

**WJCT TV-FM: Jacksonville, Florida  
EEO Public File  
September 30, 2016 – September 29, 2017**

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**

<b>Job Vacancy/Title</b>	<b>Source(s)</b>	<b>Hiring Source</b>	<b># Interviewed</b>
Content Distribution Specialist – 2 positions	10,16,17,18,22,23,26,29,32,36,50,57,58	Position 1:18 Position 2:32	4
Content Distribution Specialist – 1 position	16,17,18,24,29,32,36,47,50,57,58,62	47	2
Digital Content Editor	15,16,17,18,29,36,57,58	16	5
Donor Relations Manager	17,18,25,29,36,55,57,58	18	3
Traffic Specialist	10,16,17,18,26,29,32,36,57,58	18	1
<b>Recruitment Source</b>	<b>Requested Notification?</b>	<b>Interviewees Referred by Source over Recruiting Period</b>	
1. The Florida Times Union 1 Riverside Ave./P.O. Box 1943 Jacksonville, Florida 32231 (904) 259-4321  Jobs.Jacksonville.com	No	0	
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 <a href="http://www.collegecentral.com">www.collegecentral.com</a> Jacksonville, Florida 32211 (904) 256-7054	No	0
6. Flagler College 74 King Street St. Augustine, Florida 32085 (904) 829-6481 <a href="http://www.flagler.edu/careerservices">www.flagler.edu/careerservices</a>	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 <a href="mailto:zmajama@nbmedia.com">zmajama@nbmedia.com</a>	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 <a href="http://mypbs.org">mypbs.org</a>	No	0
11. TV/FM Jobs (online posting site) <a href="http://www.tvfmjobs.com">www.tvfmjobs.com</a>	No	0
12. Public Radio List Serv-(for FM Positions) <a href="http://www.publicradio.org">www.publicradio.org</a>	No	0
13. Monster Inc. <a href="http://www.monster">www.monster</a> 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	0

16. Indeed.com	No	7
17. WJCT Job Line 904-357-5684	Yes	0
18. WJCT Website/Employment Link <a href="http://www.wjct.org">www.wjct.org</a>	Yes	6
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., FI 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	1
33. Jax Jobs 9471 Baymeadows Road Suite 405 Jacksonville, Florida 32256 (904) 737-5627 Alan Farber <a href="mailto:afarber@jaxjobs.com">afarber@jaxjobs.com</a>	No	0
34. The Art Institute of Jacksonville 8775 Baypine Road Jacksonville, Florida 32256 <a href="mailto:kholland@aii.edu">kholland@aii.edu</a>	Yes – production positions only	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 <a href="http://iabcfirstcoast.com">iabcfirstcoast.com</a>	No	0
40. PRSA Public Relations Society of America <a href="mailto:jobs@nfprsa.org">jobs@nfprsa.org</a>	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	1
48. <a href="http://deiworksite.org/jobline">http://deiworksite.org/jobline</a>	No	0
49. Rehire – Previous Employee	No	0
50. Society of Broadcast Engineers sbe.org	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 www.employflorida.com	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 href="http://greaterpublic.org">greaterpublic.org</a> (JobLine)	No	0
56. Unknown. Candidate did not provide referral source.	No	0
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, recruit in a variety of ways, and seek 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. We advise 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, 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 (under About).

In addition, WJCT airs a 30 second spot 3 times weekly on multiple television channels reinforcing our commitment to being an Equal Opportunity and 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, 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 classroom 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 - 2016 (2) interns

University of North Florida– 2 interns

- Spring Semester - 2017 (1) interns

University of North Florida -1 interns

- Summer Semester-2016 (4) interns

Florida State College @ Jacksonville – 1 intern

University of North Florida – 3 interns

- Fall Semester – 2017 (1) interns

University of North Florida – 1 intern

In addition to working with college students this past year, we had the pleasure of working with two high school students over the summer months in partnership with the Mayors Summer Jobs Youth Program and Fresh Ministries Summer Youth Employment Program. We rotated both students weekly to different departments (HR, Communications, Marketing, Production, FM & Education Outreach) giving them a broad perspective of opportunities within a public broadcasting organization.

In addition, we had a student from Robert E. Lee high school “shadow” our Chief Operating Officer for the day on July 21, 2017, and the person responsible for HR participated in the “Tipping the Scale” Mentoring Program Job Readiness Skills Training for high school students from needs based schools.

**Job Fairs:** the individual responsible for Human Resources and other staff members participated in the following job fairs:

- University of North Florida Department of Communications Internship/Career Fair -February 22, 2017
- Florida State College @ Jacksonville (Downtown Campus) Spring Career Fair –May 6, 2017

**Career Days:** the individual responsible for Human Resources &/or other staff members participated in a number of career days sharing information about careers in broadcasting with students in our community.

- 8<sup>th</sup> Annual Mayport Coastal Middle School Career Day – March 15, 2017
- 5<sup>th</sup> Annual River City Science Academy Middle/High School Career Day – March 14, 2017. Our producer led a forum on documentary filmmaking with over 120 students in attendance.
- Our VP & COO of JCT Services, who is by trade an engineer, spoke to Dr. Kenneth Schacter's (Adjunct Professor of Physics and Engineering) students at Florida State College @ Jacksonville on April 27, 2017 as a part of a series "Introduction to Engineering". As a follow-up to the discussion on April 28, 2017 he hosted the students for an onsite tour of our broadcasting hub (JCT Services).

### **Community Events/Outreach**

- WJCT co-hosted: Girls Day Out – August 26, 2017 with over 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.
- Our Chief Operating Officer (WJCT) serves on the University of North Florida Spinnaker Advisory Board.
- Our Vice President of Administration/HR serves through United Way of Northeast Florida as a Reading Pal at an underserved public school pre-k. She works on reading readiness/early literacy skills with four students weekly. She has 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 learning about a radio/tv station.
- Our Morning Edition Host teaches an 8-week, college level online class in Journalism to students at American Public University where students discuss major issues surrounding mass media in American society. She often brings her work/career experiences into the forum discussions.
- Our 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. In addition, he serves on the Board of Lutheran Social Services of Northeast Florida, which creates a partnership opportunity for the WJCT Community Service Team.

**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, media students, special needs students as well as adult groups sharing information about WJCT and careers in the broadcasting industry. In this FY we conducted 16 tours, with over 250 attendees.

### **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 which we hope in turn supports our commitment to serving our community in bigger and better ways:

- 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 provided computer skills training through a local computer training organization, New Horizons. The courses which range from basic to advanced, provide staff with a range of learning opportunities from individual one-time skill development classes to a series of courses that may result in professional certification. This opportunities may position them for greater responsibility &/or possible promotion within the organization.
- We had four employees (3 females, one of which was a minority and 1 male) participate in the Crestcom Professional Development Program, a yearlong interactive management training program. During the course of the training they acquired tools, techniques and how-to systems which they can apply to their daily lives making them more successful and efficient as managers and leaders.

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

- 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. In addition, we held two attorney led sessions, the first for managers on August 8, 2017 and the second session on August 10, 2017 for all staff. The topic: Maintaining a Culture of Respect and Civility, raised awareness of the behaviors that lead to a hostile or harassing work environment. Both sessions were interactive and the employees were provided a notebook of information they could refer back to. The employee session was taped and downloaded to our intranet as a reference tool and guide for future discussions.
- In February (14<sup>th</sup> & 15<sup>th</sup>) the staff member responsible for Human Resources attended the PBS Diversity and Inclusion Summit in Atlanta, Georgia. During the summit, the critical topics of diversity and inclusion at the station level were discussed as well as a broader look at system-wide (PBS) actions that can be taken in this area.