

WJCT TV-FM: Jacksonville, Florida  
 ANNUAL EEO PUBLIC FILE REPORT  
 September 30, 2020 – September 30, 2021

Station(s): **WJCT TV-FM/JAX**  
**PBS – WJCT News 89.9**

Community of License:  
**Jacksonville, FL**

Reporting Period:  
**9/30/2020 – 9/29/2021**

No. of Full-time Employees: **(74) Full-Time Employees**  
 Small Market Exemption: **N/A**

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

**INITIATIVES**

<p><i>Participated in at least 4 <b>job fairs</b> by station personnel who have substantial responsibility in making hiring decisions.</i></p>	<ol style="list-style-type: none"> <li>1. Jacksonville University</li> <li>2. University of North Florida</li> <li>3. Edward Waters University</li> <li>4. FSCJ (Cancelled due to the Pandemic)</li> </ol>
<p><i>Hosted at least one <b>job fair</b>.</i></p>	<p><b>Due to COVID-19 safety measures, WJCT has not been able to host an in-house job fair. However, interested candidates have been encouraged to apply on-line. Selected candidates will be invited to interview and complete the hiring process virtually.</b></p>
<p><i>Co-sponsored at least one <b>job fair</b> with organizations in the business and professional community whose membership includes substantial participation by women and minorities.</i></p>	<p><i>Eckerd &amp; WJCT Community Based Workforce Training. Together, both organizations co-Sponsored a community-based program for at-risk minority youth. <b>Due to an up-tick in the Delta-Variant &amp; COVID-19, the initiative was placed on hold.</b> Once we start the program back -up, we will continue placing program participants in jr. broadcasting, crew positions and other business-related roles to promote hand-on workforce training.</i></p>
<p><i>Participated in at least 4 <b>events</b> sponsored by <b>organizations</b> representing groups present in the community interested in broadcast employment issues, including conventions, w/career days, workshops, and similar activities.</i></p>	<p><i>WJCT considers itself a community resource and uses several means to reach out to the community we serve. In 2021, the Sr. Human Resource Director attended the following trainings, workshops, and day seminars to help promote recruitment, community efficacy and organization outreach:</i></p> <p><b><u>Training HR Participated in:</u></b></p> <ol style="list-style-type: none"> <li>1. NAAHR - Diversity &amp; Inclusion</li> <li>2. CPB: Navigating the Complexities and Barriers of Language While building your Multicultural</li> </ol>

	<p><i>Workforce</i></p> <ol style="list-style-type: none"> <li>3. <i>Structural Discrimination and How it Works</i></li> <li>4. <i>Interrupt Stereotypes, Microaggressions, &amp; Implicit Bias</i></li> <li>5. <i>Building an Audience-Centered Culture</i></li> <li>6. <i>Conscious Conversations: Address Biases and Microaggressions at Work.</i></li> <li>7. <i>Recruiting in a Remote Workforce Culture</i></li> </ol> <p><b><u>Advertisement:</u></b>  <i>WJCT airs a 30 second spot three times weekly on multiple television channels reinforcing our commitment to being an Equal Opportunity and Equal Access Employer. In those spots we encourage minorities, women, those with disabilities and veterans to view our website and to apply if qualified.</i></p> <p><b><u>Station Tours</u></b>  <i>On a regular basis WJCT provides tours of its radio and television facilities to school-aged children, special needs groups, local chapters of Junior Achievement, media students and adult groups from the community. During the tour the WJCT team shares employment, internships, and volunteer information for qualified individuals. <b>Due to the pandemic the station has been closed to the public – all tours have been placed on hold. The building was officially closed to the public March 16, 2020.</b></i></p> <p><b><u>Be my Neighbor Day</u></b>  <i>WJCT proudly hosts an annual event entitled “Be My Neighbor Day”. The event is often held in early September. During the event we typically host over 2,000 attendees (Children &amp; Parents) from the community, representing our viewing and listening audience. At such time, the WJCT HR team actively post information about specific openings at the station in the main entrance, with methods that interested attendees can apply. <b>Due to a rise in adult and child-related cases of COVID-19, the event has recently been postponed to December of 2021.</b></i></p>
<p><i>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i></p>	<p><i>WJCT works closely with local colleges and universities and occasionally high schools to provide hands-on experience for students to gain knowledge and continued learning in the field of Communications/Art &amp; Culture/ Radio/TV/ Business/Marketing/PR etc. Due to the pandemic our participants in the program have decreased substantially.</i></p> <p><i>However, will currently have (4) Interns from:</i></p> <ol style="list-style-type: none"> <li><i>(1) Edward Waters University</i></li> <li><i>(2) North Florida University</i></li> <li><i>(1) On-site Intern – Gaining IT Experience</i></li> </ol>
<p><i>Participated in <b>job banks</b>,</i></p>	<p><i>WJCT strives to continuously enhance and improve our outreach</i></p>

<p><i>internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).</i></p>	<p><i>efforts. In doing so, we often explore trending platforms to advertise employment opportunities and internship initiatives. WJCT has sent letters and countless phone calls to various community groups, media-outlets, recruitment sources and universities to promote partnership interest. We advise all responding recipients to sign up for Job alerts and to monitor the WJCT website for up-to-date notifications on potential openings. Should the station have an open position or an Intern opportunity, will be posted on the WJCT.org employment page.</i></p>
<p><i>Participated in <b>scholarship</b> programs designed to assist students interested in pursuing a career in broadcasting.</i></p>	<p><i>At the present time, WJCT does not participate or assist in any scholarship endeavors. However, we openly provide internships and continuing educational opportunities to individual seeking college fellowships, broadcasting/journalism training and mentoring from the professional team members here at the station. In addition, we publicly promote internal opportunities for students at local events, job fairs and on our WJCT website.</i></p>
<p><i>Established <b>training</b> programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</i></p>	<p><i>WJCT provides computer skills training through a local computer organization, New Horizon. The course(s) which ranges from basic to advanced training provides our staff with a variety of learning opportunities from individual one-time skills to developmental classes, to a series of courses that result in professional certifications. The professional development opportunities are available to all active employees.</i></p>
<p><i>Established a mentoring program for station personnel.</i></p>	<p><i>Eckerd Workforce Development Program is a Community Based Training initiative that partners with WJCT, the program focuses on assisting at-risk minority youth secure employment and internship opportunities. <b>Due to an up-tick in the Delta-Variant &amp; COVID-19, the initiative has been placed on hold until further notice.</b></i></p>
<p><i>Sponsored at least 2 <b>events</b> in the <b>community</b> designed to inform and educate the public as to employment opportunities in broadcasting.</i></p>	<ol style="list-style-type: none"> <li>1. WJCT Community Sponsored Lunch and Learn</li> <li>2. JME (Jacksonville Music Experience)</li> <li>3. Sound Stage</li> <li>4. Jacksonville Today</li> <li>5. FM Radio – (Melissa Ross Show)</li> <li>6. Adapt</li> <li>7. WJCT local Art and Culture Initiatives</li> <li>8. Fred Rogers-Sweater Drive</li> </ol> <p><i>Members of the WJCT staff participate in various outreach efforts in our community throughout the reporting period unless a cancellation occurs due to the pandemic. During the community events the participants are encouraged to visit the WJCT website for employment/internship and volunteering opportunities. On various occasions, students and members of the broadcasting community have engaged in networking platforms to develop gainful employment. Applications for employment and Internships are made available at all station functions.</i></p>
<p><i>Listed each <b>upper-level</b> category opening in a job bank</i></p>	<p><i><b>Director of Human Resource/News Director/Sr. News Editor:</b> WJCT advertises through Indeed’s internet-based job site and on the</i></p>

<p>or newsletter of media trade groups whose membership includes substantial participation of women and minorities.</p>	<p>WJCT website for the Director of Human Resource. In May of 2021, Rolanda Colbert was offered the Executive position (Multi-Racial, Female). In addition, Jessica Palombo (White, Female) was promoted to Senior News Editor in January of 2021 and Heather Schatz (White, Female) was promoted to Senior Producer in June of 2021.</p> <p>WJCT has also advertised for a Senior News Editor on the National Association for Black Journalist &amp; the National Association for Hispanic Journalist.</p>
<p>Provided <b>assistance</b> to unaffiliated non-profit entities in <b>maintaining web sites</b> that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting</p>	<p>Currently, we do not assist outside entities with web site development or technical assistance. Nevertheless, WJCT employs a structured team of tenure leaders that counsel and educate local students by ways of “Experiential Learning”. This process provides students with direct experience in their prospective fields by utilizing both analytical skills and reflection skills to apply new ideas gained from the classroom and their internship. An intricate piece of this learning involves; job search, career development, web base research for media, journalism, and broadcasting candidates – along with professional delivery and workplace readiness.</p>
<p>Provided <b>training</b> to <b>management level personnel</b> on methods of ensuring equal employment opportunity and prevent discrimination.</p>	<p>In the summer of 2021 WJCT required that all active employees undergo “Preventing Harassment &amp; Discrimination: Gateway Training”. The course was an essential tool to build knowledge and understanding of what is needed in the workplace to build a culture of dignity, respect, and tolerance. The course features interactive videos, viewer engagement scoring, and an episode-based format that keeps viewers interested and engaged.</p> <p>Prior to the pandemic several members of management and leadership were encouraged to attend in-person conferences. Currently many conferences and training platforms have been available via Zoom, Microsoft-Teams or Google Meets. These opportunities increase staff knowledge and continue to their professional development as an alternative during these compromising times.</p>
<p>Provided <b>training</b> to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.</p>	<p>Our VP&amp; COO of JCT Services, who by trade is an engineer participates in a Career Day platform at Florida State College Jacksonville. The career discussions host student interested in the field of engineering and broadcasting. The session is scheduled in early March. However, due to the pandemic the program has been cancelled</p> <p>In addition, our WJCT News 89.9 FM, Morning Host teaches an eight-week, college level class in Journalism to students at the American Public University where they discuss major issues surrounding mass media in American Society. She often brings her work/career experiences into the academic forum for open discussion.</p>
<p>Participated in <b>other</b> activities designed by the station</p>	<p>The WJCT Human Resource Director provides training to management and non-management team members on policies and</p>

<p><i>employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.</i></p>	<p><i>station best practices to ensure Equal Opportunity hiring and discrimination prevention. All staff upon hire are given an Employee Handbook. Post hire, employees undergo “New Hire Orientation” with the Human Resource Director. At such time the new team member receives a one-on-one overview of the stations policies and stance in such areas as: Equal Opportunity Employment, Business Ethics, Harassment and Discrimination Prevention, Professional Development Opportunities, Continued Education, Community Involvement, Training opportunities, Drug-Free Work Environments, Diversity in in the Workplace and Career Pathing. “Career Pathing” enables an employee to further their career here at the station should they desire to experience upward-occupational mobility.</i></p> <p><i>During the New Hire Orientation, new employees are encouraged to take advantage of the resources at the station and within the community to promote Inclusion, Diversity and Equality in the workplace as it relates to Broadcasting and News. Once the employee meets the probationary period expectations, all WJCT employees are afforded individual counseling from their Human Resource Director and their Management team, should they desire to prepare for a new role, seek one-the-job training or apply for a posted opportunity here at WJCT. WJCT Job Openings are posted on a regular basis on <a href="https://wjct.org/employment/">https://wjct.org/employment/</a></i></p>
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**LIST OF POSITIONS FILLED**

<b>DATE OF HIRE</b>	<b>NO. OF POSITIONS/JOB TITLES:</b>	<b>RECRUITMENT SOURCE REFERRING HIREE</b>
5/5/2021	<b>Director of HR/Admin</b>	3
05/24/2021 9/7/2021	<b>(2) Hub Operations Specialist –</b> <i>Former Referred to as: “Master Control Content Distribution Special”</i>	1, 3, 4, 8 11
6/22/2021 8/23/2021	<b>(2) Reporter</b>	1,4
7/30/2021 8/2/2021 8/2/2021 8/19/2021	<b>(4) PT - On Call Crew Members</b>	1, 3, 8, 12, 13, 14, 15, 19, 22 <b>(College “Handshake” Portal 12,13,14,15)</b>
10/04/2021	<b>Senior News Editor</b>	1, 3, 4, 6, 7, 10, 11
Currently Open	<b>Web Developer</b>	1, 3, 10, 11, 22
7/28/2021	<b>Associate Producer</b>	1
8/9/2021	<b>PT – Accounting Clerk</b>	1
6/9/2021 10/20/2021	<b>(2) Development Data Coordinators</b>	1, 3, 10, 22
	<b>Donor Relations Manager</b>	1

INTERVIEWEE REFERRAL SOURCE SUMMARY

NO. OF POSITIONS/JOB TITLES:	RECRUITMENT SOURCES REFERRING INTERVIEWEES DURING REPORTING PERIOD	Number of Persons Interviewed that the Source Referred
<b>Director of HR/Admin</b>	Position 1:3	5
<b>(2) Hub Operations Specialist</b>	Position 1:3 Position 2:22	7
<b>(2) Reporter</b>	Position 1:1 Position 2:3	5
<b>(4) PT - On Call Crew Members</b>	Position 1:22 Position 2:19 Position 3:13 Position 4:22	8
<b>Senior News Editor</b>	Position 1:3	12
<b>Web Developer</b>	Currently Open	N/A
<b>Associate Producer</b>	Position 1:22	3
<b>PT – Accounting Clerk</b>	Position 1:3	10
<b>(2) Development Data Coordinators</b>	Position 1:22 Position 2:22	4
<b>Donor Relations Manager</b>	Position 1:22	2

## RECRUITING SOURCES USED

REFERRAL SOURCE	*	ADDRESS/CONTACT # OF SOURCE	CONTACT PERSON AT SOURCE	E-MAIL ADDRESS OF SOURCE
1. WJCT Website/Job-line (Employment Section)	N	100 Festival Park Dr Jax, FL 32202 904-357-5684	N/A	Wjct.org
2. Snag-a-job	N		N/A	Snagajob.com
3. Indeed, Job Site	N		N/A	Indeed.com
4. Journalism Jobs	N		N/A	Journalism.com
5. Association of Fundraising Professionals FL, First Coast Chapter	N	P.O. Box 43024 Jacksonville, FL 32203-3024	Julie Hart	afpfirstcoast@yahoo.com
6. National Association of Black Journalist	N	1100 Knight Hall, Suite 3101 College Park, Maryland 20742	N/A	<a href="https://nabjonline.org/">https://nabjonline.org/</a>
7. National Association of Hispanic Journalist	N		N/A	<a href="https://nahj.org/">https://nahj.org/</a>
8. TV Jobs.com	N	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	N/A	<a href="https://www.tvjobs.com/">https://www.tvjobs.com/</a>
9. LinkedIn Job Site	N	1000 W. Maude Ave Sunnyvale, CA	N/A	<a href="https://www.linkedin.com">https://www.linkedin.com</a>
10. Institute for Non-profit News (INN)		714 W. Olympic Blvd. #929 Los Angeles, CA 90015 info@inn.org	N/A	<a href="http://info@inn.org">http://info@inn.org</a>
11. Corporation for Public Broadcasting (CPB)	N	401 9 <sup>th</sup> St. NW Washington, DC 20004	N/A	<a href="https://www.cpb.org/">https://www.cpb.org/</a>
12. Flagler College (Handshake)	N		N/A	<a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a>
13. Florida State College Jacksonville (Handshake)	N		N/A	<a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a>
14. University of North Florida (Handshake)	N		N/A	<a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a>
15. Jacksonville University (Handshake)	N		N/A	<a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a>
16. Eckerd.org	N	40 E Adams St, Jacksonville, FL 32202	India Grant Angie G.	<a href="https://eckerd.org/workforce-development/programs/florida/work-jax/">https://eckerd.org/workforce-development/programs/florida/work-jax/</a>
17. Jobs. Jacksonville.com -The Diversity Network -The Disability Network -The Veterans Network	N		N/A	<a href="https://jobs.jacksonville.com">https://jobs.jacksonville.com</a>

18. Employ Florida Vets	N	DEO Help Desk - Email and Phone Contact FL Phone: 800-438-4128 Email: CustomerInfoCenter @deo.myflorida.com	N/A	<a href="https://veteran.employflorida.com/">https://veteran.employflorida.com/</a>
19. Cultural Council of Greater Jacksonville	N	40 E Adams Street Jacksonville, FL 32202	Patrick Fischer	<a href="https://www.culturalcouncil.org/">https://www.culturalcouncil.org/</a>
19. Edward Waters Univ	N	1658 Kings Rd, Jacksonville, FL 32209 (904) 470-8000	Queen S. Ofori	<a href="https://www.ewc.edu/">https://www.ewc.edu/</a>
21. Career Source, Jax, FL. Northside Location	N	215 N Market St #340, Jacksonville, FL 32202	N/A	<a href="https://careersourceflorida.com/">https://careersourceflorida.com/</a>
22. Internal/External Referral/Word of Mouth	N	100 Festival Park Dr Jax, FL 32202 904-357-5684	N/A	WJCT.org