

2017 ANNUAL EEO PUBLIC FILE REPORT  
The Nathan B. Stubblefield Foundation

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

Reporting Period: September 21, 2016 –  
September 20, 2017

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.*

10/27/16 Participated in the St. Petersburg College Women in Technology event, live tweeted the event and talked with attendees about technology and public media.

*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.*

11/22/16 Love & Respect Youth Festival – WMNF representatives talked with youth & attendees about opportunities at WMNF and public media in general, especially about interning and learning production.

12/10/16 I am Prodigy Music Festival hosted by WMNF Urban Café. This is a music festival for transforming young lives. The Prodigy program is part of University Area Community Development Center

3/18/17 University Area Community Block Party, WMNF hosted music aspects for the event and partnered with UACDC.

4/30/17 Blue Moon 211 Tranquility on the Green- Event geared toward preventing teen suicide, focusing on black and Latino youth. WMNF promoted and had an outreach table.

9/23/17 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. WMNF sets up a mini radio booth so participants can hear what they would sound like on the radio.

*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 and camera work of WMNF Live Music Showcase and other various training to learn about community radio. WMNF has also signed onto the public radio video streaming service, VuHaus, and we are training interns on camera, editing, & data entry for that site.

*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. This program and many others are live-streamed to social media sites, increasing participatory interactions.

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. Last year a mobile app was implemented, and programming on our HD channels has been curated to attract wider audiences. One channel was renamed New Sounds of the Left Coast, and features all new releases in different genres, as well as some specialty programming. Another channel was renamed Soul School and features classic R&B, soul, reggae, hip hop and some specialty shows.

11/22/16, 2/18/17, 4/18/17 & 8/7/17 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*

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

*could qualify them for higher level positions.*

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

3/26/17 Director of Finance & Administration conducted management training- How to conduct a performance evaluations.

4/22/17 Diversity Training was conducted by consultant at the annual staff/board retreat.

8/30/17 Community Relations Manager conducted training for staff, programmers & volunteers on using social media, digital content and Facebook live.

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

Feb- April 2017 – General Manger WMNF taught, Intro to Podcasting at USF a professional development series for musicians. Also, shared opportunities in jobs in radio and at WMNF.

5/7/17 – Community Relations Manager conducted broadcast training at SPC/MIRA program.

8/16/17 – Community Relations Manager conducted broadcast training at SPC/MIRA program.

9/6/17 – Operations Manager participated in expert panel on Careers in Mass Media at SPC student event.

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

Monthly volunteer training classes are offered for the community to learn about WMNF and opportunities that exist.

6/19/17 Juneteenth – WMNF invited the community in for a movie, live performance and poetry. Visitors learned about every facet of the station and how they could get involved in community radio and broadcasting as either a volunteer or staff member.

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

4/15/17 Director of Finance & Administration attended

*discrimination.*

seminar B Informed Labor Law/Recruitment and Retention sponsored by Bouchard Insurance.

5/10/17 Director of Finance & Administration attended NPLC leadership conference – Cultivating Leadership in a Diverse Workplace.

8/3/17 Director of Finance & Administration attended seminar on Best Employment Practices, Benefit Compliance and Workplace Violence & Security sponsored by Bouchard Insurance.

*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.*

4/11/17 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.*

12/2/16 The Urban Café Happy Hour hosted by WMNF and partnered with UACDC. The mission of the event was to increase community awareness of the arts and cultural assets in the University Area.

1/21 & 1/22/17 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.

1/25/17 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.

5/18/17 Director of News & Public Affairs was a speaker at the Tiger Bay Club of Polk County.

5/30/17 Director of News & Public Affairs moderated The Future of Transportation: Disrupting the Highway presented by Marine Discovery Center.

8/10/17 Director of News & Public Affairs spoke to the Greater Pinellas Democratic Club in Largo about How Florida’s Political Landscape Has Changed Under President Trump.

**LIST OF POSITIONS FILLED**

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1/9/17	Bookkeeper	WMNF
2/6/17	Broadcast Engineer/IT Specialist	WMNF

**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Total Number of Persons Interviewed during the Reporting Period:   14  

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

Monster.com	6
Prado	
SBE Tama Bay	3
CPB	
Greater Public.org	
Triple A Radio	
Current	
Unknown	

RECRUITING SOURCES USED

Job Title of Position: Bookkeeper Date of Hire: 1/9/17

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	<a href="mailto:HR@wmnf.org">HR@wmnf.org</a>	813-238-8001
Craigslist	N	POB 438, San Francisco, CA		www.craigslist.com
Florida Sentinel	N	2207 E. 21 <sup>st</sup> Ave, Tampa, Fl	Advertising dept	<a href="http://www.flsentinel.com">www.flsentinel.com</a> – 813-248-1921
Monster.com	N	5 ClockTower Pl Maynard, MA 01754		www.monster.com
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: Broadcast Engineer/IT Specialist Date of Hire: 2/6/17

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	<a href="mailto:hr@wmnf.org">hr@wmnf.org</a>	813-238-8001 <a href="http://www.wmnf.org">www.wmnf.org</a>
Craigslist	N	POB 438 San Francisco, CA 94104		www.craigslist.com
Monster.com	N	5 ClockTower Pl, Maynard, MA 01754		<a href="http://www.monster.com">www.monster.com</a>
NFCB	N		Sally Kane	<a href="mailto:skane@nfc.org">skane@nfc.org</a>
Florida Sentinel	N	2207 7 <sup>th</sup> E. 21 <sup>st</sup> Av. Tampa FL	Advertising Dept	<a href="http://www.flsentinel.com">www.flsentinel.com</a> (813) 248-1921

Non Profit Leadership	N	1111 N. West Shore Blvd Ste 215, Tampa FL 33607		813-287-8779
SBE Chapter 39	N	PO Box 21242 St. Pete, FL 33742		

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