

WJCT TV-FM: Jacksonville, Florida
 ANNUAL EEO PUBLIC FILE REPORT
 September 30, 2023 – September 30, 2024

Station(s): **WJCT TV-FM/JAX**
PBS – WJCT News 89.9

Community of License:
Jacksonville, FL

Reporting Period:
9/30/2023 – 9/30/2024

No. of Full-time Employees: **(65) Full-Time Employees**
 Small Market Exemption: **N/A**

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES:

<p><i>Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.</i></p>	<ol style="list-style-type: none"> 1. Jacksonville Talent Showcase 2. 2024 Virtual Education/Career Source Hiring 3. University of North Florida Hiring Event 4. Duval County School Employment Fair 5. Edward Water University Career Fair 6. DCPS Technical Job Fair 7. FSCJ Virtual Career Fair 8. Jacksonville University Job Fair
<p><i>Community Partnerships/Collaborations</i></p>	<p>WJCT Public Media Inc. proactively collaborates with a variety of community partners throughout the Jacksonville area to promote promising job search initiatives. In doing such, interested candidates have connected with eager community leaders that are proactively seeking new talent. As a result, candidates have been invited to participate, and interview on the spot for employment opportunities.</p>
<p><i>Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.</i></p>	<p>During the 2023-2024 fiscal year, WJCT Public Media Inc. has remained committed to supporting local Job and Career fairs throughout North Florida. By promoting employment and career-based events, we can extend internships and entry-level opportunities to graduating college senior in the field of Journalism, Broadcasting, Human Resource, Studio & Event Productions, Accounting, Special Projects, Radio, Television Operations and Business. Our unique employment opportunities promote diversity, equality and inclusion within the workplace.</p>

<p><i>Participated in at least 4 events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, w/career days, workshops, and similar activities.</i></p>	<p>WJCT considers itself a community resource and serves the Jacksonville region in many ways. In 2023-24, the Sr. Human Resource Director attended the following training, workshops, and day seminars to help promote the recruitment, community efficacy, and organization outreach:</p> <p><u>WJCT’s HR Director participated in the following Training in 2023-2024:</u></p> <ol style="list-style-type: none"> 1. SHRM: Monthly Human Resource Training Sessions 2. 2024 Empowering Women to Wellness 3. 2024 Generation “W” Convention 4. Fostering Effective Communication Seminar 5. CPB Preventing Harassment and Discrimination: Gateway Course 2024 6. 2024 WJCT Employment Resource Fair 7. 2024 Constangy, Brooks, Smith & Prophete, LLP Annual Conference: Labor and Employment Law Workshop 8. “Building the Case” – Workplace Culture Enhancement Training <p><u>Advertisement:</u></p> <p>WJCT Public Media Inc. airs a 30-second spot three times weekly, reinforcing our commitment to being an Equal Opportunity and Equal Access Employer. During the 30-second spots, the organization ensures its commitment to all listeners and viewers - that fairness and equality are a part of the organization's “Best Practices”. Extending rights and respect to all applications, interns, and all active employees throughout the workforce community.</p> <p><u>Station Tours</u></p> <p>WJCT Public Media Inc. provides station tours to interested individuals and groups from the community upon request. During the visit, team members will share station history, a walking tour of the production areas, and general information about employment, internship, and volunteerism.</p> <p><u>Be My Neighbor Day</u></p> <p>WJCT Public Media Inc. proudly hosts an annual Fred Rogers event titled: “Be My Neighbor Day”. The event is held during the summer months at the local station. A member of the WJCT Public Media Human Resources team is available to answer questions about job opportunities and internships from the event participants. Applications and resumes are accepted during this event.</p>
---	---

<p><i>Established an internship program designed to assist members of the community in acquiring skills needed for broadcast employment.</i></p>	<p>WJCT Public Media Inc. works closely with local colleges and universities and occasionally high schools to provide hands-on experience for students to gain knowledge and continued learning in the fields of Journalism, Communications, Art & Culture, Radio, TV, Accounting, Business, Marketing, Production, and Human Resources.</p>
<p><i>Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).</i></p>	<p>WJCT Public Media Inc. strives to continuously enhance and improve our outreach efforts. In doing so, WJCT Public Media Inc. updates its company website on an ongoing basis, providing notifications for employment or internship opportunities. Information about Employment Services can be found on https://wjct.org/employment/</p>
<p><i>Participated in scholarship programs designed to assist students interested in pursuing a career in broadcasting.</i></p>	<p>At present, WJCT Public Media Inc. does not participate or assist in any scholarship endeavors. However, we openly provide internships and continuing educational opportunities to individuals seeking college fellowships.</p>
<p><i>Established training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.</i></p>	<p>WJCT Public Media Inc. offers its employees, both full-time and part-time, specialized training through New Horizon Learning Center. The New Horizon Learning Center provides computer training in management fundamentals, Microsoft Office and network certification.</p>
<p><i>Established a mentoring program for station personnel.</i></p>	<p>WJCT Public Media Inc. has participated in the Eckerd Workforce Development Program. This community-based training program partners with WJCT Public Media Inc. to provide employment assistance for at-risk minority youth and young adults.</p>
<p><i>Sponsored at least 2 events in the community designed to inform and educate the public as to employment opportunities in broadcasting.</i></p>	<ol style="list-style-type: none"> 1. WJCT Community Sponsored “Lunch and Learn” Event 2. JME (Jacksonville Music Experience) 3. KHA Education Starts Program (<i>New Education Outreach Program</i>) 4. TEACH 5. WJCT local Art and Culture Initiatives 6. Fred Rogers-Sweater Drive 7. DCPS Employment Initiatives
<p><i>Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.</i></p>	<p>Current Openings: None Filled Positions:</p> <ul style="list-style-type: none"> • Director of Podcast • Director of Education • Executive Producer/Host First Coast Connect
<p><i>Assisted unaffiliated non-profit entities in maintaining websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting</i></p>	<p>WJCT Public Media does not hold any affiliations with any outside entities for website development or technical assistance.</p>

<p><i>Provided training to management-level personnel on methods of ensuring equal employment opportunity and preventing discrimination.</i></p>	<p>WJCT required that all active employees undergo “Preventing Harassment & Discrimination: Gateway Training”. The course was an essential tool to build knowledge and understanding of what is needed in the workplace to build a culture of dignity, respect, and tolerance. The course features interactive videos, viewer engagement scoring, and an episode-based format that keeps viewers interested and engaged.</p> <p>In Addition, all members of leadership and management have successfully participated and completed “Labor Relations/Employment Law” training in person. The training was held at WJCT Public Media and facilitated by a Labor Attorney from the local firm, Constangy, Brooks & Smith LLC.</p>
<p><i>Provided training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.</i></p>	<p>Our VP & COO of JCT Services, who by trade are engineers, participate in a Career Day platform at Florida State College Jacksonville. The career discussions host students interested in the field of engineering and broadcasting.</p>
<p><i>Participated in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.</i></p>	<p>During the reporting period, the WJCT Human Resource Director has effectively offered training to management and non-management team members on policies and station best practices to ensure Equal Opportunity hiring and discrimination prevention. All staff upon hire are given an Employee Handbook. Post-hire, employees undergo “New Hire Orientation” with the Human Resource Director. At such time the new team member receives a one-on-one overview of the station's policies and stance in such areas as Equal Opportunity Employment, Business Ethics, Harassment and Discrimination Prevention, Professional Development Opportunities, Continued Education, Community Involvement, Training opportunities, Drug-Free Work Environments, Diversity in the Workplace and Career Pathing. “Career Pathing” enables an employee to further their career here at the station should they desire to experience upward occupational mobility.</p> <p>During the New Hire Orientation, new employees are encouraged to take advantage of the resources at the station and within the community to promote Inclusion, Diversity, and Equality in the workplace as it relates to Broadcasting and News. Once the employee meets the probationary period expectations, all WJCT employees are afforded individual counseling from their Human Resource Director and their Management team, should they desire to prepare for a new role, seek on-the-job training, or apply for a posted opportunity here at WJCT. WJCT Job Openings are posted regularly on https://wjct.org/employment/</p>

LIST OF POSITIONS FILLED

DATE OF HIRE	NO. OF POSITIONS/JOB TITLES:	SOURCES NOTIFIED	RECRUITMENT SOURCE REFERRING HIRE
06/05/2024	(1) Director of Podcast	1, 3, 9	9
10/30/2023	(1) Executive Producer/Host FCC	1, 3, 22,	3
05/28/2024	(1) Educational Coordinator	1, 3, 22, 5	3, 22
03/01/2024	(2) Reporter	1, 3, 22	22
05/20/2024	Reporter	1, 9	1
09/03/2024	(1) Sales/Corporate Marketing Representative	1, 3, 11, 22	1, 3, 22
08/26/2024	(1) Director of Education	1, 3, 22	1, 3
01/25/2024	(2) PT Crew Member	22	22
07/08/2024	PT Crew Member	22	22
05/20/2024	(1) Associate Producer	1, 3	22,3

INTERVIEWEE REFERRAL SOURCE SUMMARY

NO. OF POSITIONS/JOB TITLES:	RECRUITMENT SOURCES REFERRING INTERVIEWEES DURING THE REPORTING PERIOD	Number of Persons Interviewed that the Source Referred
(1) Director of Podcast	Position 1:3	5
(1) Executive Producer/Host FCC	Position 1:3	3
(1) Educational Coordinator	Position 1:	4
(2) Reporter	Position 1:1	2
Reporter	Position 2:3	3
(1) Sales/Corporate Marketing Representative	Position 1:3	5
(1) Director of Education	Position 1:3	6
(2) PT Crew Member	Position 1:22	1
PT Crew Member	Position	2
(1) Associate Producer	Position 1:3	5

Current Openings:

Open Positions	Number of Openings	Closing Dates
None	None	N/A

RECRUITING SOURCES USED

REFERRAL SOURCE	*	ADDRESS/CONTACT # OF SOURCE	CONTACT PERSON AT SOURCE	E-MAIL ADDRESS OF SOURCE
1. WJCT Website/Job-line (Employment Section)	N	100 Festival Park Dr Jax, FL 32202 904-357-5684	N/A	Wjct.org
2. Snag-a-job	N		N/A	Snagajob.com
3. Indeed, Job Site	N		N/A	Indeed.com
4. Journalism Jobs	N		N/A	Journalism.com
5. Association of Fundraising Professionals FL, First Coast Chapter	N	P.O. Box 43024 Jacksonville, FL 32203-3024	Julie Hart	afpfirstcoast@yahoo.com
6. National Association of Black Journalist	N	1100 Knight Hall, Suite 3101 College Park, Maryland 20742	N/A	https://nabjonline.org/
7. National Association of Hispanic Journalist	N		N/A	https://nahj.org/
8. TV Jobs.com	N	Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052	N/A	https://www.tvjobs.com/
9. LinkedIn Job Site	N	1000 W. Maude Ave Sunnyvale, CA	N/A	https://www.linkedin.com
10. Institute for Non-profit News (INN)		714 W. Olympic Blvd. #929 Los Angeles, CA 90015 info@inn.org	N/A	http://info@inn.org
11. Corporation for Public Broadcasting (CPB)	N	401 9 th St. NW Washington, DC 20004	N/A	https://www.cpb.org/
12. Flagler College (Handshake)	N		N/A	https://app.joinhandshake.com/
13. Florida State College Jacksonville (Handshake)	N		N/A	https://app.joinhandshake.com/
14. University of North Florida (Handshake)	N		N/A	https://app.joinhandshake.com/

15. Jacksonville University (Handshake)	N		N/A	https://app.joinhandshake.com/
16. Eckerd.org	N	40 E Adams St, Jacksonville, FL 32202	India Grant Angie G.	https://eckerd.org/workforce-development/programs/florida/work-jax/
17. Jobs. Jacksonville.com -The Diversity Network -The Disability Network -The Veterans Network	N		N/A	https://jobs.jacksonville.com
18. Employ Florida Vets	N	DEO Help Desk - Email and Phone Contact FL Phone: 800-438- 4128 Email: CustomerInfoCenter @deo.myflorida.com	N/A	https://veteran.employflorida.com/
19. Cultural Council of Greater Jacksonville	N	40 E Adams Street Jacksonville, FL 32202	Patrick Fischer	https://www.culturalcouncil.org/
19. Edward Waters Univ	N	1658 Kings Rd, Jacksonville, FL 32209 (904) 470-8000	Queen S. Ofori	https://www.ewc.edu/
21. Career Source, Jax, FL. Northside Location	N	215 N Market St #340, Jacksonville, FL 32202	N/A	https://careersourceflorida.com/
22. Internal/External Referral/Word of Mouth	N	100 Festival Park Dr Jax, FL 32202 904-357-5684	N/A	WJCT.org
23. Zip Recruiter	N	Customer Service (877) 252-1062	N/A	https://www.ziprecruiter.com/