training modules relevant to their functional areas
 - Allegiance Software, Ongoing— Donor Mgr., Database Coordinator' Business Office Accounting Specialists, Sr. Admin Assistant
 - PBS Annual Meeting, May 2019-- Education Dir, GM, Marketing Dir.
 - Staff Professional Development Day, March 6, 2020 – full staff participated in various sessions related to their areas/interests
 - Educational Services Training – WFSU – June 6, 2020
 - - Interim GM/Education Director
 - Studer Community Institute webinar – Leading Change in Times of Uncertainty – April 8, 2020 – Director of Operations and Director of Marketing4
 - NETA webinar – Producing Content While Social Distancing -April 9, 2020– Director of Operations
 - NETA webinar – Starting Back to Production _ May 20, 2020– Director of Operations
 - NETA webinar – At Home Learning April 2020 – Director of Marketing
 - PSC Implicit Bias Training June 25, 2020
 - Essential Leadership Skills Workshop – Jan. 16, 2020 – Manager of Donor Services
 - PMDMC Summer Series – August 2020 – various fundraising subjects – Development Staff

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- PBS Development Services webinar – Aug. 25, 2020 -Fall Fundraising Rally – Development Staff
- PSC Staff Development -Cybersecurity Training June 2020 – Development Director
- Comark Transmitter Training for new transmitter due to FCC repack project – October 2019 – Engineering staff
- PBS webinars – Dec. 2019, Jan. 2020, May 2020 – Six Project Update – Engineering staff
- PBS webinar – March 2020 and June 2020 – Livestreaming – Engineering staff
- Various equipment vendor webinars – Jan 2020 – August 2020 (6 hours) related to operations of equipment- Engineering staff
- CPB webinar – Feb. 2020 – NFFS – Business office staff and Development Director
- CPB webinar – Feb 2020 – New Indirect Admin Cost Calculations – Director of Business Admin
- CPB webinar – March 2020 – New IAS Calculation Method – Director of Business Admin
- Virtual PMBA Conference – May 2020 – Director of Business Admin
- Studer Community Institute – May 2020 – Cloud Computing – Director Business Admin
- PMBA FCC Reimbursement webinar – April 2020 – Director Business Admin
- PBS Country Music and Brand Refresh webinars – Sept – Dec 2019 – Director Marketing
- PSC webinar – April 2020 – Using Zoom – Director of Marketing
- Read “ Documentary Editing Principles and Practice” by Jacob Bricca – December 2020 – Director of Marketing
- PBS Digital Immersion Project (9 webinars, exams and certification) Sept – Dec 2020 – Manager Online Media
- PBS Online Media and Web Content webinars – Oct 2019 to Dec 2020 – Manager Online Media completed 10 PBS webinars
- Misc online webinars re: digital content (Google, Adobe; Bento; Amazon) Oct 2019 – Sept. 2020 (7 webinars) – Manager Online Media
- Tutorials on After Effects – May 2020 – Coordinator of Digital Art and Graphics
- PSC Training webinars various wellness topics and Identity theft – May 2020 – Coordinator of Digital Art and Graphics.

WSRE Digital

Report date: 09/25/2020

Log Performance Report (PRM)

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Search Criteria: ITEM TITLE: *JOB FAIR*

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Audio Source	Tape/Cut	Type	Sub-Title			Length	From/To	DAYS
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6MJF2020	0000/						02/01/20	YYYYYYY
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Wed	01/29/2020	at 11:27:35:00	for 00:00:30:00	on WSRE233				
Wed	01/29/2020	at 12:28:25:00	for 00:00:30:00	on WSRE233				
Wed	01/29/2020	at 13:27:35:00	for 00:00:30:00	on WSRE233				
Wed	01/29/2020	at 14:28:22:00	for 00:00:30:00	on WSRE233				
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Search Criteria: ITEM TITLE: *JOB FAIR*

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