

POSITION TITLE	DATE FILLED	RECRUITMENT SOURCES UTILIZED	NUMBER INTERVIEWED	NUMBER HIRED	RECRUITMENT SOURCE FOR THOSE HIRED
Donor Services Associate	10/4/2021	WEDU Internal Posting/Referrals	1		
		WEDU.org Website	2		
		Indeed.com	4		
		The Reserves Network	3	1	The Reserves Network
Associate Director of Marketing	11/30/2021	WEDU Internal Posting/Referrals	4	2	WEDU Internal Referrals
		WEDU.org Website	1		
		Indeed.com	1		
		Current.org			
Broadcast Engineer	1/10/2022	WEDU Internal Posting/Referrals	0		
		WEDU.org Website	1		
		SBE.org	5	2	SBE.org
		Indeed.com	0		
Donor Services Associate	1/11/2022	WEDU Internal Posting/Referrals	1	1	WEDU Internal Posting/Referrals
		WEDU.org Website	0		
		The Reserves Network	3		
		Indeed.com	1		
Human Resource Administrator	1/24/2022	WEDU Internal Posting/Referrals	0		
		WEDU.org Website	0		
		Indeed.com	5	1	Indeed.com
PR/Email Marketing Coordinator	1/31/2022	WEDU Internal Posting/Referrals	0		
		WEDU.org Website	1		
		LinkedIn	5	1	LinkedIn
		Indeed.com	0		
Staff Accountant	2/23/2022	WEDU Internal Posting/Referrals	0		
		WEDU.org Website	0		
		Warren Averett Staffing	3	1	Warren Averett Staffing
Sr. Staff Accountant	3/21/2022	WEDU Internal Posting/Referrals	0		
		WEDU.org Website	0		
		Warren Averett Staffing	3	1	Warren Averett Staffing
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Marketing Assistant	3/7/2022	WEDU Internal Posting/Referrals	1		
		WEDU.org Website			
		The Reserves Network	2		
		Indeed.com	2	1	The Reserves Network
Director of Education	3/7/2022	WEDU Internal Posting/Referrals			
		WEDU.org Website	2		
		Current.org			
		LinkedIn			
		Indeed.com			
		PBS.org	1	1	PBS.org
Digital Media Manager	4/4/2022	WEDU Internal Posting/Referrals			
		WEDU.org Website			
		Current.org			
		LinkedIn			
		Indeed.com			
		PBS.org			
		Creative Circle	4	1	Creative Circle
Staff Accountant	4/26/2022	WEDU Internal Posting/Referrals			
		WEDU.org Website			
		Warren Averett Staffing	5	1	Warren Averett Staffing
Digital Specialist	6/21/2022	WEDU Internal Posting/Referrals			
		WEDU.org Website			
		Current.org			
		LinkedIn			
		Indeed.com			
		JazzHR	2		
		Creative Circle	5	1	Creative Circle
Multimedia Producer	6/21/2022	WEDU Internal Posting/Referrals			
		WEDU.org Website			
		Current.org			
		LinkedIn			
		Indeed.com	4	1	Indeed.com
		JazzHR			
		Creative Circle			

POSITION TITLE	DATE FILLED	RECRUITMENT SOURCES UTILIZED	NUMBER INTERVIEWED	NUMBER HIRED	RECRUITMENT SOURCE FOR THOSE HIRED
Education Coordinator	8/1/2022	WEDU Internal Posting/Referrals			
		WEDU.org Website			
		Current.org			
		LinkedIn			
		Indeed.com	5		
		JazzHR	3	1	JazzHR
		Creative Circle			
Switchboard Admin	8/9/2022	WEDU Internal Posting/Referrals			
		WEDU.org Website			
		Indeed.com	3	1	Indeed
		JazzHR			
HR Administrator	8/23/2022	WEDU Internal Posting/Referrals			
		WEDU.org Website			
		Indeed.com	2		
		JazzHR	2	1	JazzHR
Content Coordinator	8/23/2022	WEDU Internal Posting/Referrals	1		
		WEDU.org Website	1		
		Indeed.com	3	1	Indeed.com
		JazzHR			
Programming Traffic Coordinator	9/6/2022	WEDU Internal Posting/Referrals			
		WEDU.org Website			
		Indeed.com	4	1	Indeed.com
		JazzHR			
			96	21	

	RECRUITMENT SOURCE	CONTACT	TOTAL INTERVIEWED	REQUESTED NOTIFICATION
1	WEDU Internal posting, bulletin bds, Referrals	HR Manager 813/739-2922	8	N
2	WEDU.org Website, 1300 North Blvd. Tampa, FL 33607	HR Manager 813/739-2922	8	N
3	The Reserves Network 5410 Mariner St. Suite 175 Tampa, FL 33609 813.258.4101	Recruitment Company	8	N
4	Indeed.com	Internet job posting site	34	N
5	Current.org	Internet job posting site	0	N
6	SBE.org	Internet job posting site	5	N
7	LinkedIn	Internet Networking job site	5	N
8	Warren-Averett Staffing 400 N Ashley Dr #700 Tampa, FL 33602 813.229.2321	Recruitment Company	11	N
9	PBS.org	Internet job posting site	1	N
10	creativecircle.com	Internet job posting site	9	N
11	JazzHR	Internet job posting site	7	N

WEDU-TV
TAMPA, FL

EEO PUBLIC FILE REPORT
OCTOBER 1, 2021
SEPTEMBER 30, 2022

TOTAL INTERVIEWED

96



OUTREACH INITIATIVES
WEDU PBS-TV/WEDQ PBS-TV
OCTOBER 1, 2021 TO SEPTEMBER 29, 2022

WEDU/WEDQ PBS maintains a strong internship program, offering opportunities to students wishing to learn about careers in public television, and television broadcasting in general. Internships are also available in non-broadcasting areas, such as accounting and special events. Students can choose from various options that best match their interests. Internships are available throughout the year.

As of this report, no internships were able to be completed at this time due to Covid 19.

WEDU/WEDQ PBS normally gives tours of its facilities to schools and other organizations, the following tours were given: 4/12/22 International Journalist Tour, 6 journalists and 2 interpreters from Latvia (State Dept.); 5/19/22 Broward Elementary morning TV Crew, 6 students and 2 adults; 6/3/22 Essrig Elementary morning TV Crew, 12 students and 4 adults; 6/15/22 International Journalist Tour, 5 journalists and 2 liaisons from India; 6/17/22 Boy Scout Troop 3892, 10 students and 2 adults working on their Journalism Merit badge; 9/19/22 International Journalist Tour Middle East, 16 journalists and 4 chaperones.

WEDU PBS AT-HOME LEARNING

Objective:

To provide quality PBS broadcasts and resources for distance learning environments. WEDU provided daily PBS broadcasts and study guides featuring links to PBS LearningMedia resources for grades PK-12. Broadcasts also incorporated a variety of locally produced WEDU content and instructional materials that provided a Florida studies approach for grades 6-12. Activity calendars with links to PBS Kids Ready To Learn resources were created as weekly companion study guides for the *Let's Learn* series for ages 3-8, and newly created *Teach Your Way* monthly activity calendars supplied new instructional assets for early learning providers. The morning broadcast block also included printable PBS Kids curriculum packets for grades PK-K and 1-2 highlighting a variety of themes including math and literacy skills, family traditions and storytelling, healthy habits, and much more. In the last two quarters of 2021, approximately 11,000 new PBS LearningMedia user accounts were created within the WEDU service area. The WEDU PBS At-Home Learning program was funded through December 2021 by a grant from the Barancik Foundation, with additional support provided by the Monroe E. and Suzette M. Berkman Family Foundation at the Community of Foundation of Tampa Bay. WEDU plans to continue to offer digital resources as a part of the station's educational outreach.

FAMILY ENGAGEMENT

To provide enrichment experiences and quality PBS educational resources for children and families to assist with school readiness and success.

Remake Learning Days: WEDU is fulfilling our commitment to this important project sponsored by **The Patterson Foundation**. The project featured myriad community partnerships to provide early learning workshops, events and activities within Manatee, Sarasota and Desoto counties. In addition, WEDU conducted two in-person, Curious George themed family events and one virtual workshop in partnership with the Van Wezel on incorporating arts into education work.

This summer WEDU worked with educational researchers from the **David C. Anchin Center at USF** on a small contract by our education programs. The needs assessment work will commence this fall.

WEDU received a \$10,000 **Ready to Learn** "Learning Neighborhood Planning Project" grant. As part of the cohort of PBS stations doing similar planning for their communities, the education team will work to plan how it would implement a neighborhood program for young learners. Upon completion of the planning work, CPB will issue additional RFPs for implementation funds.

The Education team worked with other departments to secure \$7,000 in funding from the **Koski Foundation** and \$10,000 from PNC to support a spring 2023 Be My Neighbor event.

PROFESSIONAL DEVELOPMENT

To provide quality educational outreach to the community by maintaining an informed and proficient staff. WEDU presented the following virtual workshops during the reporting period.

- September 2021- "PBS Resources for Dealing with Traumatic Experiences in Children" - 8 early learning providers – Partner - Hillsborough Early Learning Coalition Institute for Early Childhood Professionals
- September 2021 - "PBS LearningMedia for Families Training" - 15 parents/caregivers – Partner - Roland Park Elementary School, Tampa
- October 20, 2021- "PBS Autism Resources" - 20 members of the staff of Hillsborough County Family Resources Centers, a division of the Children's Board of Hillsborough County
- October 26, 2021 - "PBS Resources for Dealing with Traumatic Experiences in Children" - 26 early learning providers – Partner - Pasco/Hernando Early Learning Coalition
- November 3, 2021 - "PBS Resources for Social-Emotional Growth" - 26 early learning providers – Partner - Pasco/Hernando Early Learning Coalition
- November 9, 16, and 30, 2021 – " PBS Kids Ready To Learn Family and Community Workshops" - 12 families per session - The parent/child interactive workshops were presented during Native American Heritage Month and featured Molly of Denali, the first

nationally distributed children's series to feature a Native American lead character. The workshops are literacy-based and particularly focus on strategies for using informational text with young children. – Partner – Palm Harbor Public Library

- January 11, 2022 – “Preschool Social-Emotional Growth” 12 early learning providers – Hillsborough Early Learning Coalition Institute for Early Childhood Professionals
- January 13, 2022 - “After School Enrichment” 10 informal educators - EDEP Manatee County PS
- June 10, 2022 - “Preschool Social-Emotional Growth” 25 early learning providers – Hillsborough Early Learning Coalition Institute for Early Childhood Professionals June 2, Pasco Hernando Early Learning Coalition, Early Learning STEM 10 pre-K educators – Pasco Hernando Counties
- June 14, 16 & 21 - “Molly of Denali” Family and Community Learning – Online 18 families – WEDU viewing area In this series of 3 free workshops, families engage in active, hands-on learning and fun! The workshops use creative play and exploration to introduce kids and grown-ups to tools that help with literacy and reading skills with an emphasis on family values and cultural awareness.
- July 19, 21 & 26 - “Ruff Ruffman Sensational Science FLC”- Online 12 families – WEDU viewing area
- In this series of 3 free workshops, families join a learning adventure with Ruff Ruffman that gets the whole family involved in hands-on STEM at home.
- August 2, Hillsborough Early Learning Coalition, School Readiness 4 early learning providers
- August 16, Read with Friends proof of concept family event, literacy 12 families in WEDU viewership area
- August 30, Hillsborough County Early Learning Coalition, Preschool Social Emotional Growth

Measurement:

Attendance for the workshops was smaller than typical, which we attribute to the pandemic. Providing workshops from a distance helps balance the dip because staff/consultant time during the actual training is less, because travel is not required.

Surveys were distributed to workshop participants to evaluate the value and effectiveness of presentations. Results were overwhelmingly positive with an average of 96% of responses receiving a rating of 4 or 5 (scale of 1 being lowest and 5 being highest) for quality and knowledge of the presenter, appropriateness of materials, and overall workshop value. Comments: “Valuable information!” “Wonderful training!”