

2016 ANNUAL EEO PUBLIC FILE REPORT
The Nathan B. Stubblefield Foundation

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

Reporting Period: September 21, 2015 –
September 20, 2016

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.*

11/4/15 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.*

10/31/15 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.

11/16/16 Working Artist Symposium cosponsor with St. Petersburg College. WMNF and St. Pete College created the Working Artist Symposium. The goal was to educate students and community members about employment opportunities in the arts in the Tampa Bay area

2/6/16 Localtopia – is an event celebrating locally owned businesses in St. Petersburg. Over 6,000 attendees and WMNF has the opportunity to talk about opportunities at the radio station.

9/15/16 Intro To Podcasting presented by Craig Kopp General Manager WMNF Community Radio a professional development series for musicians. WMNF shared information about opportunities and jobs in radio and at

WMNF.

9/17/16 Welcoming Week – The Tampa Bay Refugee Task Force hosts annual event which brings together refugees, immigrants, students, faculty and community members to work together. WMNF helps publicize the event and is given the opportunity to let others know about the opportunities at WMNF and in public radio in general

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

WMNF has a relationship with St. Petersburg College and USF College. Interns work in various departments and USF students coming into the station participated in digital recording of WMNF Live Music Showcase and other various training to learn about community radio.

*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).*

WMNF Community Radio 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, Twitter, Snapchat and Instagram to reach out to younger demographics. The station broadcasts several ethnic programs to ensure that information on activities reach a diverse audience. This year a mobile app was implemented.

11/9/15 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.

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

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

2/18/16 Staff training Investing in your 403b and current market outlook presented by Mutual of America, Paul Schobert

3/5/16 Diversity Training was conducted by consultant at the annual staff/board retreat.

10/15/15, 1/6/15, 8/16/16, & 8/23/16 Community Relations Manager conducted training for staff, programmers & volunteers on the website using social media and digital content

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

11/8/15 General Manager & Director of Finance & Administration attended Hillsborough County Grant Collaborative conference at Springfield College

12/1 – 12/15 2015 Community Relations Manager attended classes on Writing Headlines for Web & SEO at Poynter Institute

5/9 – 5/10/16 Broadcast Engineer attended FPREN Hurricane Season Prep Event sponsored by University of Florida

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

4/26/16 & 9/14/16 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.

3/23/16 Director of Finance & Administration attended webinar on Human Resource Management – Best Practices sponsored by Bouchard Insurance speaker Dan Posada SPHR

5/24/16 Director of Finance & Administration attended webinar by The Department of Labor- DOL Overtime Rule

8/18/16 Director of Finance & Administration attended seminar Wage and Hour Law- What's New sponsored by Bouchard Insurance speaker Andrew Byrne

Provided training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for

4/11 & 4/12 2016 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

broadcast positions.

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.*

1/16 & 1/17/2016 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.

1/18/2016 Director of News & Public Affairs spoke to a group of 50 people at the Longboat Key Democratic Club

2/20/16 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.

4/30/16 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.

4/12/16 Director of News & Public Affairs was a speaker at the TBX Forum at USF

4/16/16 Diversity Festival – this festival featured performances from the members of the community from

different ethnic groups and backgrounds, plus members of the Special Olympics Gymnastics team. WMNF talked to attendees about the opportunities at the station and in public radio

5/5/16 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.

5/15/16 Director of News & Public Affairs gave speech at the Greater Pinellas Democratic Club

5/17/16 Director of News & Public Affairs moderated St. Petersburg Science café series “Swinging Isn’t Just for Monkeys. There was approximately 100 attendees.

6/19/16 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.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11-09-15	Broadcast Engineer/IT Specialist	WMNF
06-27-16	Bookkeeper	WMNF

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 9

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Non Profit Leadership	
WMNF Website	2
Craigslist	1
NFCB	
Florida Sentinel	

Monster.com	4
Prado	
SBE Tama Bay	2
CPB	
Greater Public.org	
Triple A Radio	
Current	
Unknown	

RECRUITING SOURCES USED

Job Title of Position: Broadcast Engineer/IT Specialist

Date of Hire: __11-09-15

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
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
SBE Chapter 39	N	P.O. Box 21242 St. Pete, FL 33742		
NFCB	N		Sally Kane	skane@nfc.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: Bookkeeper Date of Hire: 6-27-16

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
NFCB	N		Sally Kane	skane@nfc.org
Florida Sentinel	N	2207 7 th E. 21 st Av. Tampa FL	Advertising Dept	www.flsentinel.com (813) 248-1921

Non Profit Leadership	N	1111 N. West Shore Blvd Ste 215, Tampa FL 33607		813-287-8779
Prado	N	6930 Carroll Ave, Takoma Park, MD 20912		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