

EEO Public File Report

Period Ending 9/30/2021

Recruitment Source List

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BETHUNE COOKMAN COLLEGE
640 DR. MARY MCLEOD BETHUNE
BLVD.
DAYTONA BEACH, FL 32114
904-255-1401

BROWARD COLLEGE
CAREER CENTER - BLDG. 46/RM 237
1000 COCONUT CREEK BLVD.
COCONUT CREEK, FL 33066
(954) 201-2272

BETTY GRADERA
CAMACOL LATIN
CHAMBER/COMMERCE
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MIAMI, FL 33135
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bettyg@camacol.org

CAREERSOURCE SOUTH FLORIDA
NORTH MIAMI BEACH
CAREER CENTER
801 NE 167 STREET
NORTH MIAMI BEACH, FL 33162
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CAREERSOURCE SOUTH FLORIDA
HIALEAH
CAREER CENTER
240 EAST 1ST AVE, SUITE 222
HIALEAH, FL 33010
305-883-6925

CAREERSOURCE
NORTHSIDE
CAREER CENTER
DIV/WORKFORCE & EMP OPS (WEO)
7900 NW 27 AVE, SUITE 200
MIAMI, FL 33147
(305) 693-2060

CARLOS ALBIZU UNIVERISTY
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2173 NORTHWEST 99th AVENUE
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CAROL ROBINSON
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(202) 879-9600
www.cpb.org

FLORIDA A&M UNIVERSITY
CAREER CENTER
100 STUDENT UNION PLZ
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(850) 599-3700

FLORIDA ASSOCIATION OF
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FLORIDA ATLANTIC UNIVERSITY
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FLORIDA TECHNICAL COLLEGE
CAREER SERVICES
12689 CHALLENGER PKWY, #130
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GOODWILL INDUSTRIES
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1101 NORTH HIGHLAND STREET
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GIGI MARSHALL, JOB POSTINGS
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LELA JORDAN
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YOUTH CO-OP, INC.
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SOUTH FLORIDA PBS, INC.
BOARD OF DIRECTORS
Total of 23

REQUESTS FROM MEMBERS OF THE
COMMUNITY:

ksoffia74@yahoo.com

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maxine@martellinnovation.com

The above Recruitment Source List is continually modified/updated in order to ensure wide dissemination of information concerning our open positions and includes all organizations who have requested inclusion on this list. On a regular basis, each Recruitment Source is contacted to verify contact name, address, phone, fax and e-mail address to determine the best method for notification of our open positions.

In addition, a notice appears on our website, under Careers on both WPBT and WXEL, publicizing notification requirements and providing contact information for organizations or individuals interested in receiving open position notifications. Additionally, a 45-second on-air announcement detailing this information airs three times per week on both WPBT and WXEL.

Full Time Job Vacancy Summaries
October 1, 2020 – September 30, 2021

Job Title: **Staff Accountant**

Date Opened: 1/17/2020

Date Filled: 5/25/2021

Referral Source of Hire: Agency Referral -
Accountemps

Total # of Interviewees: 5

Recruitment Sources of Interviewees

Indeed.com

Agency Referral -Accountemps

SFPBS Website

Indeed.com

Indeed.com

Total number of interviewees for all positions: 5

Total number of interviewees referred from each recruitment source:

Agency Referral - Accountemps 1

SFPBS Website 1

Indeed.com 3

A copy of each of the foregoing vacancies was provided to each source on the Recruitment Source List.

Additional recruitment sources used for interviews not listed in the Recruitment Source List are as follows:

Indeed.com

Twitter

Handshake Website

CPB Jobline

LinkedIn

Facebook

Supplemental Initiative Descriptions

Initiative Title: Internship Program

Description of Initiative: The station has had a program of developing relationships with colleges/universities that provide intern candidates for many years. In lieu of compensation, these candidates receive college course credit for their semester program participation in the internship program. Our program provides the opportunity for comprehensive hands-on experience in all facets of broadcasting including broadcasting/journalism, production/programming, advertising/promotion and graphic design. Following is a list of those educational institutions from which interns have been recruited:

Ai Miami International University of Art & Design, Miami, FL
Barry University, Miami, FL
Brandeis University, Waltham, MA
Broward College, Coconut Creek, FL
Carlos Albizu University, Miami, FL
Center of Cinematography Arts & Television, North Miami, FL
City College, Ft. Lauderdale, FL
Connecticut School of Broadcasting, Davie, FL
Dillard Center for the Arts, Fort Lauderdale, FL
Eastern Illinois, Charleston, IL
Florida A&M University, Tallahassee, FL
Florida Atlantic University, Boca Raton, FL
Florida Gulf Coast University, Ft. Myers, FL
Florida International University, North Miami, FL
Florida Memorial University, Miami, FL
Florida State University, Tallahassee, FL
Full Sail Real World, Orlando, FL
Johnson & Wales University, North Miami, FL
Jones College, Miami, FL
Loyola Marymount University, Los Angeles, CA
Lynn University, Boca Raton, FL
Miami Country Day, Miami Shores, FL
Miami Dade College, Miami, FL
Miami Lakes Technical Center, Miami Lakes, FL
Northwestern University, Evanston, IL
Nova Southeastern University, Ft. Lauderdale, FL
Olivet Nazarene University, Bourbonnais, Illinois
Palm Beach State College, Palm Beach, FL
Southern Illinois University, Carbondale, IL
St. Thomas University, Miami, FL
SUNY Purchase, Harrison, NY
University of Alabama, Tuscaloosa, AL
University of Central Florida, Orlando FL
University of Illinois, Chicago, IL
University of Florida, Gainesville, FL
University of Miami, Coral Gables, FL
University of Maryland, College Park, MD
University of Mississippi, Oxford, MS
University of North Florida, Jacksonville, FL

University of Tampa, Tampa, FL
University of Virginia, Charlottesville, VA

The following is a list of the departments/divisions in which interns were used for fall semester 2020 and spring, summer and fall semesters of 2021:

Fall/Winter 2020

John Douglas	University of Mississippi	Communications
Genesis King	Miami Dade College	Content - KidVision

Spring 2021

Emily Rivera	FIU	Content - YSF & Filmmaker
Vanessa Alvarez de la Campa	FIU	Content - Art Loft
Mathew Messa	FIU	Content - YSF & Filmmaker
Harnaja Pitts	Barry University	Content - Check, Please!

Summer 2021

Sabrina Laggan	FSU	Communications
Narjis Mzibri	Olivet Nazarene	Communications
Estefania Salinas	UM	Content – Your South Florida
Victoria Scott	UM	Content – Your South Florida
Isaac Gomez	FIU	Content - Your South Florida

Fall 2021

Nicole Lee	FSU	Content - KidVision
Daniela Fleischer	NSU	Communications
Jalissa Rivera	NSU	Communications
Laura Rodriguez	FAU	Communications
Charlie Papadopolous	SUNY	Content - KidVision
Emma Saunders	FAU	Communications

(YSF = Your South Florida)

In addition, our Communications department participated in a two-week Virtual College Fair event sponsored by Tribune Publishing. This was a national event and took place from March 4 – March 20, 2021. Along with available internship information, promotional videos were utilized to educate the students on SFPBS programming in hopes of recruiting interns.

Initiative Title: Job/Career Fairs

Description of Initiative: Human Resources representatives, who are responsible for the recruitment efforts for open positions at WPBT, WXEL or WURH and make hiring recommendations, attended the following job/career fairs during this reporting period:

-SUNY Purchase Virtual Job & Internship Fair, March 24, 2021

-Florida Atlantic University Virtual Job & Internship Fair, September 9, 2021

At these job fairs information was provided on available positions in addition to information relative to future opportunities to students. In addition, general station and broadcasting career information as well as information on internship opportunities are provided.

Attendance at two additional job/career fairs for the period ending September 30, 2020 is described in last year's report, meeting the required number of job fairs (4) in the two year term.

Initiative Title: PBS Newshour Student Reporting Labs Gwen Ifill Fellowship

South Florida PBS, Inc. serves as a mentor to local high schools involved in the PBS Newshour Student Reporting Labs initiative. This initiative hopes to build the next generation of public media journalists by connecting "students with a network of public broadcasting mentors, an innovative journalism curriculum and an online collaborative space to develop digital media, critical thinking and communications skills while producing original news reports."

In May 2021, we were approached by NewsHour Productions inquiring whether we would be interested in mentoring a Gwen Ifill Fellow either in person, remote and/or hybrid. This fellowship is in connection with the CPB funded PBS NewsHour Student Reporting Labs project, whose mission is to create a pipeline of talent within public media. We agreed and were approved to mentor and support Delta Flores as a 2021 Gwen Ifill Fellow.

During the summer of 2021, Delta Flores participated, remotely, as a youth reporter with the SRL. The goal of the project is to produce a story for digital, social, and possibly broadcast interstitial.

Delta participated in a number of socially distanced field shoots with us, including multiple days covering the emergence of young protestors rallying in the streets of Miami in support of the calls for change in Cuba. Delta interviewed young people at the various rallies we attended on Calle Ocho, and she used those interviews and an interview with the FIU Cuban Research Institute to craft a package that was broadcast on the PBS Newshour on Sunday, August 8, 2021.

Below is a link to the Cuba piece:

<https://www.pbs.org/video/cuban-protests-find-youth-allies-in-little-havana-miami-1628444739/>

In addition, Melissa Harmon, Director of Production, participated in a webinar with NETA on September 28, 2021 to let other stations know how they can engage with Student Reporting Labs this school year. She spoke about the importance of youth media and her work with SRL and how South Florida PBS thinks about our engagement with young people through the SRL.

Other Engagement with Schools and Community

April 8, 2021 -Alexa Elliot, Manager, Science & Environmental Content was a guest speaker in an Environmental Media Senior Capstone class at the University of Colorado, Boulder, taught by Cassandra Brooks, Ph. D. 25 students attended the talk and they learned about how our program Changing Seas, is produced and why.

March 26, 2021 – Alexa Elliot, Manager, Science & Environmental Content was part of a Zoom session with a third-grade class from the American School in Ecuador (Fundación Colegio Americano de Quito). Alexa spoke to the children about Humboldt penguins as they are learning all about animals, habitats, and human impacts.

Initiative Title: Employee Training

Sexual Harassment/Discrimination Training

South Florida PBS, Inc. continues its commitment to a workplace free from any form of discrimination and/or harassment. We conduct mandatory sexual harassment and discrimination training for all staff and interns annually.

In May 2019 we rolled out our current training model which utilizes an online compliance training company, Triliant, through which we have contracted for online Anti-Harassment and Anti-Discrimination training courses.

Each online course is comprised of bite-sized episodes presented in a Netflix-style news format. Episodes feature interactive videos that challenge employees to decide on the best approach to difficult, realistic work situations illustrating the different types of behavior that constitute sexual harassment such as unwelcome sexual advances, requests for sexual favors and other verbal or physical harassment of a sexual nature. Employee also learn about sexual harassment outside the workplace, consensual relationships and how to identify a “hostile work environment” and “quid pro quo” as defined by the Equal Employment Opportunity Commission (EEOC). The course also provides information on the corporation’s Workplace Respect and Complaint Procedures policies. The courses conclude with a question/answer session and a post training quiz.

Staff who supervise other employees were required to complete a 60-minute online course and staff that do not supervise others were required to complete a 30-minute online course. Staff were given 30 days to comply and complete the online course. We were able to track and follow up with staff in order to ensure 100% participation.

As new staff are hired, they are required to complete this online training course as part of their new hire orientation program.

KnowBe4 - Cyber Security Awareness Training

“Cybersecurity failures are at an all time high. With ransomware incidents, data breaches and data leaks, organizations need a comprehensive security awareness program which brings security programs an additional layer of security – the human layer” (Mikko Hypponen -Chief Research Officer at F-Secure).

In addition to our annual Sexual Harassment/Discrimination training, South Florida PBS, Inc. has also implemented annual Cyber Security Awareness training. This training is provided by KnowBe4, the world’s largest security awareness training and simulated phishing platform which helps organizations address the human element of security by raising awareness about ransomware, CEO fraud, and other social engineering tactics through a new-school approach to awareness training on security, effectively mobilizing their end users as their last line of defense.

The online course includes several interactive training modules, videos and games aimed at educating staff on the mechanisms of spam, phishing, spear phishing, malware, ransomware and social engineering and the potential impact these types of breaches can have on an organization.

We are able to track and follow up with staff in order to ensure 100% participation.