

2018 ANNUAL EEO PUBLIC FILE REPORT
The Nathan B. Stubblefield Foundation

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

Reporting Period: September 21, 2017 –
September 20, 2018

No. of Full-time Employees: More than 10
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.*

3/14/18 Participated at the St. Petersburg College Tech Career Summit. WMNF participated in this event by showcasing advances in broadcasting and talked with attendees about the opportunities at WMNF and public broadcasting in general.

*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.*

10/18/17 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. A dozen students were hosted and learned how to develop content for the news and website. Students also worked in the music library, alphabetizing and categorizing new releases.

11/16/17 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.

12/15/17 University Area Community Block Party, WMNF hosted music aspects for the event and partnered with UACDC.

8/18/18 Righteous Rockers Festival – WMNF collaborated with the Purer Love Foundation to present this back to school festival. The festival was held in a new community park, and was geared toward providing families with

supplies and making them aware of different opportunities available at WMNF and in the public media in general. Attendees could interact with on-air talent and producers, and sign up for some DJ training initiatives.

9/22/18 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 established relationships with several local colleges and universities. We worked with Eckerd College to create 10 intense news related internships: students checked news on air; researched stories for reporters; created content for broadcast and online; and were able to work with professionals as mentors. WMNF has an ongoing partnership with the MIRA (Music Industry Recording Arts) Program at St. Petersburg College. Interns work on our live music broadcasts learning camera operation, sound board operation, and all other facets of booking, promoting and producing live programs. WMNF also works with the University of South Florida and Hillsborough Community College's interns with our news and public affairs programming in the air studio and in operations.

*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 continues our relationship with VuHaus, the public radio video streaming service. This allows us to reach new audiences, and also provide new ways for people to get involved with the station.

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

WMNF actively programs all 4 of our HD channels, developing programming which can further connect with various groups in the community, such as a Latin jazz, Hip Hop, Reggae programs, and local and national public affairs programming.

WMNF continues to sponsor and do outreach at a wide range of events in our listening area. 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.

5/22/18, 6/11/18, 7/19/18 & 8/10/18 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 Algeria, Armenia, Australia, Azerbaijan, Bangladesh, Brazil, Chile, Jamaica, Kuwait, Lebanon, Liberia, Malawi, Malaysia, Maldives, Russia, South America, Suriname, Tunisia, Turkey, Ukraine, UK and Venezuela. Topic of discussion was the impact of community radio on good governance, media, journalism, grass roots democracy and a tour of the station.

*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.

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

Community Relations Manager continually conducts training for staff, programmers & volunteers on using social media, digital content, Facebook live, podcasting, public speaking, 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.*

September – December 2017 – General Manger WMNF taught, The Art of the Interview at University South Florida to media students to effectively conduct broadcast interviews. Also, discussed opportunities in jobs in radio media and at WMNF.

January – May 2018 – General Manager WMNF taught podcasting at the University South Florida on how to create and produce effective podcasting. Also, discussed opportunities in jobs in radio media and at WMNF.

May 2018 – General Manager WMNF taught at the Poynter Institute 20 media professionals how to create and produce effective podcasting.

Monthly the Community Relations Manager works in collaboration with SPC MIRA program with students involved with the campus radio station. They learn how to interview, mic techniques, programming, clock, and other

training sessions.

*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.

3/18/18 Community Pot Luck was held to invite the public to the station to learn about WMNF, opportunities at WMNF and opportunities in public broadcasting in general.

6/19/18 Juneteenth – WMNF invited the community in for 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.

9/14/18 WMNF 39th Birthday Celebration Open House invited the public in to celebrate WMNF's birthday, learn about the opportunities at WMNF and public media in general.

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

4/5/18 Director of Finance & Administration attended seminar B Informed Labor Law/Recruitment and Retention, Culture. Medical marijuana in the workplace and best practices sponsored by Bouchard Insurance.

8/2/18 Director of Finance & Administration attended seminar B Informed HR best practices for terminations, recruiting, an in depth look at employee benefits and cyber liability insurance sponsored by Bouchard Insurance.

8/16/18 Director of Finance & Administration attended seminar on Streaming a New Age of Human Resources sponsored by Wallace Welch & Willingham.

August 2018 All staff and management took an online webinar and test on Workplace Harassment.

*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.*

*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.*

6/28/18 & 7/17/18 Boys and Girls Club students came to WMNF took a tour of the station and learned about the basis of a radio station operations and opportunities available to them.

1/14/18 Tampa Bay Black Heritage Festival – WMNF supported this festival with our engagement and broadcast programs. WMNF volunteers booked and ran the mainstage of the festival’ did interviews with activists and musical quests on our airwaves. Handed out information and talked to attendees about careers and internships available in broadcasting.

3/22/18 WMNF collaborated with The St. Petersburg Museum of History with exhibit on Florida Blues Artists, including a live remote broadcast, speakers, and on-air interviews with authors, curators and blues artists.

4/4/18 Director of News & Public Affairs moderated Preparing for Our New Climate: Resist, Mitigate, Adapt presented by Marine Discovery Center.

4/22/18 EcoFest Lowry Park WMNF had an outreach table talked to attendees about WMNF and opportunities in community radio.

5/15/18 Director of New & Public Affairs moderated Sleep: Why We Need It and Why Don’t Get It presented by SciCafe at Dali Museum.

9/13/18 Director of News & Public moderated panelists for Audubon Exhibit a SciCafe event at the Dali Museum.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/15/17	Development Assistant	WMNF

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

Recruitment Sources Referring Interviewees during Reporting Period	Number of Person Interviewed that Source Referred
Non Profit Leadership	1
WMNF Website	3
Craigslist	
Monster.com	3
Florida Sentinel	

RECRUITING SOURCES USED

Job Title of Position: Development Assistant

Date of Hire: 11/15/17

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	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

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