

2015 ANNUAL EEO PUBLIC FILE REPORT
The Nathan B. Stubblefield Foundation

Station: WMNF
Community(ies) of License: Tampa, FL

Reporting Period: September 21, 2014 –
September 20, 2015

No. of Full-time Employees: More than 10 X
Small Market Exemption: No

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

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

11/19/14 Participated at the USF St. Petersburg Government & Non Profit Expo. Talked to students about careers and opportunities in radio and at WMNF.

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

10/25/14 Circus McGurkis- The People's Fair
A gathering of civil rights, community rights, environmental organizations, along with local craft people. It takes place in a traditionally minority neighborhood. WMNF handed out information about community radio and opportunities at the station.
11/16/14 Disability Mentoring Day – WMNF hosted 10 students with range of disabilities. They participated in programming, production, the media library library and a Q&A session with staff and volunteers.
7/30/15 House of Woodbury – WMNF did outreach at this University of South Florida Students event. It was an open mic/talent review show. WMNF handed out information about the station and opportunities available at the station. We had several programmers on hand to talk to students about what they do and careers in radio.
8/15/15 Sealed With A Kiss – this event includes talent from several local poetry groups. WMNF shared information about opportunities and jobs in radio and at WMNF.

*Established an **internship** program designed to*

WMNF has a relationship with St. Petersburg College and

assist members of the community to acquire skills needed for broadcast employment.

*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).*

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

HCC College. Interns work in various departments and HCC students rotate each semester coming into the station for various training and education about community radio.

WMNF and the Tampa Bay Arts and Education Network host a Live Music Series whose goal is to broaden the reach and diversity of the audience. Part of the initiative is to attract a younger diverse following...It requires having an active presence on social media platforms and showcasing a variety of musical acts that represent a broad spectrum of genres.

The station uses Facebook and Twitter to reach out to younger demographics. The station broadcasts several ethnic programs to ensure that information on activities reach a diverse audience.

WMNF's Youth and Innovation committee created the New Sounds of the Left Coast which aims to increase WMNF's visibility with younger listeners.

12/3/14 WMNF's News and Public Affairs Director hosted the International Visitor Leadership program. This program is under the Department of States International Visitor Leadership Program. The Department has outlined the following objectives for the project. To examine the rights and responsibilities of a free press a democracy and the principles and laws governing the press in the United States. Participants came from Argentina, Australia, Bahamas, Bolivia, Bosnia, Herzegovina, Egypt, El Salvador, Estonia, Ghana, Guyana, Indonesia, Jordan, Mauritius, Oman, Panama, Philippines, Slovenia, South Sudan, Turkey, Uganda and Yemen.

Operations Manager offers programmers and staff continuous training classes for board operations.

Program Director offers programmers and staff continuous classes on How to Pitch on the radio

Director of News & Public Affairs trained ten people for news volunteers over a six week period.

4/11/15 Diversity Training was conducted by board Treasurer and Director of Finance & Administration at the annual staff/board retreat.

8/18/15, 9/10/15, 9/21/15 & 9/24/15 Community Relations Manager conducted training for staff, programmers & volunteers on the website using social media and facebook.

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

01/22/15 Assistant News and Public Affairs Director took a Poynter News University webinar titled “Tools for Mobile Journalism.”

4/16/15 Assistant News and Public Affairs Director took a Poynter News University webinar titled “Diving Deep into Google Trends”.

5/4/15 Assistant News and Public Affairs Director took a Poynter News University webinar titled “Covering Cops and Communities”

6/1/15 Assistant News and Public Affairs Director took a Poynter News University webinar titled “Covering Community Policing and Urban Violence”.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

10/29/14 & 6/19/15 Hosted Open House for the community to learn about WMNF and opportunities that exist.

*Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

10/31/14 Budget Manager took a class “Understanding Nonprofit Financial Information”. Offered by Nonprofit Leadership Center of Tampa Bay.

11/6/14 Development Director took a class “Major Donor Cultivation” offered by the Nonprofit Leadership Center of Tampa Bay

11/13/14 Director of Finance & Administration took a class “Cyber Liability in the Non-Profit World “offered by Wallace, Welch & Willingham.

2/17/15 Director of Finance & Administration attended a seminar “How the Fair Labor Standards Act Impacts Nonprofits. Hosted by the Nonprofit Leadership Center of Tampa Bay.

3/19/2015 Director of Finance & Administration attended a seminar “Preparing you for a DOL audit hosted by Wallace, Welch & Willingham.

4/23/15 Director of Finance & Administration attended a seminar “Focus on Human Resources” hosted by Bouchard Insurance Company.

8/28/15 Budget Manager took a class “Excel 2013” at St. Petersburg College.

9/3/15 Director of Finance & Administration attended an annual hr seminar “Back to Basics” hosted by Wallace, Welch and Willingham.

*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.*

4/6 & 4/7 2015 station tours and radio presentations were made for the senior class of Ockero Gymnasieskola, a Swedish Sailing High School from Ockero, Sweden. Part of the public school system, this secondary school’s classrooms are aboard a 170 foot working tall ship, which sails to ports of call in the Caribbean Sea and around the world each year. The instructors on board made contact with WMNF in the weeks prior to their arrival in Tampa to schedule educational program and tours of the radio station. In the presentation the students became familiar with the idea of community radio and how a volunteer-driven group of over 250 people can shape an independent radio station to inform and entertain a community like Tampa. In Sweden radio is publicly funded by tax dollars. The American model of community funded radio is quite odd for them at first and they ask many questions. Students learn about WMNF governing board, our volunteer programmers, local news production and FCC regulations. Finally, students work together to write a legal Station ID announcement and are assisted in recording the announcement for air. In previous years, tours of WMNF Radio were listed as an elective for the students. But as of 2013, the tours to WMNF are required by the students to complete their assignments. The students rate their radio experience highly and WMNF values the association with these motivated learners.

*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.*

11/8/14 Pasco Eco Fest- Every year, our community comes together to “dig in and grow wild” by throwing an educational, artistic and entertaining celebration WMNF did a live broadcast from the festival, brought in several bands and connected attendees with sustainable living practices. WMNF worked with their interns throughout the festival.

11/24/14 Director of News & Public Affairs moderated the 2014 Economic Justice Forum “Building a Regional Economy to Keep and Attract Youth.

1/17/15- 1/18/15 Tampa Bay Black Heritage Festival – WMNF supported this festival with our engagement and broadcast programs. WMNF volunteers booked and ran the mainstage both mornings of the festival’ did interviews with activists and musical guests on our airwaves. Both days we handed out information and talked to attendees about careers and internships available in broadcasting.

2/28/15 Sankofa Black Heritage Celebration Tampa – This program featured African dance, African fashions, vocalists and musicians. WMNF was one of the events participants,

handed out materials which included information about opportunities in public broadcasting.

4/2/15 Director of News & Public Affairs was a speaker at Eckerd College on “Fix the Debt: Why It Matters.

4/4/15 Blue Moon 211 Festival – Blue Moon 211 is a suicide prevention organization, focusing on black and Latino youth. WMNF volunteers had an outreach table with a photographer and took pictures of attendees.

4/10/15 Director of News & Public Affairs spoke to a group at the Greater Pinellas Democratic Club on issues before the state legislative. Approximately 150 attendees.

4/20/2015 Director of News & Public Affairs was a keynote speaker at the St. Pete Area of Womens’ Voters.

5/7/15 Clean Air Fair – WMNF gave out handouts on news and public affairs work that WMNF reporters and programmers had done about environmental issues. Attendees were also given information about how attendees could cover environmental and other issues in public radio as reporters, writers and producers.

5/19/15 Director of New & Public Affairs moderated Location, Location, - Space is the Place presented by Secrets of the Sea. There was approximately 60 attendees.

6/6/15 Caribbean Heritage Festival – WMNF programmer and volunteers helped host this festival. Outreach materials were handed out including information on how volunteers could become involved with community radio.

6/19/15 Juneteenth – WMNF invited the community in for a movie, live performances and poetry. Visitors learned about every facet of the station and how they could get involved in community radio and broadcasting.

__ Operations Manager _____

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11-17-14	Operations Manager	WMNF
03-02-15	General Manager	WMNF

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 15

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Non Profit Leadership	
WMNF	9
Craigslist	
NFCB	
Florida Sentinel	
Monster.com	1
Prado	
Tampa Bay Times	
CPB	2
Greater Public.org	
Triple A Radio	
Current	2
Unknown	1

RECRUITING SOURCES USED

Job Title of Position Operations Manager Date of Hire: 11-17-14

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Non Profit Leadership	N	1111 N Westshore Blvd Ste 215 Tampa, FL 33607		813-287-8779
WMNF	N	1210 E. MLK Jr. Blvd	HR@wmnf.org	813-238-8001
Craigslist	N	POB 438, San Francisco, CA		www.craigslist.com
NFCB	N		Sally Kane	Skane@nfc.org
Florida Sentinel	N	2207 E. 21 st Ave, Tampa, FL	Advertising dept	www.flsentinel.com – 813-248-1921
Monster.com	N	5 ClockTower Pl Maynard, MA 01754		www.monster.com
Prado	N			Pradoweb.org

* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: General Manager Date of Hire: 02-16-15

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Wmnf	N	1210 Mlk. Jr Blvd, Tampa, Fl 33602	hr@wmnf.org	813-238-8001 www.wmnf.org
Craigslist	N	POB 438 San Francisco, CA 94104		www.craigslist.com
Monster.com	N	5 ClockTower Pl, Maynard, MA 01754		www.monster.com
Tampa Bay Times	N	490 First Ave S. St Petersburg, FL	Classified	www.tampabay.com 727-293-8111
CPB	N			Cpb.org/jobline
NFCB	N		Sally Kane	skane@nfc.org
Greater Public	N			Greaterpublic.org/jobline 888-454-2314
Non Profit Leadership	N	1111 N. West Shore Blvd Ste 215, Tampa FL 33607		813-287-8779
Triple A Radio.com, Prado Current.org	N N N	POB 2709, Nevada City, CA 95959 6930 Carroll Ave, Takoma Park, MD 20912		530-277-9018 Pradoweb.org 301-270-7240

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job