

2011 ANNUAL EEO PUBLIC FILE REPORT

Station WUSF (FM) & WUSF-TV, Tampa, FL and WSMR(FM), Sarasota FL

Period Covered by this Report: October 1, 2010 through September 30, 2011

I. Full-time vacancies filled during the period

1. Job Title: Multimedia Reporter	Date Filled: 10/11/10
2. Job Title: Digital Court Reporter (2 hires)	Date Filled: 11/22/10
3. Job Title: Broadcast Production/Program Assistant	Date Filled: 12/20/10
4. Job Title: Digital Court Supervisor	Date Filled: 1/3/11
5. Job Title: Digital Court Reporter	Date Filled: 2/14/11
6. Job Title: Fiscal and Business Specialist	Date Filled: 2/25/11
7. Job Title: Editor	Date Filled: 2/28/11
8. Job Title: Digital Court Reporter (2 hires)	Date Filled: 3/14/11
9. Job Title: Digital Court Reporter	Date Filled: 3/28/11
10. Job Title: Development Specialist	Date Filled: 4/4/11
11. Job Title: Manager, Fiscal & Business Administration	Date Filled: 4/25/11
12. Job Title: Digital Court Reporter	Date Filled: 5/31/11
13. Job Title: News Program Host	Date Filled: 6/6/11
14. Job Title: Digital Court Reporter (.5) – 2 hires	Date filled: 6/20/11
15. Job Title: Multimedia Manager/Editor/Producer	Date Filled: 7/5/11
16. Job Title: Broadcast Traffic Supervisor	Date Filled: 7/5/11
17. Job Title: Digital Court Reporter (.5) – 2 hires	Date Filled: 9/12/11

II. Each recruitment or referral source used to seek candidates for each vacancy

1. Job Title: Multimedia Reporter		Date Filled: 10/11/10		
Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/no
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
WLRN website	John Labonia	JLabonia@wlrn.org		no/no
Columbia J-school job board		postjobs@jrn.columbia.edu		yes/no
Journalism Now		JournalismNow.com		no/no
Word of Mouth				yes/yes
2. Job Title: Digital Court Reporter (2 openings)		Date Filled: 11/22/10		
Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
FL 13 th Judicial website	Angie Smith	www.Fljud13.org		yes/no
AAERT.org	Bill Wagner	Seattle WA	aaert@frontier.com	no/no
Indeedjob.com				yes/no
3. Job Title: Broadcast Production/Program Assistant		Date Filled: 12/20/10		
Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no

4. Job Title: Digital Court Supervisor Date Filled: 1/3/11

Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
FL 13 th Judicial website	Angie Smith			yes/no

5. Job Title: Digital Court Reporter Date Filled: 2/14/11

Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
FL 13 th Judicial website	Angie Smith			no/no

6. Job Title: Fiscal and Business Specialist Date Filled: 2/25/11

Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no

7. Job Title: Editor Date Filled: 2/28/11

Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no

8. Job Title: Digital Court Reporter (2) Date Filled: 3/14/11

Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
FL 13 th Judicial website	Angie Smith			yes/yes

9. Job Title: Digital Court Reporter Date Filled: 3/28/11

Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
FL 13 th Judicial website	Angie Smith			no/no

10. Job Title: Development Specialist Date Filled: 4/4/11

Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no

11. Job Title: Manager, Fiscal & Business Administration Date Filled: 4/25/11

Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
PBMA.org	Maryanne Schuessler			no/no
Netaonline.org	Maryanne Schuessler			no/no
PBMA's e-newsletter - email version of the BottomLine – next week				no/no
CPB.org				no/no
Monster Job Board				no/no
CPA Job Finder				no/no
Current				no/no

12. Job Title: Digital Court Reporter			Date Filled: 5/31/11	
Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
FL 13 th Judicial website	Angie Smith			yes/no

13. Job Title: News Program Host			Date Filled: 6/6/11	
Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
Netaonline.org	Maryanne Schuessler	Maryanne@netaonline.org		no/no
CPB Jobline	cpb.org/jobline			no/no
NABJ				no/no
NAHJ				no/no
Current				no/no

14. Job Title: Digital Court Reporter (.5)			Date filled: 6/20/11	
Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
FL 13 th Judicial website	Angie Smith			no/no
Netaonline.org	Maryanne Schuessler	Maryanne@netaonline.org		no/no

15. Job Title: Multimedia Manager/Editor/Producer			Date Filled: 7/5/11	
Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/no
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
Netaonline.org	Maryanne Schuessler	Maryanne@netaonline.org		no/no
CPB Jobline	cpb.org/jobline			no/no
NABJ				no/no
NAHJ				no/no
Word of Mouth				yes/yes

16. Job Title: Broadcast Traffic Supervisor			Date Filled: 7/5/11	
Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/no
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
Netaonline.org	Maryanne Schuessler	Maryanne@netaonline.org		no/no
CPB Jobline	cpb.org/jobline			no/no
FL Sentinel				no/no
La Gacieta				no/no
Word of Mouth				yes/yes

17. Job Title: Digital Court Reporter (.5)			Date filled: 6/20/11	
Source	Contact	Address	Tel.#	Interviewed/Hired
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	yes/yes
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	no/no
FL 13 th Judicial website	Angie Smith			no/no

III. Total number of persons interviewed for all full-time vacancies filled during period:

1. Job Title: Multimedia Reporter	Date Filled: 10/11/10	3
2. Job Title: Digital Court Reporter (2 hires)	Date Filled: 11/22/10	10
3. Job Title: Broadcast Production/Program Assistant	Date Filled: 12/20/10	4
4. Job Title: Digital Court Supervisor	Date Filled: 1/3/11	4
5. Job Title: Digital Court Reporter	Date Filled: 2/14/11	6
6. Job Title: Fiscal and Business Specialist	Date Filled: 2/25/11	6
7. Job Title: Editor	Date Filled: 2/28/11	5
8. Job Title: Digital Court Reporter (2 hires)	Date Filled: 3/14/11	11
9. Job Title: Digital Court Reporter	Date Filled: 3/28/11	11
10. Job Title: Development Specialist	Date Filled: 4/4/11	6
11. Job Title: Manager, Fiscal & Business Administration	Date Filled: 4/25/11	8
12. Job Title: Digital Court Reporter	Date Filled: 5/31/11	4
13. Job Title: News Program Host	Date Filled: 6/6/11	5
14. Job Title: Digital Court Reporter (.5)(.8) 2 hires	Date filled: 6/20/11	4
15. Job Title: Multimedia Manager/Editor/Producer	Date Filled: 7/5/11	4
16. Job Title: Broadcast Traffic Supervisor	Date Filled: 7/5/11	6
17. Job Title: Digital Court Reporter (.5) – 2 hires	Date Filled: 9/12/11	10

IV. Total number of interviewees for all full-time vacancies filled during period per source:

Source	Contact Person	Address	Tel.No.	Interviewees
USF Website – Careers	Michel Farrell	USF - SVC 2172	813-974-5395	67
WUSF.org	Danielle Murkerson	USF – TVB100	813-609-6922	0
FL 13 th Judicial website	Angie Smith			7
Netaonline.org	Maryanne Schuessler	Maryanne@netaonline.org		0
CPB Jobline	cpb.org/jobline			2
FL Sentinal				0
La Gacieta				0
NABJ				0
NAHJ				0
Monster Job Board				1
CPA Job Finder				0
Current				0
AAERT.org	Bill Wagner	Seattle WA	aaert@frontier.com	0
Indeedjob.com				8
Columbia J-school job board	postjobs@jrn.columbia.edu			1
Journalism Now	JournalismNow.com			0
Word of Mouth	Someone told them about vacancy			21

V. EEO Outreach activities during the reporting period

A. Job Advertising

When filling job vacancies, WUSF Public Media targets minorities and minority groups in the broadcasting business and practices pro-active recruiting by making direct contact and encouraging applications for advertised positions. In addition WUSF Public Media does the same for its non-broadcast business unit.

When applicable to the nature of the job vacancy, ads are submitted to national minority job resource centers such as the National Association of Hispanic Journalists, National Association of Asian Journalists, and National Association of Black Journalists. All full-time and part-time vacancies are posted on the WUSF Public Media and the University of South

Florida's websites. All Directors level and above positions are advertised nationally and relocation assistance is provided when needed.

This past year Dalia Colon, WUSF Multi-Media Reporter, attended the National Association of Black Journalists Multimedia Seminar in Tampa, FL. Dalia participated in giving advice and information on career in the broadcast industry to students, journalists seeking employment and others interested in broadcasting.

B. Job Tours, Part-time Jobs, and Internships

Job Tours- College students at The University of South Florida that took the Introduction to Mass Communications course were given tours. Throughout the year, tours were provided upon request to local k-12 students, scout troops, and other students interested in visiting the station. The University of South Florida's *Bring Your Child to Work Day* allows those students interested in broadcasting to spend time at the radio and television stations.

Part-time jobs and Internships - Public Broadcasting provided opportunities over the past year for Federal Work study students on a part time basis to work in several areas throughout the station. These positions provide an excellent opportunity for college students to earn income while acquiring necessary skills for continued employment in the industry. These students work in a variety of departments and areas that include general office, finance, sales, web design, newsroom, and music library. This past year, WUSF partnered again with the USF School of Mass Communications to offer five available internships for Junior or Senior Mass Communications Majors who expressed an interest in learning more about the business. These internships in the three media platforms of TV, Radio, and Web were structured to help these individuals to develop the skills necessary for gainful broadcast employment. Minorities and students with disabilities were encouraged to apply.

D. Staff Members Encourage Interest in Broadcast Careers

Talented members of our WUSF News Department helped to foster journalism careers for a number of informal interns. A senior news reporter works very closely with students that are currently at the bachelor and masters level. This reporter has worked diligently to help the students shape their stories, learn technical skills, learn how journalistic ethics applies to broadcast and find sources for story content.

E. College Credit Course

Another effort to encourage interest in broadcasting careers was continued this year through the offering of a college credit course at our facilities on USF campus. This course is offered in partnership with the USF College of Mass Communications, who provides a professor of record. The course, **Advanced TV Production and Direction**, is presented in the Fall Academic Semester and is led by a team instructor approach.