

**Annual EEO Public File Report  
October 1, 2017 to September 30, 2018  
WSRE (TV), Pensacola, FL  
Pensacola State College**

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations; WSRE (licensed to Pensacola State College Board of Trustees) and is required to be placed in the public inspection files of these stations and posted on their websites.

The information contained in this Report covers the time period beginning **October 1, 2017 to and including September 30, 2018.**

The FCC's 2002 EEO Rule requires that this report contain the following information.

1. A list of all full-time vacancies filled by the Stations(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified/, identified by name, address, contract person, and telephone number);
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Sections 1, 2, and 3 which follow provide the required information:

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**SECTION 1: VACANCY LIST—FULL-TIME JOBS FILLED**

	<b>Job Title</b>	<b>Date Position Opened</b>	<b>Date Position Filled</b>	<b>Number Interviewed</b>	<b>Recruitment Source for Final Hire</b>
1	#2556 Manager, Underwriting and Corporate Support	11/8/2017	2/5/2018	3	PSC Webpage
2	#2576 Administrative Assistant	2/9/2018	3/19/2018	6	PSC Webpage
3	#2601 Database Coordinator	5/10/2018	7/6/2018	3	PSC Webpage

**SECTION 2: RECRUITMENT SOURCES**

<b>Recruitment Source</b>	<b>Positions Listed with Source</b>	<b>Interviewees from Source</b>	<b>Hired</b>
Pensacola State College 1000 College Blvd, Pensacola, FL 32504 <a href="http://www.pensacolastate.edu/employment/fulltimejobs.asp">www.pensacolastate.edu/employment/fulltimejobs.asp</a> Contact Rhonda Likely 850-484-1731- Human Resource website	3 – Manager Underwriting; Admin Assistant; Database Coordinator	9 – 1 Manager Underwriting; 5 Admin Assistant; 3 Database Coordinator	3
WSRE TV 1000 College Blvd, Pensacola, FL 32504 <a href="http://www.wsre.org/about/jobs-internships/">http://www.wsre.org/about/jobs-internships/</a> Contact Laura Shaud 850-484-1231	3 – Manager Underwriting; Admin Assistant; Database Coordinator		
Corporation for Public Broadcasting (CPB) 401 Ninth Street, NW Washington, DC 20004-2129 Jobline <a href="http://www.cpb.org/jobline/">www.cpb.org/jobline/</a> web upload Contact: Carole Mah, <a href="mailto:cmah@cpb.org">cmah@cpb.org</a> , 202-879-9600	1- Manager Underwriting;		
National Educational Telecommunications Association (NETA) 939 South Stadium Road, Columbia, SC 29201 website <a href="http://www.netaonline.org/jobs.htm">http://www.netaonline.org/jobs.htm</a> Contact Maryanne Scheussler 803-978-1579			
Public Broadcasting Service 2100 Crystal Drive Arlington, VA 22202 <a href="http://mypbs.org/Board/forum">mypbs.org/Board/ forum</a> web upload			
Association of Fundraising Professionals	1 - Manager Underwriting;		
EmployFlorida.com <a href="https://www.employflorida.com/jobbanks/">https://www.employflorida.com/jobbanks/</a>	2 - Admin Assistant; Database Coordinator		
Pensacola Chamber of Commerce <a href="http://pensacolachamber.com/partner-services/job-board/open-positions/">http://pensacolachamber.com/partner-services/job-board/open-positions/</a> web upload			
LinkedIn <a href="https://www.linkedin.com/jobs/">https://www.linkedin.com/jobs/</a> web upload			
Indeed.com <a href="http://www.indeed.com">www.indeed.com</a> web upload	1- Admin Assistant		
Greater Public, 401 North 3 <sup>rd</sup> Street, Suite 370, Minneapolis, MN 55401 <a href="https://greaterpublic.org">https://greaterpublic.org</a>			
Current, 6930 Carroll Avenue Suite 350, Takoma Park, MD 20912 <a href="https://Current.org">https://Current.org</a>			
Academic Careers Online, <a href="http://www.adademiccareers.com">http://www.adademiccareers.com</a>	1-Database Coordinator		
Glass Door	2 - Admin Assistant; Database Coordinator		
IHire	1 – Database Coordinator		
Diversity Jobs, <a href="http://diversityjobs.com">http://diversityjobs.com</a>			
Jobs2Careers	1 - Database Coordinator		
SimplyHired	1 – Database Coordinator		
Higher Ed Jobs, <a href="https://www.higheredjobs.com">https://www.higheredjobs.com</a>			
Monster, <a href="https://hiring.monster.com">https://hiring.monster.com</a>			
SBE – Society of Broadcast Engineers, 9102 North Meridian Street, Suite 150, Indianapolis, IN 46260 <a href="http://www.sbe.org">www.sbe.org</a>			
Other – personal/professional contacts		3 – 2 Mgr Underwriting; 1 Admin Assistant	0
<b>Total</b>	<b>17</b>	<b>12</b>	

**SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities**

- 1. Activity:** **Participate in at least four events relating to career opportunities in broadcasting**

**Date:** November 8, 2017 | Robertsdale High School | Station Tour (60 students)  
April 9, 2018 | Brown Barge Middle School Media Class | Station Tour (100 students)  
May 1-2, 2018 | SkillsUSA Competition (50 students)  
July 26, 2018 | PSC KidsCollege | Station Tour (15 students)  
Sept 21, 2018 | Dixon School of Arts & Sciences | Station Tour (12 students)

**Description:** WSRE partnered with PSC recruiters and workforce development staff to organize opportunities for 237 middle and high school students to learn about broadcast careers. Station tours are designed to share the operations of a station and exposure to the workings of the green screen and cameras. The station coordinator designed a handout for all tour guests providing a visual representation and description of career options. In May, WSRE supplied seven (7) judges for four (4) events in the SkillsUSA 2018 competition. The categories were all broadcast/media related: broadcast news production, broadcast radio, cinema, and television production. While 5 judges handled 3 of the categories in the Hagler Auditorium, 2 judges handled the Broadcast News category at WSRE. WSRE's Ted King and James Roy worked with Matt Peschau of Ross Video and Kurt Doster, from SkillsUSA with studio set-up of a news set with a desk, chairs, lights, monitors with graphics, microphones, and SkillsUSA logos in Studio B at the WSRE station. They created anchor supers for the student directors to insert using the downstream key, and selected a video clip to be played from WSRE's video server during the student newscasts. Two student anchors and one student floor manager were in Studio B and communicated with the WSRE control room where a student director called and switched a 3-minute mock newscast. Rowan judged the activity in the studio while King judged the activity in the control room. King helped prepare the scripts in the teleprompter to make sure it was easily readable. Rowan helped Peschau select AP wire copy to be used for news content by the student teams. Judges for radio, cinema and television production included WSRE's Brent Burton and veteran members of WSRE's part-time staff. All judges attended a training session on Day One and judged for varying lengths of time on Day Two. It was a pleasant experience for all seven judges and all expressed a desire to help again next year.
  
- 2. Activity:** **Internship Program to assist community with skills for broadcast employment**

**Date:** Spring January 22, 2018-May 2, 2018

**Description:** WSRE offered two successful internships that provided two Pensacola State College students the opportunity to learn and develop practical skills in broadcasting. The TV Production Assistant internships were supervised by WSRE's Senior Producer/Director. Both interns were welcomed to join the part-time crew at the station upon completing their internship—one of the two chose to accept and enjoys the teleprompter role best.

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**3. Activity: Co-sponsor at least one job fair- substantial participation of women and minorities**

Date: Friday, February 2, 2018

Description: Pensacola State College Student Job Services held PSC's 23rd Annual Multicultural Job Fair in the Amos Studio; open to the public from 9:00am-2:00pm. WSRE ran a :30 spot on the two channels WSRE 23.1 (47 times) and Create 23.3 (135 times) between December 23, 2017 and February 2, 2018 for community awareness.

**4. Activity: Station Personnel Training – for acquiring skills to qualify for higher-level positions**

Date: Ongoing

Description: The following opportunities were completed during the reporting period:

- Lynda.com, ongoing—Digital Arts & Graphics Design Coordinator
- Leadership Pensacola Class Project Facilitator, 2017-2019—Admin Coordinator
- PBS Marketing Advisory Council Member, Dec 2017-Present—Marketing Dir.
- Traffic Advisory Committee (TAC) Member, Present—Traffic Mgr.
- Allegiance Software, Ongoing—Donor Mgr., Database Coordinator
- PBS Digital Voltage Conference, Feb 2018—Multi-media Mgr, Producer/Dir.
- Internal Executive Producer Training for American Creed—Admin Coordinator
- NAB 2018, April 2018—Asst. Engineer, Operations Dir, Traffic Mgr
- PBS Tech Conference, April 2018—Multi-media Mgr, Traffic Mgr, Asst. Engineer.
- President's Leadership Institute—GM, Marketing Director
- PBS Digital Media Training, ongoing—Web Mgr, Donor Services Mgr.
- PBS Annual Meeting, May 2018-- Development Dir., Web Mgr., Education Dir, GM, Admin. Coordinator, Marketing Dir.
- PMBA Annual Conference, June 2018—Business Manager and GM
- Webinar for Board Fundraising, July 2018—Development Dir.
- NAVEX Global Workplace Harassment Training, July-Sept 2018—Full Staff
- PBS's Corporate Support Performance Initiative, Sept 2018—Underwriting Mgr
- Sales Mentoring from Corporate Support at Nine Network—Underwriting Mgr