

WJCT TV-FM: Jacksonville, Florida
ANNUAL EEO PUBLIC FILE REPORT
September 30, 2025 – September 30, 2026

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

Community of License:
Jacksonville, FL

Reporting Period:
9/30/2025 – 9/30/2026

No. of Full-time Employees: **(58) 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 with station personnel who have substantial responsibility for hiring decisions.</i>	Florida State College Jacksonville (FSCJ) Date: 11/13/2025 Attended by: Andrew Williams & Jordan Luckin Junior Achievement (First Coast High School) Annual College and Career Expo Date: 10/3/2025 Attended by: Rolanda Colbert UNF School of Communications Intern & Job Fair Date: 3/4/2026 Attended by: Rolanda Colbert Duval County Public Schools (DCPS) Date 3/10/2026 Attended by: Rolanda Colbert WJCT Public Media Career & Internship Fair Date: 3/25/2026 Hosted/Attended by: Rolanda Colbert
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<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>	WJCT Public Media Inc. (WJCT) remains dedicated to supporting local students at the University of North Florida (UNF). In doing so, the station promoted employment-oriented events that provide internships and entry-level opportunities for graduating seniors in fields such as Journalism, Broadcasting, Human Resources, and more. During the reporting year, the fair was held on March 4, 2026, at the UNF campus, located in Jacksonville, Florida. Rolanda Colbert from WJCT Public Media served as the station representative. The DCPS and WJCT also collaborated with WJCT Public Media and Junior Achievement to host Career Fairs, co-sponsored by WJCT Public Media and Junior Achievement, and 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 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.
<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>	WJCT is often recognized as a community resource, serving the Jacksonville region in various ways. In 2025-26, the Senior Human Resources Director promoted Internship and Career Opportunities during the following station events and outreach services: <u>Community Lunch & Learns:</u> WJCT organizes and hosts community-based "Lunch and Learn" workshops. The events bring the community together to discuss specific topics while enjoying a delicious lunch provided by the station. WJCT collaborates with organizations, healthcare professionals, and local businesses to share information and foster community and collaboration. During events, WJCT promotes employment and internship opportunities. The events are held monthly at WJCT Public Media studios. The event calendar is advertised widely on https://wjct.org/events/community

	<u>Early Education Career Day Program:</u> WJCT participates in Sheffield Elementary Early Education Career Day. This program introduces young children to different careers through hands-on, age-appropriate activities led by local business leaders and professionals. During the reporting year, the event was held on October 29, 2025. Rolanda Colbert from WJCT Public Media served as the station representative. <u>Advertisement:</u> WJCT 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. <u>Station Tours</u> WJCT is a proud stakeholder in the Jacksonville community. Upon request, the station gives complimentary tours to community participants. The tour offers a behind-the-scenes look at how local broadcasting works. Tours can be educational, interactive, and designed for groups such as students, community organizations, aspiring broadcasters, or members of the public. <u>Be My Neighbor Day</u> WJCT proudly hosts an annual event called "Be My Neighbor Day," inspired by the Fred Rogers Foundation. During the event, a representative from the WJCT Human Resources team will be available to answer questions about job opportunities and internships. Applications and resumes are accepted during this event. In 2026, Be My Neighbor Day was held on Saturday, April 11, 2026, from 10 AM to 2 PM at the WJCT Studios, located at 100 Festival Park Ave. Jacksonville, Florida. Rolanda Colber attended as the HR representative.
<i>Established an internship program to help community members acquire the skills needed for broadcast employment.</i>	WJCT 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, broadcasting, and human resources. During the 2025-2026 academic year, WJCT had three committed interns in the program: 1. Summer 2026 Intern: Central Florida University 2. Summer 2026 Intern: University of North Florida 3. Summer 2026 Intern: Florida A& M University

<i>Participated in job banks, 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>	WJCT Public Media Inc. is dedicated to improving our outreach efforts. We regularly update all postings on our company website https://wjct.org/employment with notifications about employment and internship opportunities. Postings are also displayed on the company bulletin board, located in the break room on the 2nd floor of the building at 100 Festival Park Ave, Jacksonville, FL 32218.
<i>Established training programs to help station personnel acquire skills that could qualify them for higher-level positions.</i>	WJCT 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 costs for books and materials. In addition, WJCT Public Media offers Education Assistance to all employees who meet the criteria for academic reimbursement as specified in the Employee Handbook. During the reporting period, we had (1) FT employee take (2) continuing education during the 2025-26 fiscal year.
<i>Established a mentoring program for station personnel.</i>	WJCT Public Media Inc. offered mentoring and on-the-job opportunities to part-time employees looking to learn and gain additional workplace experience. During 2025-26, two production team employees assisted in the Business Office and Video Production to expand their knowledge base. The employees had the opportunity to step outside their fields to gain exposure, learn new skills, and advance their career paths.
<i>Sponsored at least 2 community events designed to inform and educate the public about employment opportunities in broadcasting.</i>	The WJCT Public Media Career & Internship Fair Date: 3/25/2026 at WJCT Studios Hosted/Attended by: Rolanda Colbert Jacksonville Workforce Solutions Roundtable (BFB) Date: 9/21/2026 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 Inc. has no affiliations with external entities for website development or technical support.
<i>Provided training to management-level personnel on methods to ensure equal employment opportunity and prevent discrimination.</i>	“Weekly Work Planning Meetings” are held every Thursday at 11:00 AM. Senior Leaders from WJCT lead these meetings and provide corporate updates, industry trends, and training on state and federal regulations. During the meetings, the Human Resources Director shares updates on Equal Employment Opportunity (EEO) policies, WJCT Public Media guidelines, and best practices for preventing workplace discrimination.

<i>Provided training to personnel at unaffiliated non-profit organizations interested in broadcast employment opportunities to help them better refer job candidates for broadcast positions.</i>	In the summer of 2026, WJCT Public Media partnered with Goodwill Industries to offer workforce readiness opportunities to local students throughout North Florida. The Education Team, represented by Andrew Williams, provided training, coaching, and development to two program volunteers interested in Education, Broadcasting, and Public Media. The program was hosted by Andrew D. Williams Jr., M. Ed WJCT Public Media Education Coordinator
<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>	The Jax Jobs Explained Initiative: WJCT has joined nine other PBS stations across the country in addressing the gap between young people and future employment opportunities through its... @JaxJobs_Explained initiative. Grounded in the needs of the local community and regional industries, WJCT has produced 132 social media videos for Instagram and TikTok highlighting career opportunities in healthcare, cybersecurity/IT, and transportation in Jacksonville. Since the initiative launched, the videos have generated more than 680,000 views and helped attract 7,700 Instagram followers. To ensure that the initiative complements broader workforce development efforts throughout our region, WJCT works closely with a business advisory group that provides guidance and industry perspectives to inform the project's content and direction. The advisory group met on October 15, 2025, from 3:00 to 4:30 p.m., and again on April 15, 2026, from 2:00 to 3:30 p.m. Recognizing the value of connecting young people with employers and career resources in person, WJCT also hosted a Career Fair on March 25, 2026. The event gave young people another opportunity to learn about career pathways available in the Jacksonville region.

LIST OF POSITIONS FILLED

DATE OF HIRE	NO. OF POSITIONS/JOB TITLES:	SOURCES NOTIFIED	RECRUITMENT SOURCE REFERRING HIRE
6/15/2026	(1) FULL-STACK WEB DEVELOPER	1, 9, 12, 13, 14, 15, 22	1
8/17/2026	(2) FULL-STACK WEB DEVELOPER	1, 9, 12, 13, 14, 15, 22	1
8/31/2026	(1) President/CEO	1, 9, 10, 22, 26	22
05/18/2026	(1) Investigations Reporter	1, 3, 10, 12, 13, 14, 15, 22	1
05/26/2026	(1) Engagement Reporter	1, 3, 10, 12, 13, 14, 15, 22	22
3/25/2025	(1) Arts & Culture Editor	1, 3, 9, 22	22
05/18/2026	(1) Corporate Marketing Representative	1, 3, 9, 10, 22, 23	1
07/07/2026	(2) Corporate Marketing Representative	1, 3, 9, 10, 22, 23	22

INTERVIEWEE REFERRAL SOURCE SUMMARY

NO. OF POSITIONS/JOB TITLES:	RECRUITMENT SOURCES REFERRING INTERVIEWEES DURING THE REPORTING PERIOD	Number of Persons Interviewed by the Source Referred
(1) Full Stack Web Developer	1	9
	22	6
	14	2
(2) Full Stack Web Developer	1	1
President/CEO	22	1
	26	2
Investigations Reporter	1	2
	3	1
	22	1
Engagement Reporter	22	2
	3	1
	1	4
Arts & Culture Editor	1	2
	22	1
(1) Corporate Marketing Representative	1	1
	3	1
	22	1
(2) Corporate Marketing Representative	22	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 Nonprofit 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.com
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.employflorida.com/
19. Cultural Council of Greater Jacksonville	N	40 E Adams Street Jacksonville, FL 32202	Patrick Fischer	https://www.culturalcouncil.org/
19. Edward Waters Univ	N	1658 Kings Rd, Jacksonville, FL 32209 (904) 470-8000	Queen S. Ofori	https://www.ewc.edu/
21. Career Source, Jax, FL. Northside Location	N	215 N Market St #340, Jacksonville, FL 32202	N/A	https://careersourceflorida.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.ziprecruiter.com/
24. Public Media Jobs.org	N	4400 Massachusetts NW, Washington, Dist. Columbia 20016	N/A	https://jobs.current.org/
25. Report America	N	68 Harrison Ave, Ste 605, PMB 46837 Boston, MA 02111- 1929 US	N/A	https://www.reportforamerica.org/
26. Dri Waterstone Human Capital	N	Dri Waterstone Human Capital	N/A	https://driwaterstonehc.com/