

WWSB
EEO PUBLIC FILE REPORT
October 1, 2022 to September 30, 2023
I. VACANCY LIST

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Marketing Producer	1,2,3,4,5,6,8,9,10,12,13,14,28,29,30,35	29
Producer	1,2,3,4,5,6,8,9,10,12,13,14,22,28,29,30,35	29
Newscast/Web Producer	1,2,3,5,6,8,9,10,12,13,14,21,22,28,29,30,35	29
Anchor/MMJ morning	1,2,3,5,6,8,9,10,11,12,13,14,21,28,29,30,31,35	28
Anchor evening	1,2,3,4,5,6,8,9,10,12,13,14,21,28,29,30	29
Newscast/Web Producer	1,2,3,4,5,6,8,9,10,11,12,13,14,21,22,28,29,30,33,35	29
Multi-platform Advertising Sales	1,2,3,5,8,9,10,11,12,14,28,29,30,35	29
Asst News Director/Executive News Producer	1,2,3,5,6,8,9,10,12,13,14,21,28,29,30,33	33
IT/Engineer	1,2,3,4,5,6,8,9,10,12,13,14,21,28,29,30,35	29
MMJ/Reporter	1,2,3,5,6,8,9,10,11,12,13,21,28,29,30,33	33
MMJ/Reporter	1,2,3,5,6,8,9,10,11,12,13,21,28,29,30,33	29
Newscast/Web Producer	1,2,3,5,6,8,9,10,12,13,14,21,22,28,29,30,33,35	33
Newscast Director/TMP	1,2,3,5,6,8,9,10,11,12,13,14,21,28,29,30,33	33
Multimedia Marketing Consultant	1,2,3,5,6,8,10,11,12,13,14,21,28,29,30	29
Office Manager	1,2,5,6,8,10,11,12,13,14,21,28,29,30	30
MMJ/Reporter	1,2,3,5,6,8,9,10,11,12,13,21,28,29,30,33	33
News Anchor/MMJ (wknd)	1,2,3,5,6,8,10,11,12,13,14,21,28,29,30,33,35	33
Executive News Producer	1,2,3,5,6,8,9,10,11,12,13,14,21,28,29,30	29
Newscast/Web Producer	1,2,3,4,5,6,8,9,10,11,12,13,14,21,22,28,29,30,33,35	29
Newscast/Web Producer	1,2,3,4,5,6,8,9,10,11,12,13,14,21,22,28,29,30,33,35	33

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II. RECRUITMENT SOURCES

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Manatee Technical College Amity Hoffman/Martha Meyers 6305 State Road 70 Bradenton, FL 34203 (941) 751-7900 toolplummera@manateeschools.net oshanac@manateeschools.net	N	
2	Employ Florida www.employflorida.com	N	
3	Florida Assoc of Broadcasters 201 S Monroe St – Ste 201 Tallahassee, FL 32301 (850) 681-6444 intern@fab.org	N	
4	Kennesaw State University https://app.joinhandshake.com	N	
5	University of Georgia https://app.joinhandshake.com	N	
6	University of Missouri https://app.joinhandshake.com	N	
7	St Thomas University, FL https://app.joinhandshake.com	N	
8	University of South Florida https://app.joinhandshake.com	N	
9	University of South Carolina https://app.joinhandshake.com	N	
10	Craig Newmark Grad Sch of Journalism CUNY https://app.joinhandshake.com	N	

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11	Coastal Carolina University https://app.joinhandshake.com	N	
12	Western Michigan University https://app.joinhandshake.com	N	
13	University of Kentucky https://app.joinhandshake.com	N	
14	University of Southern Mississippi https://app.joinhandshake.com	N	
15	State College of Florida Sarasota Manatee https://app.joinhandshake.com	N	
16	Loyola University New Orleans https://app.joinhandshake.com	N	
17	University of Missouri https://app.joinhandshake.com	N	
18	University of Michigan https://app.joinhandshake.com	N	
19	University of North Carolina https://app.joinhandshake.com	N	
20	AAJA (Asian American Journalist Association) https://www.ajja.org	N	
21	Indeed (scrape) https://www.indeed.jobs	N	7
22	LinkedIn https://www.linkedin.com	N	8
23	CareerBuilders (scraped) https://www.careerbuilder.com	N	4
24	NAHJ (National Association of Hispanic/Juju) https://nahj.org	N	

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25	NAJA (National American Journalists Association) https://najanewsroom.com	N	
26	602 Communications Sandy Lizik Slizik602@gmail.com	N	
27	Spots 'n Dots G McKay ads@spotsndots.com	N	
28	TV Jobs https://www.tvjobs.com	N	1
29	Gray Television/WWSB https://gray.tv/careers	N	39
30	Job of the Day (scheduled on WWSB on air)	N	3
31	TV News Check Paul Greeley paul@newscheckmedia.com	N	
32	Job Fairs	N	
33	Referrals/Internal	N	22
34	Rick Gevers	N	
35	Sarasota Chamber	N	
36	Other sites scrape postings (Hire Right..)	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			85

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
	EEO Management Training	Attorney from Wiley Rein conducted the EEO Webinar on April 20, 2023 discussing the EEO Rules and Regulations. Station's General Manager and Business Office Manager participated in the webinar
	Participate in Events Sponsored by Community Groups interested in Jobs in Broadcasting	February 20, 2023 a tour was conducted for a group of 20 Girl Scouts. The tour provided them with views of the television set and the operations of the control room and newsroom. Q&A sessions provided the troop with beneficial information of the career opportunities within the broadcast media industry.
	Participate in Events Sponsored by Community Groups interested in Jobs in Broadcasting	Manatee Technical College was welcomed for a tour of the station on June 14, 2023. The tour provided a follow up for the larger discussion that was held at the college in April. Q&A followed the tour with questions fielded by the station's newsroom and operations staff.
	Participate in Events Sponsored by Community Groups interested in Jobs in Broadcasting	The Manatee Young Professionals a group of 26 toured the station on Thursday, July 13, 2023. The station tour was conducted by the Digital Sales Manager. For this group the emphasis was geared towards the digital component of the media industry. Discussions with station managers provided an overview of operating a television station and the qualifications that these positions entailed.
	Participate in Events Sponsored by Community Groups interested in Jobs in Broadcasting	April 25, 2023 Rowlette Middle Academy's TV Production Team toured the station. The group consisted of 30 students who were active in their school's TV media team. The tour provided the students an opportunity to ask questions from the station's newsroom and operations staff.

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III. RECRUITMENT INITIATIVES

Internship Program	Gray Television offers The Future Focus paid internship. WWSB participated in the internship's winter semester session with participation of one student from a local university who was placed in our newsroom working alongside experienced producers and other news staff.
Internship Program	Gray Television offers The Future Focus paid internship. WWSB participated in the internship's summer semester session with participation of two students from local universities. Each of these students worked with our experienced newsroom staff. One of the interns was placed in the newsroom with the meteorology team focusing on the weather forecasts and weather related events.
Sponsor Events in the Community Designed to Inform and Education as to Employment Opportunities in Broadcasting	WWSB hosted the Sarasota Chamber Leadership Youth Media Day on December 6, 2022. All departments participated with segmented discussions in News, Sales, Engineering and Management. The discussions centered on the daily broadcast operations and included the roles and challenges of media broadcast

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III. RECRUITMENT INITIATIVES

Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	WWSB hosted the Jr. Leadership of Manatee on January 16, 2023. All departments participated with segmented discussions in News, Sales, Engineering and Management. The discussions centered on the daily broadcast operations and included the roles and challenges of media broadcast.
Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	WWSB's General Manager and News Director spoke at Manatee Technical College on Wednesday, April 26 th . The discussion outlined the skills and education the broadcast media industry utilizes and looks for when recruiting. The students were provided information they were able to use to map out paths in the media field of broadcasting.
EEO Outreach On Air Promo	WWSB, a Gray Television station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations to become part of our full-time job opportunity notification mailing list. If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We would then notify you of each job opening and ask you to refer individuals to us for consideration. Attn: Human Resources, 1477 Tenth Street, Sarasota, FL 34236"

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III. RECRUITMENT INITIATIVES

Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	WWSB was the host for the Leadership North Port the Jr. Leadership of Manatee on August 11, 2023. All departments participated with segmented discussions in News, Sales, Engineering and Management. The discussions centered on the daily broadcast operations and included the roles and challenges of media broadcast.
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