

**WJCT TV-FM: Jacksonville, Florida  
EEO Public File  
September 30, 2015 – September 29, 2016**

This EEO Report is filed both on-line and in WJCT's public inspection file pursuant to Section 73.2080 of the Federal Communications Commission's (FCC) rules.

**Attachment A** contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy,
- The recruitment source that referred the person hired for each full-time vacancy.
- The total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source used in connection with those vacancies.

**Attachment B** contains a list and brief description of Supplemental Outreach Initiatives completed for the defined reporting period.

**ATTACHMENT A**

Information Regarding Recruitment Sources Contacted for Full-Time Externally Recruited Vacancies. WJCT provides information as appropriate or upon request to the following sources.

**Externally Filled Positions**

Job Vacancy/Title	Source(s)	Hiring Source	# Interviewed
Content Distribution Specialist	17,18,29,36,37,47,50,57,58	47	2
Corporate Secretary	1,16,17,18,29,36,37,47,57,58,59,60	16	5
Producer	16,17,18,22,29,36,34,35,36,37,47,57,58,61	18	5
Digital Content Editor	15,17,18,,29,30,35,36,37,41,47,57,58,60	15	7
Radio Content Producer	15,17,18,29,30,36,37,41,47,49,57,58	47/49	6
Recruitment Source	Requested Notification?	Interviewees Referred by Source over Recruiting Period	
1.The Florida Times Union 1 Riverside Ave./P.O. Box 1943 Jacksonville, Florida 32231 (904) 259-4321  Jobs.Jacksonville.com	No	1	
2. The University of North Florida 4567 St. Johns Bluff Road South Jacksonville, Florida 32224 (904) 620-2955 jobs.uloop.com	No	0	
3.Florida State College at Jacksonville - North 501 West State Street Jacksonville, Florida 32202 (904) 633-5962 <a href="http://www.collegecentral.com">www.collegecentral.com</a> <a href="mailto:dmckinne@fscj.edu">dmckinne@fscj.edu</a> (904) 766-6779	No	0	

5. Jacksonville University 2800 University Blvd. North www.collegecentral.com Jacksonville, Florida 32211 (904) 256-7054	No	0
6. Flagler College 74 King Street St. Augustine, Florida 32085 (904) 829-6481 www.flagler.edu/careerservices	No	0
7. ITT Technical Institute (For Technical/IT Positions) Torie Hunter 6600-10 Youngerman Circle Jacksonville, Florida 32244 (904) 573-9100	No	0
8. Broadcasting & Cable P.O. Box 15157 North Hollywood, California 91615 212-378-0400X517 Zahra Majama zmajama@nbmedia.com	No	0
9. Current Newspaper & Current.org 6930 Carroll Ave Takoma Park, Maryland 20912 Emily Lowery 301-270-7240	No	0
10. PBS Connect Forum (online PBS job board) 1320 Braddock Place Alexandria, Virginia 703-739-8685 connect.pbs.org	No	0
11. TV/FM Jobs (online posting site) www.tvfmjobs.com	No	0
12. Public Radio List Serv--(for FM Positions) www.publicradio.org	No	0
13. Monster Inc. www.monster 1-800-Monster	No	0
14. FPRA Florida Public Relations Association: (for PR/Communications Positions)	No	0
15. Journalism Jobs <a href="http://www.journalismjobs.com">www.journalismjobs.com</a>	No	3
16. Indeed.com	No	3
17. WJCT Job Line 904-357-5684	No	0
18. WJCT Website/Employment Link <a href="http://www.wjct.org">www.wjct.org</a>	No	4

19. American Public Media Dave Sonderregger (Station Rep) 651-290-1402 <a href="mailto:dsonderregger@americanpublicmedia.org">dsonderregger@americanpublicmedia.org</a> <a href="http://www.apmstations.org">www.apmstations.org</a>	No	0
20. Public Radio International <a href="http://www.pri.org/pri-jobs">www.pri.org/pri-jobs</a> Vidal Guzman 1-866-428-9241	No	0
21. AM/FM/TVonline.com	No	0
22. ProductionHub.com Featured Classifieds	No	0
23. Corporation for Public Broadcasting; <a href="http://www.cpb.org/jobline">www.cpb.org/jobline</a>	No	0
24. Jobs.Jacksonville.com - The Diversity Network -The Disability Network - The Veterans Network	No	0
25. Association of Fundraising Professionals; <a href="http://www.afp.org">www.afp.org</a> (for Development Positions)	No	0
26. TVJobs.com Broadcast Employment Services PO Box 4116 Oceanside, Ca. 1-800-374-0119	No	0
27. Hero2Hire (H2H) <a href="http://www.H2H.jobs/employers">www.H2H.jobs/employers</a>  (National Guard and Reserves)	No	0
28.MassMediaJobs.com	No	0
29. AARP Foundation Senior Employment Center 134 East Church Street Jax., Fl 32202 (904) 353-2301 <a href="mailto:Jack_barr@experienceworks.org">Jack_barr@experienceworks.org</a> <a href="mailto:james_walker@experienceworks.org">james_walker@experienceworks.org</a>	Yes	0
30. NPR DACS <a href="mailto:webdacs1@nprsat.org">webdacs1@nprsat.org</a> 635 Massachusetts Ave. NW Washington D.C. 20001	No	0
31. International Association of Audio Information Services (IAAIS) Internal Website	No	0
32. Referral from within the local/regional or statewide broadcasting community &/or DCA partner stations	No	0

33. Jax Jobs 9471 Baymeadows Road Suite 405 Jacksonville, Florida 32256 (904) 737-5627 Alan Farber afarber@jaxjobs.com	No	0
34. The Art Institute of Jacksonville 8775 Baypine Road Jacksonville, Florida 32256 kholland@aia.edu	Yes – for production positions	0
35. LinkedIn Subgroup: FSU Alumni & Students	No	0
36. WJCT Facebook Page	No	0
37. WJCT Twitter Feed	No	0
38. Glassdoor.com	No	0
39. IABC International Association of Business Communicators iabcfirstcoast.com	No	0
40. PRSA Public Relations Society of America jobs@nfprsa.org	No	0
41. National Public Radio <a href="http://www.npr.org/about/careers">www.npr.org/about/careers</a> Southern Editor – Russell Lewis 1-800-811- 4624 <a href="mailto:rdlewis@npr.org">rdlewis@npr.org</a>	No	0
42. Jacksonville Business Journal 120 W. Morehead Street Suite 100 Charlotte, NC 28202 <a href="http://www.bizjournal/jacksonville/dailyupdate">www.bizjournal/jacksonville/dailyupdate</a>	No	0
43. PMBA – Public Media Business Association Industry Job Listings <a href="mailto:info@pmba.org">info@pmba.org</a>	No	0
44. University of Florida College of Journalism & Communications PO Box 11840 Gainesville, Florida 352-392-0466 <a href="mailto:knd-grad@jou.ufl.edu">knd-grad@jou.ufl.edu</a>	No	0
45. The Florida State University Career Center @ The Dunlap Student Success Center SeminoleLink <a href="https://fsu-csm.symplicity.com/employer">https://fsu-csm.symplicity.com/employer</a>	No	0
46. Worksource 215 N. Market Street #340 Jacksonville, Florida 32202	No	0
47. Current Employee (Internal Posting)	No	11
48. <a href="http://deiworksitesite.org/jobline">http://deiworksitesite.org/jobline</a>	No	0
49. Rehire – Previous Employee	No	1
50. Society of Broadcast Engineers <a href="http://sbe.org">sbe.org</a>	No	0
51. Cultural Council of Jacksonville – Erin <a href="http://www.culturalcouncil.org/jobbank">www.culturalcouncil.org/jobbank</a>	No	0
52. Employ Florida Vets <a href="http://www.employflorida.com">www.employflorida.com</a>	No	0

53. Non Profit Center of N. E Florida <a href="http://www.nonprofitcenter.org/connect/jobs-in-sector">www.nonprofitcenter.org/connect/jobs-in-sector</a> 1301 Riverplace Blvd. Jax, Fl. 32207 904-390-3222	No	0
54. New Horizon's Computer Learning Center – Job Board Attn: Kim Keever kim.keever@newhorizons.com 7020 A.C, Skinner Parkway Jax. Fl. 32256	No	0
55. A.I.G.A. designjobs@AIGA.org	No	0
56. Unknown. Candidate did not provide referral source.	No	2
57. State of Florida Division of Blind Services Attn: Joshua Beran 904-348-2730 Joshua. Beran@ dbs.fldoe.org	Yes	0
58. Vision Education & Rehab Center Florida State College @ Jacksonville 101 W. State Street Jacksonville, Florida 32202 Attn: Sarah Winnig 904-632-3054	Yes	0
59. Facebook Group: NPR Intern Alumni	No	0
60. Syracuse University Alumni E-Mail ListServ	No	0
61. LinkedIn Corporation 2029 Stierlin Court Mountain View, Ca. 94043	No	0
62. Snagajob.com	No	0

## ATTACHMENT B

### Narrative Statement on Recruitment and Outreach Initiatives

WJCT considers itself a community resource and uses a number of means to reach out to the community we serve. We strive to continually enhance and improve our outreach and recruit in a variety of ways and seek ways to create opportunities for longer-term recruitment initiatives. WJCT has provided letters to various community groups, media outlets, organizations, recruitment sources and universities to determine interest in receiving information concerning opportunities for employment at WJCT, and advises the recipient that a response from them noting interest would include them in a distribution list for an e-mail alert indicating available position(s). The letter and notification includes the website address and job line number, information on how to notify WJCT of their interest in receiving these alerts, and the name and phone number of the WJCT contact for any questions. Our stated desire for interested organizations to contact us also resides on the WJCT.org Employment Page

In addition, WJCT airs a 30 second spot 3 times weekly on multiple channels reinforcing our commitment to being an Equal Opportunity an Equal Access Employer. In those spots we encourage qualified minorities, women, those with disabilities and veterans to view job opportunities on our website and to apply if qualified. We seek other outlets to reach these groups including job banks, newsletters of media trade groups and other organizations with broad based membership.

Members of the WJCT staff participated in various outreach efforts in our community during the reporting period as follows:

**Internship Opportunities:** WJCT works closely with college and occasionally high school student's onsite and in the field to ensure they gain a quality, hands-on experience in their chosen or future field of study. The focus is on students pursuing degrees in areas such as Multi-Media studies, Journalism, Broadcast Journalism, Communications, PR, English etc. Students we worked with this past reporting period:

- Fall Semester - 2015 (3) interns

University of Central Florida– 1 intern  
University of Knottingham/UK – 1 intern  
Flagler University – 1 intern

- Spring Semester - 2016 (4) interns

University of North Florida -4 interns

- Summer Semester-2016 (1) intern

University of California/ Berkley – 1 intern

- Fall Semester – 2016 (4 interns)

University of North Florida - 3 interns  
University of California/Berkley – 1 intern

**Job Fairs:** the individual responsible for Human Resources and in some cases additional staff participated in the following job fairs:

- University of North Florida Department of Communications Internship/Career Fair -February 23, 2016
- Florida State College @ Jacksonville (Downtown Campus) Spring Fair –April 65, 2016

**Career Days:** the individual responsible for Human Resources &/or other staff members participated in the following opportunities:

- 7<sup>th</sup> Annual Mayport Coastal Middle School Career Day – May 19, 2016
- Our Associate Producer spoke with The District Church Production Group on September 16th about internships and careers in broadcasting
- Our FM News Director facilitated a panel discussion on March 15, 2016 for PACE Center for Girls. This was a statewide town hall series on Dismantling the Barriers to Opportunities for Girls.
- Our VP & COO of JCT Services, who is by trade an engineer, has spoken to Dr. Kenneth Schacter (Adjunct Professor of Physics and Engineering) students at Florida State College @ Jacksonville for two semesters as a part of a series "Introduction to Engineering". As a follow-up to the discussion we hosted the students for a tour of our broadcasting hub (JCT Services)

### **Community Events/Outreach**

- WJCT hosted: Speaking of Women's Health – August 16, 2016 with 800+ attendees. Program participants were predominately women, many of whom were minorities; the person responsible for Human Resources participated in this day-long event and provided job/recruitment information to attendees at the WJCT Host table.
- The Vice President Content & Operations serves as a leader on the 2015-2016 University of North Florida's Department of Communication Advisory Board. She serves as the Journalism Chair.
- Our Vice President of Administration/HR serves through United Way of Northeast Florida as a Reading Pal in an underserved public school pre-k. She works with students every week, and brought them on a field trip to WJCT where they were able to run a camera (TV) and speak on air (Radio), and spent the day with staff and learned about the types of jobs in public broadcasting.
- Our Morning Edition Host teaches an 8-week, college level online class in Journalism to students at American Public University.
- Or VP Community Relations & Strategic Communications services as a volunteer resource for the Hispanic Institute of Life & Leadership assisting them with public relations and event promotion needs.

**Station Tours:** On a regular basis WJCT provides tours of its radio and television facilities to schools and other youth organizations such as boy scouts as well as adult groups sharing information about WJCT and careers in the broadcasting industry.

### **Narrative Statement on Training and Other Programs**

WJCT staff attended conferences, served on national committees and participated in various training programs throughout the year. These opportunities increased staff's knowledge base, contributed to the development of greater skills sets and continued our focus on service to the community:

- Our CFO serves on the Public Broadcasting Management Association (PBMA) National Board where she has committed over 150 hours. This organization lists on their publication BottomLine, employment opportunities in public broadcasting.
- WJCT sponsored our Vice President Content & Operations for Leadership Jacksonville a program that develops adult leaders to assume greater responsibility as community trustees who improve the quality of life for self, family and community.
- We sponsored, and provided an opportunity for our Communications Specialist to participate in Collegiate Leadership Experience (CLE) an outreach of Leadership Jacksonville. This is a program for current undergraduate or graduate students. It provides them with an opportunity to interact with community leaders, network with professionals and explore difficult issues facing our community. The program heavily encourages future community trusteeship.
- WJCT provided computer skills training and certifications through a local computer skills training organization, New Horizons. The courses which range from basic to advanced, provide staff with individual one-time skill development classes to a series of courses that may result in professional certification positioning them for greater responsibility &/or possible promotion within the organization.
- The WJCT staff member responsible for Human Resources has provided training to management on policies and practices that ensure equal opportunity hiring and discrimination prevention. All staff upon hire are given an Employee Handbook and provided a one-on-one overview meeting with HR which details the stations policy and stance in such areas as: Equal Employment Opportunity, Business Ethics, Discrimination/Harassment & Prevention, etc., Additionally the EEO/Affirmative Action policy is singled out with the President/CEO's signature and posted on the Stations Communication Bulletin Board which reside in common areas.

