

WWSB
EEO PUBLIC FILE REPORT
October 1, 2019 to September 30, 2020

I. VACANCY LIST

II. See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Producer	2,3,4,5,6,7,8,21,22,28,29,31	29
MMJ	1,3,4,5,6,7,8,14,21,22,24,28,29,31	29
Producer	3,4,5,6,7,8,22,28,31	31
Editor	1,2,3,4,5,6,7,8,22,28,29,31	29
Executive Producer	1,2,3,4,5,6,7,8,10,21,22,28,30,31	22
Producer	1,2,4,5,6,7,8,21,22,28,29,31	29
Anchor – Evening	3,4,5,6,7,8,10,21,22,28,31	22
TMP	1,2,3,4,5,6,7,8,21,22,25,31	22
Multi Media AE	1,2,3,4,5,6,7,8,10,21,22,25,28,31	25
TMP	1,2,3,4,5,6,7,8,21,22,25,28,31	31
Producer	1,2,3,4,5,6,7,8,10,21,22,28,31	31
Digital Content Manager	1,2,3,4,5,6,7,8,10,21,22,28,29,31	29
Asst News Director	4,5,6,7,8,21,22,28,31	22
Account Executive	1,2,3,4,5,6,7,8,10,21,22,28,31	22
Meteorologist/MMJ	1,2,3,4,5,6,7,8,22,28,31	31
TMP	1,4,5,6,7,8,10,22,25,28,32	22
Account Executive (MM)	1,2,3,4,5,6,7,8,10,21,23,28,31,32	23
Producer	1,2,4,5,6,7,8,9,10,15,16,21,22,28,32	22

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II. MASTER RECRUITMENT SOURCE LIST

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 hoffmana@manateeschools.net meyersm@manateeschools.net	N	1
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	

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10	Coastal Carolina University https://app.joinhandshake.com	N	
11	University of Michigan https://app.joinhandshake.com	N	
12	Loyola University, New Orleans https://app.joinhandshake.com	N	
13	University of North Carolina, Chapel Hill https://app.joinhandshake.com	N	
14	AAJA (Asian American Journalist Association) https://www.aaja.org	N	
15	Indeed (scrape) https://www.indeed.jobs	N	
16	LinkedIn (scrape) https://www.linkedin.com	N	
17	NAHJ (National Association of Hispanic/Juju) https://nahj.org	N	
18	NAJA (National American Journalists Association) https://najanewsroom.com	N	
19	602 Communications Sandy Lizik Slizik602@gmail.com	N	
20	Spots 'n Dots G McKay ads@spotsndots.com	N	
21	TV Jobs https://www.tvjobs.com	N	
22	Gray Television/SNAG https://gray.tv/careers	N	42
23	TV News Check Paul Greeley paul@newscheckmedia.com	N	

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24	Raycom Media career website Montgomery, AL https://careers-raycommedia.icims.com	N	
25	WWSB Television career website Sarasota, FL https://www.mysuncoast.com	N	10
26	WTLX Television career website Tallahassee, FL http://www.wtlx.com	N	
27	Job Fairs (University of FL)	N	3
28	Job of the Day (scheduled on WWSB on air)	N	
29	Referrals/Internal	N	10
30	Rick Gevers	N	1
31	Other sites scrape postings (ie Indeed/LinkedIn/Hire Right..)	N	29
32	State College of Florida Sarasota Manatee https://app.joinhandshake.com	N	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			96

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Mentoring Sarasota Christian's Blazer School News Team	<p>WWSB's Director of Sales provided an in-depth tour of the station and studio.</p> <p>In October 2019, WWSB anchors, reporters and production staff provided the students with techniques that are used in producing a newscast. Staff outlined the skills and educational goals that are needed when considering a career in the broadcast field.</p> <p>The middle school Blazer News team exhibited their skills that they gained from the experience at WWSB through a Youtube video of their school newscast – https://youtu.be/xhSnWnuRjoy</p>
2	Station Tour for Ringling College of Arts and Design	<p>On October 23, 2019 seventeen students from Ringling College of Arts and Design were given a tour of WWSB station. Students interacted in discussions regarding the various job opportunities and educational requirements that would be required in the field of media broadcast. In addition to the the News department, career discussions involved the Engineering, Marketing and Sales departments.</p>
3	Participation in USF Patriots Job Fair	<p>The Job Fair on November 12, 2019 at USF Sarasota-Manatee campus was provided for job applicants within the community who were veterans looking for employment. WWSB was among fifty employers in attendance.</p> <p>WWSB's HR Manager and Marketing Administrator provided information regarding the open positions at WWSB to the participants at the job fair.</p>

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4	Job and Career Fair participation at Venice Area Chamber of Commerce	<p>November 13, 2019, the CareerSource Suncoast and Sarasota County conducted a Job and Career Fair free to the public seeking employment opportunities.</p> <p>WWSB's Local Sales Manger and Sales Success Manager attended the Job Fair and provided the participants with information regarding the current job openings at WWSB television station.</p>
5	Group tour from the Isles on Palmer Ranch	<p>WWSB provided a station tour on January 13, 2020 for a group of eighteen adults.</p> <p>The tour provided an operational view of the station with the guide thought the newsroom, production control and news studio.</p> <p>The Marketing Director and on hand staff of reporters, producers and anchors provided discussion with the group about the evolving role of the media. The discussion included the career paths that are needed for these positions along with the technology transitions and the educational preparedness needed for the combined role of Master Control Operators and News Production into new roles as Technical Media Producers.</p>
6	Jr Leadership Manatee Class 2019/20	<p>January 20, 2020 the Jr Leadership Manatee Class 2019/20 conducted a Media Day. They visited a list of media outlets within the Suncoast area. WWSB was a host for the High School Juniors that participated int the event.</p> <p>The group of 39 students were given a tour and WWSB staff members were available to answer questions relating to the station's production of newscasts and the career paths available to work in the field of journalism media platforms.</p>

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7	EEO Outreach On Air Promo	<p>“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”</p>
8	Diversity Training by Gray Management	<p>July 9 - August 4, 2020 – our General Manager participated in a training series “Foundations in Diversity, Equity and Inclusion” from Adaway Consulting, a program developed for Gray Television. Item covered in this training include: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gendered language, race, class and ability, how to apologize effectively.</p>

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