

2019-2020 ANNUAL EEO PUBLIC FILE REPORT

FLORIDA STATE UNIVERSITY

1600 Red Barber Plaza
Tallahassee, FL 32310

Period Covered by this Report ("Period"): September 21, 2019 through October 1, 2020

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

****DISCLAIMER: Due to the novel Coronavirus, COVID-19, Florida State University implemented a hiring freeze for all internal departments in March of 2020, with no planned end date. Due to the freeze, we were unable to advertise or hire new employees during the majority of the reporting period, with the exception of those already in progress. The hiring freeze continues to be in effect until further notice. ****

Starting January 2015, all postings advertised on FSU's employment website will also be advertised on Inside Higher Ed and INSIGHT Into Diversity websites. Jobs posted on the FSU Website are also automatically posted on standard job search engines, such as Indeed, Zip Recruiter, SimplyHired, Monster, etc.

Position #	Job Title	Date Filled	Number of Interviews	Location	Recruitment Sources Used	Source used by Hire
60289	Senior Reporter	11/1/2019	3	WFSU Florida Channel	* FSU Website * Tallahassee Democrat * The Job Network * TV Jobs * Journalism Jobs * Twitter * Facebook * Word of Mouth*	*FSU Website*
70235	TV Operations Technician	10/25/2019	3	WFSU Florida Channel	* FSU Website * Tallahassee Democrat * The Job Network * TV Jobs * Journalism Jobs * Twitter * Facebook * Word of Mouth*	*FSU Website*
62784	Multimedia Reporter/Producer	10/18/2019	3	WFSU TV/FM	*FSU Website* WFSU Website * Word of Mouth*	*Word of Mouth* FSU Website*
60399	Videographer	3/27/2020	4	WFSU Florida Channel	* FSU Website * Tallahassee Democrat * The Job Network * TV Jobs * Journalism Jobs * Twitter * Facebook * Word of Mouth*	*FSU Website*

Total number of interviewees for all full-time vacancies filled during the reporting period: 13

Total number of interviewees referred from each source during period:

Recruitment Source	Contact Name	Address	Phone	# Interviewees Referred
Career Builder	Melanie Davis mdavis10@gannett.com www.careerbuilder.com	200 N. LaSalle Street Suite # 1100 Chicago, IL 60601	(888) 987-2826	0
Florida State University (FSU) Employment Website	Recruiter: Ivette Claudio jobs@fsu.edu www.jobs.fsu.edu	282 Champions Way UCA -6200 Tallahassee, FL 32306	(850) 644-7708	12
LinkedIn	www.linkedin.com	2029 Stierlin Court Mountain View, CA 94043	(650) 687-3600	0
Facebook	www.facebook.com	N/A	N/A	0
Twitter	www.twitter.com	N/A	N/A	0
Current	Dave Kramer advertising@current.org www.jobs.current.org	6930 Carroll Avenue Suite 625 Takoma Park, MD 20912	(301) 270 7240 ext. 35	0
National Educational Telecommunications Association (NETA)	Maryanne Schuessler mschuessler@netaonline.org www.netaonline.org	939 South Stadium Road Columbia, SC 29201	(803) 978 1579	0
Society of Broadcast Engineers (SBE)	www.sbe.org	9102 North Meridian Street Suite 150 Indianapolis, IN 46260	(317) 846-9000	0
TV News Check & Net News Check	Patty Hersh phersh@newscheckmedia.com www.tvnewscheck.com www.netnewscheck.com	24 West Lancaster Avenue Armore, PA 19003	(610) 420-6003	0
Broadcasting & Cable Magazine	clientserv@yourmembership.com www.broadcastingcable.com	28 East 28th Street New York, NY 10016	(860) 437-5700	0
Inside Higher Ed	www.insidehighered.com	1015 18th Street NW Suite 1100 Washington DC, 20036	(202) 659-9208	0
Greater Public	www.greaterpublic.org	401 North 3rd Street Suite 370 Minneapolis, MN 55401	(888) 454-2314	0
Insight into Diversity	www.insightintodiversity.com	11132 South Towne Square Suite 203 St. Louis, Missouri 63123	(314) 200-9955	0
Tallahassee Democrat	Melanie Davis mdavis10@gannett.com www.tallahassee.com	277 North Magnolia Drive Tallahassee, FL 32301	(888) 987-2826	0
TVJOBS	info@tvjobs.com www.tvjobs.com	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	(800) 374-0119	0
WFSU	www.wfsu.org	1600 Red Barber Plaza Tallahassee, FL 32310	(850) 645-7200	0
The Florida Channel	www.thefloridachannel.org	402 S Monroe Street Tallahassee, FL 32399	(850) 488-1281	0
Corporation for Public Broadcasting (CPB)	www.cpb.org/jobline	401 Ninth Street Washington, DC 20004	(202) 879-9600	0
Public Media Business Association (PMBA)	www.pmbaonline.org	7918 Jones Branch Drive Suite 300 McLean, VA 22102	(703) 506-3292	0
Association of Government Accountants (AGA)- Email ListServ	tallahasseeaga@gmail.com	N/A	N/A	0
UBA SharePoint Site/Email Announcements	Joshua Miller jmmiller2@fsu.edu www.uba.fsu.edu	282 Champions Way UCC-5503 Tallahassee, FL 32306	(850) 644-2825	0
Indeed	www.indeed.com	7501 N. Capital of Texas Highway Bldg B. Austin, TX 78731	N/A	0
Word of Mouth	N/A	N/A	N/A	1

Total = 13

**WFSU PUBLIC MEDIA OUTREACH ACTIVITIES
DURING THE PERIOD: September 21, 2019-Oct 1, 2020**

*****Disclaimer: Due to the novel Coronavirus, COVID-19, many of our regular programs and activities were put on an indefinite hold as our staff shifted to remote work and our office shut down. Due to the shutdown, we were not able to host tours, events, or regular programs at the station and that drastically reduced volunteer involvement this period. In addition, Florida State University placed a hiring freeze on all internal departments beginning in March of 2020, including paid and unpaid internships. Due to the freeze, we were unable to bring in interns or participate in recruiting activities for a significant part of this reporting period. Professional development activities were also affected, as the virus caused regularly scheduled meetings, events, and conferences to be cancelled or postponed.*****

Initiative Title: Internship/Externship and Student Participant Programs

Initiative Description: WFSU Public Media has had a very successful Internship/Externship Program in place for several years. This program provides students/volunteers the opportunity for hands-on experience in all areas of the broadcasting field, such as production, promotion, talent, news and community outreach. WFSU's internship/externship programs can occur at any time throughout the academic year and typically range from high school to college students who are from local area schools and surrounding Universities. WFSU remains very committed to the success of this program year after year. The station makes it a top priority to foster a safe and welcoming environment for all students and volunteers who participate in these programs. The overall mission is to provide students/volunteers with an opportunity to learn valuable tools that they can utilize in their future careers, build beneficial connections with the station's staff, and have a meaningful experience during their time spent at WFSU.

- The WFSU Television Production Department offers internships primarily to students who have an interest in Media/Film Production or Communications Studies. During this reporting period, the production department had 1 interns/student volunteers. The WFSU Education & Community Outreach Department also offers internships to students who are interested primarily in Early Childhood Education. During this reporting period, the Education Department had 1 interns/student volunteers. In addition, WFSU employs many FSU students throughout the academic year to work on a paid hourly basis in various departments at the station; these students typically work in positions that fall in line with their interests and/or academic studies.
- The WFSU-FM News Room had 7 interns/student volunteers during this reporting period. These interns are primarily students from Florida A&M University and other surrounding colleges with an interest/major in the Journalism field. During their internship, they have the opportunity to work directly with the Radio news team, gaining hands on reporting experience and great exposure to the field.
- During this reporting period the Executive Producer for WFSU TV mentored two individuals through the organization Public Media Women in Leadership.
- 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 important topics that have a profound effect on teenagers. Dr. Liz Holifield and the students who participate in the program are all volunteers of WFSU.

Initiative Title: Facility Tours

Initiative Description: WFSU's facilities located at Red Barber Plaza and on the ninth floor of the State Capitol Building are open for tours during normal business hours and are available for individuals or as small/large groups. At the Red Barber facility, visitors are introduced to the beautiful Kirk Collection consisting of nearly 300 antique radios, record players, music boxes and televisions. Visitors receive a tour of the collection where they will learn all about the history of Radio/Television in America. Next, they receive a tour of the radio and television studios where they will get a "behind the scenes" look at where all the action happens. Groups of children who participate in the tours will get a fun, sneak peek of what it feels like to be on television by practicing in front of the "green" screen and then watching the recording of themselves.

At the State Capitol facility, visitors can tour the Florida Channel location on the ninth floor of the building and take an inside look at the television production studios. During the tour, they have the opportunity to learn about the various programming produced by The Florida Channel for the enrichment of viewers- such as Gavel-to-Gavel, Capitol Update, and Florida Crossroads. At both facilities, visitors are introduced to the types of production equipment used, personnel needed for operations, and the vast array of programming produced by WFSU-TV/FM/The Florida Channel. The station's tours provide visitors with a special "behind the scenes" view of the broadcast facility at work.

During this reporting period, 2 tours occurred at the WFSU-TV/FM facility (located at Red Barber Plaza) including:

- Sep 24th, 2019 – Tour given to one individual interested in working in production
- Dec 17th, 2019 – Tour given to two families interested in seeing our operations

During this reporting period, a number of impromptu tours were given at the Florida Channel's facility (located at the State Capitol Building), including a tour for new WFSU staff members.

Initiative Title: Job/Career Fairs

Initiative Description: Florida State University's Office of Human Resources participates in job/career fairs throughout the year. During the fairs, job seekers and attendees learn about employment opportunities available, receive job descriptions and learn how to access the online application portal through FSU's job board.

During this reporting period, FSU's Office of Human Resources participated in the following job/career fairs:

- Part-Time Job Fair in Sept of 2019 and 2020
- STEM Career & Internship Fair – Sept of 2019 and 2020
- Seminole Futures All Majors Career & Internship Fair – Sept of 2019 and 2020
- Graduate and Professional School Fair – Oct of 2019
- Government and Social Services Career Fair – Oct of 2019
- Education & Library Career Fair – April of 2020

Initiative Title: Volunteer Participation & Recruitment

Initiative Description: Throughout the year, hundreds of people support WFSU by volunteering their time and service to participate in many different types of station events and activities. Some volunteers are even so dedicated to supporting WFSU, that they will come year after year and lend a helping hand each time WFSU recruits for a particular activity. Most frequently, volunteers participate in Membership/Donor directed activities to include WFSU-FM's live on-air pledge drives, which occur three times a year. Other common areas of volunteer participation include working with television production crews and assisting the Education & Outreach Department with various large events/activities hosted for the local community throughout the year. Volunteers are regularly informed of the recruitment opportunities through the WFSU website, social media, e-mail and mail distribution, word-of-mouth, and by the WFSU weekly e-newsletter that is sent out to all members of the station.

During this reporting period, WFSU participated in the following volunteer recruitment events:

- Over 50 volunteers participated in Membership directed activities throughout this period
- The WFSU Education department brought in 57 volunteers throughout the reporting period at various events, the largest event being Be My Neighbor Day in Feb of 2020 that brought in 48 volunteers from various organizations.
- WFSU E-Newsletter: Sent out to 25,000 people via email every week; it includes exciting information about upcoming television/radio programs, educational and community outreach activities, volunteer opportunities, station events, pledge drives, travel club opportunities, and also features a fun new cooking recipe each week.
- Summer Learning Challenge 2020: 1,000 Summer Challenge Backpacks were given out to families in our viewing area with information about WFSU and various programs that we offer, and events that they can be a part of in the future

Initiative Title: Staff Training & Professional Development:

Initiative Description: WFSU offers and supports training opportunities for staff as a means of promoting the professional development and growth of the station's employees. These opportunities build upon the employee's knowledge base and professional skills, allowing them to become more qualified for promotional opportunities and sustain growth in the future.

During this rating period, the WFSU Staff participated in the following professional development opportunities:

- Public Media Women in Leadership Advance Webinar program – 1 employee participated
- NETA Annual Conference 2020 – 4 employees participated
- YoPro Conference in Jan 2020 – 1 employee participated
- NETA Peer Learning Community Retreat in Oct 2019 – 1 employee participated
- Harnessing Your Creativity: Careers in Media and Communication in Feb 2020 – 2 employees were speakers, event brought in about 25 FSU students
- Producing Content While Social Distancing Webinar- 2 employees served as panelists
- Safe Return to Field and Student Productions – 2 employees served as panelists
- Digital Meeting at NPR – 2 employees attended

- NPR Government & Politics Fly-In Meeting – 1 employee attended
- Public Media Business Association Annual Conference – 8 employees attended virtually
- Gates Fax FM Training – 2 employees attended
- PBS Digital Immersion 2020 – 1 employee attended
- Sesame Street in Communities NYC Launch – 2 employees attended
- Molly of Denali Family and Community Learning training – 2 employees attended
- The Florida State University Office of Training and Development offers a variety of training and development classes that are available to all employees throughout the year. WFSU employees are encouraged to attend the training opportunities available through the University with approval from their managers. The type of classes offered cover a variety of different topics including- Financials, Human Resources, Business Transactions, Customer Service Skills, Compliance & Organizational Development, Leadership & Supervisory Development, Diversity & Inclusion, and Personal Development Training. In addition to the individual training courses offered, FSU also offers a certificate training series program. The certificate program is comprised of several courses combined to represent a degree of knowledge and skill within a particular area of work. By completing all of the courses within a chosen series, a participant can earn a certificate for that particular subject group. The following certificates are available for employees to earn: Customer Service Certificate, Frontline Leadership Certificate, Human Resources Department Representative Certificate, Time & Labor Certificate, Sponsored Research Administration Certificate, Financial Representative Certificate, Diversity & Inclusion Certificate, and the Global Partners Certificate. These opportunities are designed to foster the professional growth and development of all staff members at Florida State University.