

2014 ANNUAL EEO PUBLIC FILE REPORT

The Nathan B. Stubblefield Foundation

Station:	WMNF
Community of License:	Tampa, FL
Reporting Period:	September 21, 2013 – September 20, 2014
No. of Full-time Employees:	More than 10 <u> X </u>
Small Market Exemption:	No

During the Reporting Period, one full time position was filled. 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):

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

In our effort to expand our community partnership at multi-levels, WMNF has forged a relationship with St. Petersburg College's MIRA (Music industry; recording arts) program and the University of Tampa. They are providing street teams for promotion of WMNF activities and WMNF hosts students at the station as interns working in various departments.

*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).*

Local non-profit media partners such as WEDU-TV play a big role in helping to promote WMNF's outreach activities.

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 a project named New Sounds of the Left Coast which aims to increase WMNF's visibility with younger listeners and potential listeners as well as drive traffic to the WMNF website.

02/20/2014 - Hillsborough County Public Library's Teen Advisory Council WMNF's Volunteer and Outreach Coordinator presented to the council information regarding opportunities at WMNF and in community radio.

03/28/2014 – Power, Pride and Elegance: Exploring Black Femininity and the Arts sponsored by the Carter Woodson Museum. WMNF had an outreach table where we talked to attendees about WMNF and opportunities in community radio at the event.

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

11/19/2013 Our Digital Editor presented a training class to staff and programmers on The Introduction to Social Media. Subjects covered Why to use Social media, How to use and Best Practices and Rules in posting content.

9/9/2014 Class given by our Digital Editor to staff and programmers on Basic Social Media for Beginners. Included how to use social media to increase our audience and how to select photos from the web that are properly and legally credited.

9/22/2014 Class given by our Digital Editor to staff and programmers on Advanced Social Media. Topics covered how to use social media to increase our audience and listeners. Also, covered selecting photos from the web that are properly and legally credited.

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

11/11/13 – Mass Media and Society Class- WMNF's News & Public Affairs Director spoke to a Mass media and Society class at the University of Tampa. He spoke to about 25 students about careers in public media.

07/15/14 - IT and Broadcast Engineer Jake Tremper gave a detailed technical tour of WMNF to 10 electronics students from ITT tech. Jake Tremper explained the details of the stations

broadcast chain and IT network, and answered questions about working in the broadcast field.

07/28/14 - Two employees gave a tour to 21 students from the Belmont Heights Boys & Girls Club. Staff explained how radio works and how they could learn more about sound and broadcast engineering, and potential careers in radio. Students did a station ID on air. Volunteers and staff showed half the students how to record and ID in the Production studio and half were shown how to record a PSA.

10/29/13 – WMNF had ten students from the American Association of people with disabilities (AAPD) come to the station to learn about working in the newsroom, air studios, production studios, and live music studio as well as the record library.

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

Management level personnel attended the following training sessions:

07/26/14 HR seminar on Employment Law Update/Focus on a Healthy Workplace Culture.

03/19/14 Seminar on Insurance and Risk Management.

*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.*

09/23/14 Pinellas County School Board. WMNF Volunteer & Outreach Coordinator spoke to the school board about setting up a successful mentorship program and about opportunities in community radio and at WMNF. Event was free and open to the public.

On April 7th and 8th, 2014 at WMNF Community Radio in Tampa, station tours and radio presentations were made for the senior class of Ockero Gymnasieskola, a Swedish Sailing High School (<http://www.ockerogymnasieskola.se>) 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 and an educational program and tours were scheduled. 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 the WMNF governing board, our volunteer programmers, local news production and some of the station's requirements within the regulatory environment here in the US. Students learn how people get involved and were surprised to learn how much information is available to local communities through alternative and independent media sources such as WMNF.

Finally, students work together to write a legal STATION ID announcement and are assisted in recording the announcement for air. Every year, the best moment is when the students hear their own voices go over the air signal, and they engage the power of radio first hand. We hope it lasts!

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 school to complete their study 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.*

02/2014 Our New and Public Affairs director participated in a Media & Politics class sponsored by the USF department of Government and International Affairs. He explained the difference between public and commercial media.

10/17/13 – Poetry at the Preserve - We had several young Latina & African American poets create work responding to Boyd Hill Nature Preserve, a city park located in one of the predominately minority areas of St. Petersburg. We had outreach materials and talked about WMNF and opportunities in community radio at the event, and promoted the station's diverse programming.

10/26/14 Circus McGurkis – The people's fair. Sponsored by the Friends meeting society. WMNF had an outreach table where we talked to attendees about WMNF and opportunities in community radio at the event. The event took place in one of the predominantly minority areas of St Petersburg, and was free and open to the public.

11/7-9/14 Pasco Eco-Fest. WMNF had an outreach table where we talked to attendees about WMNF and opportunities in community radio at the event. The event was free and open to the public. WMNF broadcasted live from the event.

11/23/14 Rock AIDS Wmnf had an outreach table where we talked about WMNF and opportunities in community radio at the event. Volunteers and the station's Volunteer & Outreach Coordinator attended for the duration of the event. The event was free and open to the public. The event was geared toward raising awareness about AIDS amongst young people and minority communities.

01/18-19/14 Tampa Bay Black Heritage Festival. WMNF had an outreach table where we talked to attendees about WMNF and opportunities in community radio at the event. Volunteers and the station's Volunteer and Outreach Coordinator attended for the duration of the event. The event was free and open to the public. WMNF broadcasted live from the event.

06/12/2014 World Refugee Day sponsored by the State dept./ Refugee program. WMNF had an outreach table where we talked to attendees about WMNF and opportunities in community radio at the event. Volunteers and Board of Directors members attended for the duration of the event. The event was free and open to the public.

06/28-29/14 St Pete Pride. WMNF collaborated with two organizations, The Sierra Club and Keep St. Petersburg Local to march in the Pride parade and have a booth for the Pride celebration that weekend. We had a table for the duration of this event celebrating diversity. Volunteers, Board of Directors members, and the Volunteer Outreach Coordinator were there for the duration of the event. We had information about opportunities at WMNF and in community radio.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/04/13	Director of Finance and Administration	Monster.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 8

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
WMNF website	4
Monster.com	2
Craigslist	1
Careers Builders	1

RECRUITING SOURCES USED

Job Title of Position: Director of Finance and Administration, Date of Hire: 11/04/14

Referral Source	*	Address of Source	Contact Person at Source	Tel. No. and E-Mail Address of Source
WMNF Website, In house bulletin board, on air announcements, station's email list to all volunteers, programmers.	N	1210 East MLK Jr. Blvd	Sydney White	813-238-8001 Sydney@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
Career Builder	N			www.careerbuilder.com
Florida Sentinel	N	2207 E. 21 st Ave, Tampa FL 33602	Advertising Dept	813-248-1921 WWW.flsentinel.com
Greener Pixels	N	914 E. Hamilton Ave, Tampa Florida 33604	Robin Milcowitz.	813-298-5518
La Gaceta	N	POB 5536, Tampa, Fl 33603	Patrick Monteiga	813-248-3921
Tampa Bay Times	N	490 First Ave S. St Petersburg, FL 33701	Classified	727-293-8111 www.tampabay.com
Creative Loafing	N	1911 N 13 th St Suite W200, Tampa FL		

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

The report was prepared and posted to the unit's public files and stations' websites prior to October 1, 2014. Edits were subsequently made on advice of counsel.