Central Florida Public Media

**WMFE-FM, Orlando, FL**
**WMFV(FM), Cedar Creek, FL**
**(WMFE/WMFV)**

# Annual EEO Public File Report
## for the period of:
September 22, 2023 – September 21, 2024

| Full-Time Vacancies Filled |
|---|
| Program Host |
| Senior Producer |
| Member Services Coordinator |
| |

Recruitment Sources that referred the people interviewed for all full-time positions:

| RECRUITMENT SOURCE | NUMBER INTERVIEWED |
|---|---|
| Internal Candidate | 3 |
| LinkedIn | 22 |
| Indeed | 1 |
| NPR Friend (Employee referral) | 3 |
| CPB | 5 |
| WMFE/WMFV Website | 2 |
| AppleOne Staffing | 2 |
| John Barth | 1 |
| | |

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# REPORT OF FULL-TIME JOB VACANCY FILLED

| JOB TITLE | PROGRAM HOST |
|---|---|
| Station Unit | WMFE-FM/WMFV |
| Date Filled | 11/27/2023 |
| Recruitment Source Referring Person Hired | Linkedin |
| Total # of Interviewees | 18 |
| Referral Sources for Interviewees | Internal Candidate – 3<br>LinkedIn – 8<br>Indeed – 1<br>CPB – 4<br>NPR Friends+ (employee referral) – 1<br>WMFE/WMFV Website - 1 |

## Recruitment Sources Used

| | |
|---|---|
| LinkedIn.com | WMFE/WMFV Website |
| Corporation for Public Broadcasting (CPB) | East Orlando Chamber of Commerce |
| Indeed.com | Ramp247.com Article |
| NPR Friends+ (employee referral) | Public Media Jobs (Current) |
| National Association of Black Journalists (NABJ) | National Association of Hispanic Journalists (NAHJ) |
| African American Chamber of Commerce – Metro Orlando | Hispanic Chamber of Commerce – Metro Orlando |
| WMFE Community Advisory Board | |

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# REPORT OF FULL-TIME JOB VACANCY FILLED

| | |
|---|---|
| **JOB TITLE** | **SENIOR PRODUCER** |
| Station Unit | WMFE-FM/WMFV |
| Date Filled | 1/3/2024 |
| Recruitment Source Referring Person Hired | LinkedIn |
| Total # of Interviewees | 9 |
| Referral Sources for Interviewees | LinkedIn – 4<br>Employee referral – 2<br>John Barth – 1<br>CPB – 1<br>WMFE/WMFV Website - 1 |

## Recruitment Sources Used

| | |
|---|---|
| LinkedIn.com | WMFE/WMFV Website |
| Corporation for Public Broadcasting (CPB) | East Orlando Chamber of Commerce |
| Indeed.com | Ramp247.com Article |
| WMFE Community Advisory Board | Public Media Jobs (Current) |
| National Association of Black Journalists (NABJ) | National Association of Hispanic Journalists (NAHJ) |
| African American Chamber of Commerce – Metro Orlando | Hispanic Chamber of Commerce – Metro Orlando |
| John Barth | |

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# REPORT OF FULL-TIME JOB VACANCY FILLED

| | |
|---|---|
| **JOB TITLE** | **MEMBER SERVICES COORDINATOR** |
| Station Unit | WMFE-FM/WMFV |
| Date Filled | 9/2/2024 |
| Recruitment Source Referring Person Hired | AppleOne Staffing |
| Total # of Interviewees | 12 |
| Referral Sources for Interviewees | LinkedIn – 10<br>AppleOne Staffing – 2 |

## Recruitment Sources Used

| | |
|---|---|
| LinkedIn.com | WMFE/WMFV Website |
| Indeed.com | AppleOne Staffing |
| Edyth Bush Institute | |

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# Master Recruitment Source Contact Information

## Internet Websites

| RECRUITMENT SOURCE |
|---|
| WMFE/WMFV Website<br>www.wmfe.org<br>Telephone: 407-273-2300 |
| Corporation for Public Broadcasting<br>Telephone: 202-879-9600<br>http://stations.cpb.org/jobline/ |
| Linkedin<br>www.linkedin.com |
| Indeed<br>www.indeed.com |
| Public Media Jobs<br>jobs.current.org |
| National Association of Black Journalists<br>nabj.org |
| National Association of Hispanic Journalists<br>nahj.org |
| Article referencing 2 open positions – Interview with Audio Content Director<br>Ramp247.com |

## E-mail/Phone/Internet

| RECRUITMENT SOURCE |
|---|
| Hispanic Chamber of Commerce<br>One Landmark Center<br>315 E. Robinson Street, Suite 365<br>Orlando, FL 32801<br>407-428-5870<br>Hispanicchamberorlando.com |
| African American Chamber of Commerce<br>3201 E Colonial Dr #20<br>Orlando, FL 32803<br>407-420-4870<br>Blackcommerce.org |
| Hispanic Chamber of Commerce<br>3201 E Colonial Dr a20<br>Orlando, FL 32803 |

| |
|---|
| 407-428-5870<br>Hispanicchamber.com |
| East Orlando Chamber of Commerce<br>12301 Lake Underhill Rd #245<br>Orlando, FL 32828<br>407-277-5951<br>www.eocc.org |
| Edyth Bush Institute<br>200 New England Ave<br>Winter Park, FL 32789<br>(407) 975-6414<br>www.ebi.rollins.edu |
| John Barth<br>News Content and Leadership Consulting/Recruiting<br>Phone: (973) 219-6533<br>Email: barthig@gmail.com |

## Other Sources

| **RECRUITMENT SOURCE** |
|---|
| |
| WMFE/WMFV News (in-house e-mail system – Internal Candidates)<br>Telephone: 407-273-2300 |
| WMFE Community Advisory Board |

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OUTREACH INITIATIVES
for
9/22/23 – 9/21/24

WMFE/WMFV has successfully initiated and completed the following outreach initiatives during this reporting period:

## INTERNSHIP PROGRAM

The Orlando area has a wealth of students to draw from for our internship program – UCF, Full Sail University, Florida Institute of Technology and various community colleges and high schools. Interns have provided a stable source for assistance to WMFE/WMFV news staff. This year WMFE/WMFV utilized six interns in the Radio News Department. Five students were from UCF and one was from FIT this fiscal year. The breakdown by half year is as follows: 2 from the 1st half of the year (Oct 2023 – Mar 2024) and 4 from the 2nd half of the year (Apr – Sept 2024).

## PROVIDING TRAINING TO MANAGEMENT LEVEL PERSONNEL AS TO METHODS OF ENSURING EQUAL EMPLOYMENT OPPORTUNITY AND PREVENTING DISCRIMINATION

All employees, completed the Preventing Harassment and Discrimination training provided by the CPB (training was released in May 2024 to be completed no later than Sep 2024).

The Director of Finance and Administration participated in training webinars presented by NAB, Withum, PMBA, AAIM, and other sources covering the following topics designed to ensure equal employment and prevent discrimination:

- HR Elements – Employment Process (Jan 2024)
- How DEI can Engage Communities (Mar 2024)
- HR Roundtable – Cultural Demands (Apr 2024)
- CPB – Fostering Civil Dialogue and Community Engagement (May 2024)
- Breaking Down Barriers – PMBA Conference (May 2024)

All staff participated in two DEIB training sessions:

- DEIB Refresh and “Difficult Discussions” (Mar 2024)
- “Intent vs Impact” (Jun 2024)

## OTHER ACTIVITIES

Throughout plan year 2023 – 2024, WMFE/WMFV provided voice training mentoring to news staff.

WMFE/WMFV participates in the “Sounds of Central Florida”, a partnership with the UCF Nicholson School of Communication and Media, working with multiple journalism students on story ideas, some of which are aired on the station. Focus is also on what is it like to work in this industry.

In the 2nd and 3rd quarter of 2024, the News and Asst News Director spoke at several universities in the area about the Emerging News Fellowship Program.

On July 31 2024, 2 WMFE reporters spoke to youth attendees at the New Image Youth Center about careers in journalism.

In August 2024, WMFE/WMFV started a position (1 year) for the Emerging News Fellowship program.