

WJCT TV-FM: Jacksonville, Florida
ANNUAL EEO PUBLIC FILE REPORT
September 30, 2024 – September 30, 2025

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

Community of License:
Jacksonville, FL

Reporting Period:
9/30/2024 – 9/30/2025

No. of Full-time Employees: **(60) 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:

<i>Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.</i>	<ol style="list-style-type: none">1. Junior Achievement (Frank H Peterson) Annual College and College & Career Expo Date: 10/22/2024 Attended by: Rolanda Colbert2. UNF School of Communications Intern + Job Fair Date: 2/26/2025 Attended by: Rolanda Colbert3. Career Source: Remote, Hybrid, and Virtual Hiring Fair Date: 9/18/2025 Attended by: Rolanda4. Junior Achievement of North Florida (Trinity Christian) Date: 9/30/2025 Attended by: Rolanda Colbert
<i>Community Partnerships/Collaborations</i>	WJCT Public Media Inc. collaborates with local Universities, Colleges, Junior Achievement, and Career Source to enhance job search initiatives. This helps candidates connect with community leaders seeking new talent, leading to on-the-spot interviews for employment opportunities.

<p><i>Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.</i></p>	<p>During the 2024-2025 fiscal year, WJCT Public Media Inc. remained dedicated to supporting local students in North Florida. We promote employment-oriented events that provide internships and entry-level opportunities for graduating seniors in fields such as Journalism, Broadcasting, Human Resources, and more. Each year, we collaborate with the University of North Florida to host career fairs that help prepare students for the workforce. This event was held on February 26, 2025, on the University of North Florida campus, located in Jacksonville, Florida. Rolanda Colbert from WJCT Public Media served as the station representative.</p> <p>The DCPS Career Fairs, co-sponsored by WJCT Public Media and Junior Achievement, offer career planning, internship opportunities, and mentoring to students throughout the Jacksonville area. These events connect local youth with teachers, professionals, and collegiate leaders who provide academic and occupational counseling. WJCT Public Media actively participated in the Frank H. Peterson 20th Annual College and Career Expo, specifically organized for students from Frank H. Peterson Academies on October 22, 2024. This event was held on-site at the school's campus located in Jacksonville, Florida. Rolanda Colbert from WJCT Public Media served as the station representative.</p>
<p><i>Participated in at least 4 events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, w/career days, workshops, and similar activities.</i></p>	<p>WJCT sees itself as a community resource, serving the Jacksonville region in various ways. In 2024-25, the Senior Human Resources Director promoted Internship and Career Opportunities during the following station events and outreach services:</p> <p><u>Community Lunch & Learns:</u></p> <p>WJCT Public Media Inc. organizes community-based "Lunch and Learn" events. These informal educational sessions bring individuals together to discuss specific topics while enjoying a delicious lunch provided by the station. WJCT Public Media collaborates with various organizations, healthcare professionals, and local businesses to share information and foster a sense of community and collaboration.</p> <p>All events are advertised on WJCT.org as well as through community partners, healthcare groups, and local interest organizations. During the events, employment and internship opportunities are offered to any interested participants. Lunch and Learn events are held monthly at the WJCT Public Media studios. The 2025 Event Calendar is available in the Human Resources office.</p>

	<p><u>Advertisement:</u> WJCT Public Media Inc. broadcasts a 30-second advertisement three times a week to reinforce our commitment as an Equal Opportunity and Equal Access Employer. During these spots, we communicate our dedication to all listeners and viewers, emphasizing that fairness and equality are integral to our "Best Practices." We extend rights and respect to all applicants, interns, and active employees throughout our workforce community.</p> <p><u>Station Tours</u> WJCT Public Media Inc. offers station tours to individuals and groups from the community upon request. In 2025, WJCT hosted students from the Boys and Girls Club at Gregory Drive Elementary School for a special screening of the new PBS KIDS series, "Weather Hunters." This STEM series, created by meteorologist Al Roker, premiered on national television on September 8, 2025.</p> <p><u>Be My Neighbor Day</u> WJCT Public Media Inc. proudly hosts an annual event called "Be My Neighbor Day," inspired by Fred Rogers. This event takes place during the summer months at the local station. A representative from the WJCT Public Media Human Resources team will be available to answer questions about job opportunities and internships for participants. Applications and resumes will be accepted during this event. In 2025, Be My Neighbor Day was held on Saturday, May 11, 2024, from 10 AM to 2 PM at the WJCT Studios, located at 100 Festival Park Ave. Jacksonville, Florida</p>
<i>Established an internship program designed to assist members of the community in acquiring skills needed for broadcast employment.</i>	<p>WJCT Public Media Inc. provides valuable internship opportunities for students enrolled in local colleges, universities, and occasionally high schools. These internships offer hands-on experience, allowing students to deepen their knowledge and enhance their learning in various fields, including journalism, communications, art and culture, radio, television, accounting, business, marketing, production, and human resources.</p> <p>During the 2024-2025 academic year, WJCT had a total of five committed interns who participated in the program.</p> <ul style="list-style-type: none"> • (2) Spring 2025 Interns • (3) Summer 2025 Interns
<i>Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to</i>	<p>WJCT Public Media Inc. is dedicated to improving our outreach efforts. To do this, we regularly update our company website with notifications about employment and internship opportunities. For more information about our Employment Services, please visit https://wjct.org/employment/.</p>

<i>providing notification of specific job vacancies).</i>	
<i>Established training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.</i>	WJCT Public Media Inc. offers its employees specialized training through Star V Learning Center. Star V Learning Center provides computer training, management fundamentals, Microsoft Office, and network certification to all WJCT Public Media employees at no cost. Employees may incur some costs for books and materials. In addition, WJCT Public Media also offers Education Assistance for all employees who meet the criteria for academic reimbursement as specified in the Employee Handbook. During the reporting period, we had (2) FT employees take continuing education courses in the Fall of 2024 and the Fall of 2025.
<i>Established a mentoring program for station personnel.</i>	WJCT Public Media Inc. offers mentoring and on-the-job training for all employees who are looking to learn and gain additional experience in the workplace. During 2024-25, we had two employees from the production Crew who assisted in IT and the Business Office to expand their knowledge base. The employees worked two days weekly outside of their field to learn a new trade and to advance their career paths.
<i>Sponsored at least 2 events in the community designed to inform and educate the public as to employment opportunities in broadcasting.</i>	<ol style="list-style-type: none"> 1. UNF Communication Employment & Intern + Job Fair Date: 2/26/2025 Attended by: Rolanda Colbert 2. Junior Achievement (Frank H Peterson) Annual College and College & Career Expo Date: 10/22/2024 Attended by: Rolanda Colbert
<i>Assisted unaffiliated non-profit entities in maintaining websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting</i>	WJCT Public Media has no affiliations with external entities for website development or technical support.
<i>Provided training to management-level personnel on methods of ensuring equal employment opportunity and preventing discrimination.</i>	“Weekly Work Planning Meetings” are held every Thursday at 11:00 AM. These meetings are led by senior executives from WJCT Public Media and provide corporate updates, industry trends, and training on various state and federal regulations. During the meetings, the Human Resource Director shares updates on Equal Employment Opportunity (EEO) policies, WJCT Public Media guidelines, and best practices for preventing workplace discrimination.

<p><i>Provided training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.</i></p>	<p>Our VP of Strategic Initiatives has participated in a career platform at Florida State College, Jacksonville. The career discussions host students interested in the fields of engineering and broadcasting.</p>
<p><i>Participated in other activities designed by the station 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>The Jax Jobs Explained Initiative:</p> <p>WJCT has joined nine other PBS stations around the country to answer the call for this bridge between young people and their future jobs. Rooted in our local community and industries, WJCT is producing video content on Instagram and TikTok that informs young people about the most in-demand jobs in Jacksonville and some of the ways they can set themselves up for opportunities in healthcare, Cybersecurity/IT, Broadcasting, Business, and transportation.</p> <p>Through interviews with business leaders, exploratory investigations into the daily lives of workers, and information-filled overviews of the field, WJCT is creating trusted and informed pathways to new careers for the young people in their communities. The business advisory board is required to attend two national virtual meetings and three local meetings between September 2025 and April 2027. The September 2025 meeting was held on September 16th, 2025, from 3 PM to 4 PM via Zoom.</p>

LIST OF POSITIONS FILLED

DATE OF HIRE	NO. OF POSITIONS/JOB TITLES:	SOURCES NOTIFIED	RECRUITMENT SOURCE REFERRING HIRE
12/09/2024 01/15/2025	(1) Sales/Corporate Marketing Representative (2) Sales/Corporate Marketing Representative	1, 3, 22, 24, 25 1, 3, 22	3 3
02/06/2025	First Coast Society Coordinator	1, 22	22
02/24/2025	Jax Today Associate Editor	1, 22	22
3/18/2025	Development Data Coordinator	1, 3, 22	3
3/25/2025	Social Video Specialist	1, 3, 22	22
03/10/2025	Corporate Marketing and Sponsorship Coordinator <i>"The candidate hired originally interviewed for the Dev Data Position, which was advertised on Indeed. However, she expressed an interest in this role due to her experience with Wide Orbit. There was no ad for this role on Indeed."</i>	1, 3, 22	3
08/25/2025	Associate Producer	1, 3, 11, 22	22

INTERVIEWEE REFERRAL SOURCE SUMMARY

NO. OF POSITIONS/JOB TITLES:	RECRUITMENT SOURCES REFERRING INTERVIEWEES DURING THE REPORTING PERIOD	Number of Persons Interviewed that the Source Referred
(1) Sales/Corporate Marketing Representative	3	4
(2) Sales/Corporate Marketing Representative	1 22	3 1
First Coast Society Coordinator	1 22	1 2
Jax Today Associate Editor	1 22	1 1
Development Data Coordinator	22 3	1 1
Social Video Specialist	1 22	4 2
Corporate Marketing and Sponsorship Coordinator	1 3 <i>(See the comment above)</i>	2 1
Associate Producer	1 22	2 1

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 Journalists	N	1100 Knight Hall, Suite 3101 College Park, Maryland 20742	N/A	https://nabjonline.org/
7. National Association of Hispanic Journalists	N		N/A	https://nahj.org/
8. TV Jobs.com	N	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	N/A	https://www.tvjobs.com/
9. LinkedIn Job Site	N	1000 W. Maude Ave Sunnyvale, CA	N/A	https://www.linkedin.com
10. Institute for Non-profit News (INN)		714 W. Olympic Blvd. 929 Los Angeles, CA 90015 info@inn.org	N/A	http://info@inn.org
11. Corporation for Public Broadcasting (CPB)	N	401 9 th St. NW Washington, DC 20004	N/A	https://www.cpb.org/
12. Flagler College (Handshake)	N		N/A	https://app.joinhandshake.com/
13. Florida State College Jacksonville (Handshake)	N		N/A	https://app.joinhandshake.com/
14. University of North Florida (Handshake)	N		N/A	https://app.joinhandshake.com/
15. Jacksonville University (Handshake)	N		N/A	https://app.joinhandshake.com/
16. Eckerd.org	N	40 E Adams St, Jacksonville, FL 32202	India Grant Angie G.	https://eckerd.org/workforce-development/programs/florida/work-jax/

17. Jobs. Jacksonville.com -The Diversity Network -The Disability Network -The Veterans Network	N		N/A	https: jobs.jacksonville.co m
18. Employ Florida Vets	N	DEO Help Desk - Email and Phone Contact FL Phone: 800-438- 4128 Email: CustomerInfoCenter @deo.myflorida.co m	N/A	https://veteran.em ployflorida.com/
19. Cultural Council of Greater Jacksonville	N	40 E Adams Street Jacksonville, FL 32202	Patrick Fischer	https://www.cultur alcouncil.org/
19. Edward Waters Univ	N	1658 Kings Rd, Jacksonville, FL 32209 (904) 470-8000	Queen S. Ofori	https://www.ewc.e du/
21. Career Source, Jax, FL. Northside Location	N	215 N Market St #340, Jacksonville, FL 32202	N/A	https://careersour ceflorida.com/
22. Internal/External Referral/Word of Mouth	N	100 Festival Park Dr Jax, FL 32202 904-357-5684	N/A	WJCT.org
23. Zip Recruiter	N	Customer Service (877) 252-1062	N/A	https://www.zipre cruiter.com/
24. Public Media Jobs.org	N	4400 Massachusetts NW, Washington, Dist. Columbia 20016	N/A	https://jobs.curren t.org/
25. Greater Public	N	PO Box 303279 Austin, TX 78703- 0055 (800) 454-2314	N/A	https://greaterpubl ic.org/jobs/