

2020 ANNUAL EEO PUBLIC FILE REPORT

The Nathan B. Stubblefield Foundation

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

Reporting Period: September 21, 2019-
September 20, 2020

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.*

2/1/20 Participated at Jefferson High School sponsored by City of Tampa - Community Resource job fair showcasing better futures of tomorrow talking about career opportunities at WMNF Radio and public broadcasting in general.

*Participated in at least 2 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

10/23/19 Disability Mentoring Day a collaboration with The Able Trust, a nonprofit in Florida, where high school students with disabilities come to WMNF to learn about careers in broadcasting. Students were tasked with creating a photobank for newsroom and website content use. Students also worked in the music library, alphabetizing and categorizing new music releases.

11/22/19 Great American Teach in – Several WMNF employees participated in the schools telling about their jobs in radio and opportunities available to students at WMNF and other public media.

Unable to participate in more events due to COVID.

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

WMNF has established relationships with several local colleges, universities and high schools. This year we had 5 interns student's fact checks news on air, research stories for reporters, create content for broadcast and online and are able to work with mentors. Interns also work on our live music broadcast learning camera operation, sound board operation and all other facets of booking, promoting and producing live music programs.

*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 remains very digitally active. We use Instagram, Facebook, Twitter, Spotify and other social media to interact with our community and build relationships online. WMNF's app downloads have steadily increased since its release.

WMNF actively programs our HD channels, developing programming which can further connect with various groups in the community, such as Latin, Jazz, Hip Hop, local and national public affairs programming.

WMNF continues to sponsor and do outreach at a wide range of events in our listening area. This year has been somewhat limited with outreach activities due to COVID. We also provide a forum for non-profit organizations to record free PSAs for broadcast, to reflect the best of the community back to listeners.

*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 on board and studio operations.

Programmer Director provides programmers and staff continuous classes on How to Pitch on the radio and Have a Successful Fund Drive.

WMNF provides a wide range of training to our staff and volunteers. We continue to have training classes on using social media (Facebook, cross-platform posting, creating IG stories). We also have training on podcasting, public speaking, announcing, putting music sets together and creating digital content.

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

Due to COVID and educational institutions being closed we were not able to participate in events.

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

Usually volunteer training classes are offered for the community to learn about WMNF and opportunities that exist on a monthly basis. Due to COVID and limiting the number to 10 staff or volunteers at a time our last class was in February 2020. Will resume in the future on a limited basis.

10/24/2019 & 01/23/20 Get In The Mix, University Area Community Development Center, Tampa

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

Monthly Director of Finance & Administration attends Virtual HR Tampa events regarding current trends in HR and Employment Laws.

4/12/20 Director of Finance & Administration attended

webinar on HR Perspective on PPP, FFCRA and Cares Act sponsored by James Moore CPA's

8/11/20 General Manager, Richard Fernandes attended webinar on Building Resilience: Diversity & Inclusion sponsored by CPB/PBS.

Participated in other activities:

November 9, 2020 VegFest. Perry Harvey Park, Tampa

November 16, 2020 River Fest. "Save the Tower" Tampa

November 22-24 2020 Standing Ovarions Treasure Island

January 18-19 2020 Tampa Bay Black Heritage Festival

January 20, 2020 Martin Luther King Jr. Parade, Tampa

February 1 -2 2020 Brooksville Native American Festival

Virtual Activities

September 19, 2020 Rob Lorei, News and Public Affairs Director spoke virtual with The Tampa Bay Humanist's Association about the role of public media in our democracy.

Activities have been limited this year due to COVID.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
11/11/19	General Manager	WMNF
02/04/20	Membership Coordinator	WMNF
08/10/20	Senior News Reporter	WMNF

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 29

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Current	3
Monster	7
CPB	2
WMNF website	5
Indeed	11
Prado	1

RECRUITING SOURCES USED

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Current	N			www.jobs.current.org
Monster.com	N	5 Clock Tower Pl Maynard, MA 01754		www.monster.com
CPB	N			www.cpb.org/jobline
WMNF	N	1210 E MLK Jr. Blvd Tampa, FL	hr@wmnf.org	813-238-8001
Indeed	N			www.indeed.com
Prado				prado@listserv.SYR.EDU

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