

## 2015 ANNUAL EEO PUBLIC FILE REPORT

### FLORIDA STATE UNIVERSITY

1600 Red Barber Plaza  
Tallahassee, FL 32310

Period Covered by this Report ("Period"): October 1, 2014 through September 30, 2015

Call signs of stations comprising the reporting Station Employment Unit:

**WFSU-FM, WFSQ, WFSW, WFSL, WFSU-TV, WFSG**

Florida State University is an Equal Opportunity Employer

#### ADVERTISED POSITION INFORMATION

Position #	Job Title	Date Filled	Number of Interviews	Location	Recruitment Sources Used	Source used by Hire
53167	Education & Community Engagement Specialist	11/25/2014	5	WFSU TV	*FSU Website (2) *Tallahassee Democrat (1) *Career Builder (0) *CPB Jobs Website (0) *Indeed (2) *Word of Mouth (0)	Indeed
63365	News Reporter/Producer	12/1/2014	3	WFSU-FM	*FSU Website (1) *PRNDI.org (0) *Journalism Jobs (1) *NABJ.org (0) *CPB Jobs Website (0) *Career Builder (1) *Tallahassee Democrat (0) *RTDNA.org (0) *Indeed (0) *Word of Mouth (0)	Journalism Jobs
61941	Senior Graphics Designer	1/5/2015	3	WFSU TV/The Florida Channel	*FSU Website (1) *Tallahassee Democrat (0) *Career Builder (0) *TV Jobs (0) *Word of Mouth (1) *Indeed (1)	Word of Mouth
61147	Reporter	2/13/2015	3	WFSU TV/The Florida Channel	*FSU Website (2) *Tallahassee Democrat (0) *Career Builder (0) *Journalism Jobs (0) *TV Jobs (1) *Word of Mouth (0) *Indeed (0)	TV Jobs

OPS	Graphics/Typist	1/4/2015	2	WFSU TV/The Florida Channel	*FSU Website (2) *Tallahassee Democrat (0) *Career Builder (0) *TV Jobs (0) *Word of Mouth (0) *Indeed (0) *TFC Website Banner (0)	FSU Website
OPS	Production Specialist	1/5/2015	1	WFSU TV/The Florida Channel	*FSU Website (0) *Tallahassee Democrat (0) *Career Builder (0) *TV Jobs (0) *Word of Mouth (1) *Indeed (0) *TFC Website Banner (0)	Word of Mouth
OPS	Media Coordinator/Librarian	1/7/2015	3	WFSU TV/The Florida Channel	*FSU Website (3) *Tallahassee Democrat (0) *Career Builder (0) *TV Jobs (0) *Word of Mouth (0) *Indeed (0) *TFC Website Banner (0)	FSU Website
61502	Administrative Assistant	5/8/2015	5	WFSU TV/The Florida Channel	*FSU Website (4) *Tallahassee Democrat (0) *Career Builder (0) *Word of Mouth (0) *Indeed (1)	FSU Website

**Total number of interviewees for all full-time vacancies filled during the reporting period: 25**

**Total number of interviewees referred from each source during period:**

Recruitment Source	Contact Name	Address	Phone	# Interviewees Referred
Career Builder	Emily Sarbieski www.careerbuilder.com	200 N. LaSalle Street Suite # 1100 Chicago, IL 60601	(888) 692-2570	1
Florida State University (FSU) employment website	Waukesha Peterson jobs.fsu.edu	6200 A University Center Tallahassee, FL 32306	(850) 644-7933	15
Tallahassee Democrat	Jill Perdue	277 N. Magnolia Drive Tallahassee, FL 32301	1	1
TVJOBS	www.tvjobs.com	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	(800) 374-0119	1
Journalism Jobs	www.journalismjobs.com	Berkeley, California	(510) 653-1521	1
WFSU	wfsu.org	1600 Red Barber Plaza Tallahassee, FL 32310	(850) 487-3170	0
The Florida Channel	thefloridachannel.org	402 S Monroe Street Tallahassee, FL 32399	(850) 488-1281	0
Corporation for Public Broadcasting	cpb.org/jobline	401 Ninth Street Washington, DC 20004	(202) 879-9600	0
National Association of Black Journalists	nabjcareers.org	8800 Lakewood Drive # 117 Windor, CA 95492	(626) 792-3846	0
Radio Television Digital News Association	rtdna.org	529 14th Street, NW Ste. 1240 Washington, DC 20045	(202) 223-4007	0
Public Radio News Directors Incorporated	Christine Paige Diers cpaigediers@gmail.com prndi.org	P.O. Box 838 Surgis, SD 57785	(605) 409-3033	0
Indeed	www.indeed.com	7501 N. Capital of Texas Hwy Bdg. B Austin, TX 78731		4
Word of Mouth	N/A	N/A	N/A	2

**Total 25**

**OUTREACH ACTIVITIES DURING PERIOD**  
**October 1, 2014-September 30, 2015**

**Initiative Title:** Internship/Externship and Student Participant Programs

**Initiative Description:** WFSU has had an Internship/Externship Program in place for several years. The program provides students the opportunity for hands-on experience in all areas of the broadcasting field, such as production, promotion and talent. The internships/externships are at varying intervals throughout the year.

- The WFSU-TV Production Department offers internships primarily to Florida State University students in Media Production or Media/Communications Studies. Although in the past we have had interns from other departments around campus, and we have had externs from local area high schools. During this reporting period, the WFSU-TV Production Department had 9 interns. The production department also employs several students each semester on an hourly basis to work on various productions. The WFSU-TV Education Department offers internships to students who are primarily interested in Early Childhood Education. During this reporting period, the Education Department had 6 student interns filling both paid and unpaid positions.
- The WFSU-FM News Room had 10 interns during this reporting period. These interns are primarily students from Florida A&M University with an interest/major in Journalism.
- 411 Teen is a weekly program produced by WFSU-FM and hosted by Dr. Liz Holifield, who is a professor at Florida A&M University. Each week students from local area high schools serve as guest(s) on the program and address topics that affect teenagers. These programs have enlightened adolescents on topics such as eating disorders, sexually transmitted diseases and dating to name just a few. Dr. Liz Holifield and the students who participate in the program are all volunteers.
- University Update is produced by WFSU-TV and telecast on cable channel 4fsu. It is a series of weekly 2-3 minute segments concentrating on 4 areas of FSU campus events (Weekday events, Weekend events, Sporting events, and ASLC Movies). It is written and hosted by 8 FSU Students. They audition each spring and fall for the semester-long positions. FSU students who have been selected as a University Update host past and present are eligible to participate in other segments for 4fsu such as hosting Florida Statements (a 5-minute interview segment about activities and events happening on FSU's Campus) and additional promo spots for 4fsu. Approximately 25 to 40 students audition each semester for the University Update and Florida Statement volunteer positions.
- The former Production Manager for WFSU-TV served as an adjunct instructor for FSU course RTV3225, Video Workshop, during the fall 2014 semester. This course exposed communication & non-communication majors to TV production, behind the scenes as well as in front of the camera. Two of the students from the class also interned with the WFSU production department to assist in scheduling interviews for Florida Statements.
- On October 29, 2014 from 9a-12p, The Florida Channel's News Manager and Anchor for Capitol Update evaluated students who were graduating from Florida A&M University's

School of Journalism. She was part of a panel of evaluators for the Capstone Presentations.

- On March 11, 2015, The Florida Channel provided a tour to a young lady who was interning in the Senate President's Office this Session. She got to see all aspects of The Florida Channel from master control to the newsroom as well as production, videos and editing departments. The tour lasted about a half hour.
- On March 13, 2015, and March 18, 2015, a student from Florida A&M University shadowed the Florida Channel's newsroom and production areas.
- On April 29, 2015, a student from Florida A&M University shadowed the Florida Channel's newsroom for the day.
- WFSU actively participates in the Florida State University's College Work Study program. Students who are awarded CWS Financial Aid may work at the station for a semester or more depending on the terms of their award. Ads are placed each semester with the Office of Financial Aid to encourage students to work at our station. These opportunities foster professional growth and allow the students to gain valuable work experience in departments that strike their interest.

#### **Initiative Title: Facility Tours**

**Initiative Description:** WFSU's facilities located at Red Barber Plaza and the State Capitol Building are always open for tours for individuals or groups. Our tours give an insider's view of a broadcast facility at work. Visitors are introduced to the types of production equipment used, personnel needed for productions, and the various programming produced for the enrichment of our viewers - such programs as Gavel-to-Gavel coverage of the legislature in action, Capitol Update, and Florida Crossroads – a documentary series that can be seen statewide and is offered to schools as a visual enhancement to subject matter being taught.

Tours of the WFSU-TV/FM facilities were given to the following:

- October 27, 2014- 7 students and 1 teacher from Hamilton County High School
- February 5, 2015- Florida Center for Interactive Media staff
- February 11, 2015- Pack of 3 cub scouts and 3 parents
- March 17, 2015- 15 children from Children's Home Society of Florida
- March 30, 2015- Pack of 3 cub scouts and 3 parents
- April 16, 2015- 50 students and teachers from Oak Ridge Elementary School
- April 24, 2015- Pack of 8 girl scouts and 3 parents
- May 14, 2015- 102 students and teachers from Dommerich Elementary School
- June 2, 2015- 72 students and teachers from Gilchrist Elementary School
- June 11, 2015- 10 children from Camp Shalom
- July 9, 2015- 30 children and parents from the Challenger Learning Center
- July 22, 2015- 12 children and parents from Florida A&M University's New Beginnings Child Development Center
- August 6, 2015- 24 children and parents from the Challenger Learning Center
- August 13, 2015- Emeritus Alumni Society/FSU Alumni Association
- August 14, 2015- 6 children and parents from Crawford & Company

Tours of the WFSU TV/The Florida Channel facility were given to the following:

- October 6, 2014- Communications Director for the House of Representatives
- December 16, 2014- Communications Director for the Minority office in the House of Representatives
- March 9, 2015- Group of Leon High School students
- March 11, 2015- Intern from the Senate President's Office
- A number of impromptu tours were given during the legislative session, March 2014 – May 2015.

**Initiative Title: Job/Career Fairs**

**Initiative Description:** Florida State University's Human Resource (HR) Department participates in job/career fairs throughout the year. During the fair, job seekers and interested individuals are informed of current employment openings, provided with job descriptions and access to the online employment system. During this reporting period, FSU's Human Resource department participated in the following fairs:

- January 13, 2015- FSU Career Center Part-Time Job Fair
- January 29, 2015- FSU Seminole Futures Job Fair
- February 25, 2015- FSU Career Center's Government & Social Services Career Fair
- May 7, 2015- Goodwill Annual Job Fair
- August 27, 2015- FSU Career Center part-time Job Fair
- September 17, 2015- FSU Seminole Futures Job Fair

**Initiative Title: Volunteer Participation & Recruitment**

**Initiative Description:** Volunteers participate in Membership activities including pledge drives, in TV production crews and other station activities. Volunteers are informed of the training opportunities through word of mouth, web site, mail distribution and our newsletter. Volunteer recruitment events that we participated in:

- Over 500 volunteers participated in Membership directed activities during the reporting period
- WFSU Weekly e-Newsletter: Sent to 8,500-10,000 people weekly with information about TV and radio programs, educational activities, volunteer opportunities, and station events
- Dean Gioia Volunteer Appreciation Event: Information table set up at the event with volunteer opportunities
- FSU Center for Leadership and Social Change Listserv call for volunteers
- FSU RSO Leaders Listserv call for volunteers
- Downtown Abbey Preview Screening, and Alistair Bruce Event: Information table set up with WFSU materials and a list of volunteer opportunities

- Summer Learning Challenge Celebration: Information table with WFSU Kids Club materials and a list of volunteer opportunities
- WFSU hosted one the largest and most exciting events we ever had by bringing Thomas & Friends to the station for a Meet & Greet in August 2015. Nearly 1,000 parents and their children came out to the station to meet Thomas the Tank Engine in “person” while children were here, they were treated to storytelling, snacks, craft activities, and even face-painting. An Information table was also set up with WFSU Kids Club materials and a list of volunteer opportunities.

### **Initiative Title: Staff Training**

**Initiative Description:** WFSU offers and supports training opportunities for staff as a means to promote the development of the employee’s knowledge and skills to enable them to qualify for higher-level positions. The following opportunities were offered during this reporting period:

- Dell World Conference 2014- 2 employees attended
  - Journalism Conference 2015- 1 employee attended
  - PBS Technology Conference 2015-2 employees attended
  - PBS Annual Meeting 2015- 3 employee attended
  - NAB Conference 2015-2 employees attended
  - PMDMC Conference 2015-5 employees attended
  - PMBA Annual Conference May 2015- 4 employees attended
  - NETA Conference 2014- 2 employees attended
  - FCC Compliance Meeting 2015- 1 employee attended
  - Association of Governmental Accountants- 2 employees attended
  - Florida PBS Learning Media Workshop- 1 employee attended
  - PBS Kids Value Workshop- 2 employees attended
  - Board of Directors Meeting for Digital Alliance Conversion- 1 employee attended
  - Future of Education Technology Conference- 1 employee attended
  - PBS MVOD Conference- 2 employees attended
  - Annual Chamber Community Conference 2015- 1 employee attended
  - Tallahassee Chamber Conference 2015- 1 employee attended
  - PBS Ready To Learn Workshop 2015- 2 employees attended
  - Sunshine State Awards Meeting 2015- 1 employee attended
  - Radio News Training Conference 2015- 1 employee attended
  - WLRN & FPBS Meeting for News Directors & Content Producers-3 employees attended
  - American Graduate Meeting 2015- 2 employees attended
  - Florida Afterschool Alliance Meeting 2015-1 employee attended
  - SPJ/RTDNA Excellence in Journalism Conference- 2 employees attended
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- The Florida State University Office of Training and Development offers a variety of training and development classes that are available to all employees. The topics of these courses include Financials, Human Resources, Business Transactions, Customer Service Skills, Compliance & Organizational Development, Leadership & Supervisory, Diversity & Inclusion, and Personal Development Training. A Frontline Leadership Certification program is also offered which involves approximately 40 contact hours and is designed

for individuals that aspire to be supervisors and for current supervisors. The Advanced Level Leadership Series is designed to foster growth and development of leaders at Florida State University. A Diversity & Inclusion Certificate series is offered as well which involves six sessions and a theory to action project. This certificate gives employees the opportunity to explore strategic areas around diversity and to learn more about the ways in which they can assist in creating a welcoming and inclusive campus and workplace for all.

**Initiative Title: Community Outreach**

- Through the American Graduate project (a CPB grant funded project), WFSU hosted six professional networking lunches at The Success Academy, a Leon County school that focuses on credit recovery. The goal of these lunches is to expose students to an array of careers and provide an opportunity for the students to talk with professionals about that profession and the education needed to pursue that pathway. This past reporting period, over 45 professionals and over 150 students participated in the project. In addition to the monthly lunches, WFSU continued the radio series, "Voices from the Classroom" a weekly radio series that features student voices providing an opportunity for our listeners to hear firsthand some of the challenges that teens face. We also did a series of graduation videos highlighting teens who had overcome tremendous challenges to graduate from high school. These videos were featured on our program Dimensions and are online. We also launched a video series called American Graduate Champions highlighting an individual that was making a difference in our community.
- As part of our American Graduate and Ready to Learn work, WFSU was invited to participate in the United Way of the Big Bend education initiative. These monthly meetings of community leaders were designed to look at root causes of why students drop out of high school. WFSU provided support through our work in education and helped guide some of the projects put in place to support early learning, engage more mentors and find programs that support students as they transition from middle to high school.
- November 7, 2014 at 5:30 p.m., The Florida Channel's Chief Videographer as well as the News Manager and Anchor for Capitol Update participated in a screening of the documentary "Florida's Underground Railroad: Southern Routes to Freedom". The screening took place at a local physician's office. The managers answered informal questions about their research and the work that went into producing the documentary, specifically as it relates to the Gullah-Geechee descendants in Florida.
- On February 20<sup>th</sup>, 2015, the Florida Channel's Programming News Manager participated in a Reporter Panel with communication specialists from all over the state with the Department of Environmental Protection. During the event, she was able to share the mission of The Florida Channel as well as provide programming examples. The event took place over at the Douglas Building off Commonwealth Blvd and lasted about an hour.
- WFSU in partnership with National High Magnetic Field Laboratory hosted our tenth season of SciGirls, a hands on summer program designed to engage middle school girls in STEM fields. Since the program began in 2006 over 200 girls have participated and longitudinal data indicates that many of these girls take higher level science and math in high school and often pursue STEM fields in college.



- WFSU received a grant to engage the community around Shakespeare. Partnering with the Southern Shakespeare festival, WFSU created three short video stories based on the Shakespeare play, A Midsummer Night's Dream. The three videos featured aspects of nature in our local area and related it to the play. Actors performed in these locations and we were able to show the relevance of Shakespeare's words in relation to our local ecology. Each video was showcased on Dimensions and a final half hour documentary of all three segments was featured on WFSU-TV.
- WFSU was the lead presenter for the annual "A Conference of our Own" hosted by the Early Learning Coalition of the Big Bend. WFSU presented a four hour training highlighting the vast resources of WFSU and PBS and how they can be incorporated into a childcare setting. Over 200 teachers attended.
- WFSU was selected by PBS to host an "Odd Squad" Summer Camp. Held at Oak Ridge Elementary School, this camp based on the PBS program Odd Squad was designed to engage children in grades 1-3 in math.
- WFSU was contracted through Leon County Schools and the 21<sup>st</sup> CCLC program to provide summer enrichment to several Leon County elementary schools. WFSU combined educational content from PBS programs along with hands on activities focusing on math and science.
- WFSU participated for the 3rd year in the national American Graduate Day broadcast. This seven hour broadcast included local segments that highlighted individuals, organizations and programs that are making a difference and keeping kids in school and engaged.
- WFSU uploaded the In the Grass, On the Reef video series to the PBS Learning Media website. Twenty short videos along with lesson plans all aligned to curriculum standards are now available on this platform for educators across the country.

**Initiative Title: Management Training**

- The FSU Human Resource Department presented three trainings to WFSU management during this reporting period. All managers responsible for hiring and supervising others were invited to attend these courses. On November 12, 2014 the training entitled "Managing Intercultural Conflict" was held at the station. This training focused on teaching participants how to assess their cultural management style in order to be more effective when working across cultures and managing cultural issues successfully. On July 30, 2015 the training entitled "Team Dynamics" was held at the station. This training covered team building by addressing different personality types and in terms of the supervisor, how he/she can influence the interactions of team members in order to facilitate a more effective functioning work team. On September 10, 2015 the training entitled "Leadership & Change" was held at the FSU training center and all WFSU supervisors were invited to attend. This training covered the nature of change and transition, and how it relates to leadership.