

SUPPLEMENTAL RECRUITMENT ACTIVITIES

WSRE-TV

October 1, 2009 – September 30, 2010

- 1. Activity:** Co-Sponsor, PJC Minority Job Fair
Date: February, 2010
Description: WSRE-TV co-hosts, with Pensacola State College, an annual minority job fair by creating and airing promotional information about the fair and hosting a recruitment table at the event. The event is widely promoted by the College's EEO/Diversity Officer, and is well attended.
- 2. Activity:** Upper Level Category Job Postings
Date: Ongoing
Description: Upper level managerial positions are listed in regional and national industry-related outlets (such as the Corporation for Public Broadcasting Jobline, *CURRENT* (industry newsletter), NETAonline, PBS Connect) to broaden the scope of recruitment for these positions to job candidates who might not otherwise be aware of such opportunities, in addition to regular local job postings (see 3. below).
- 3. Activity:** Participation in Pensacola State College Job Announcement and EEO/Diversity Protocols
Date: Ongoing
Description: Pensacola State College has established protocols and practices to encourage hiring of minority and women candidates for open positions. These include supervision/coordination of outreach efforts at the VP/EEO Diversity Officer level, publication of the college's commitment to equal opportunity in all vacancy announcements, and inclusion of a statement of commitment to the colleges' diversity and equal access/equal opportunity in all managerial job descriptions. Annual evaluations for staff include demonstration of understanding and commitment to the college's efforts to enhance diversity, and, for senior management, accountability for effort and success in achieving the goals of the college's Equity Plan. Job announcements are posted to various print and web advertising mediums that service and support higher education. To attract qualified applicants, announcements are posted to job specific venues, higher education advertising sources, minority recruitment sites, local advertising resources, and the college website.
- 4. Activity:** Television Production Intern Program
Date: Ongoing
Description: Begun in 2007, WSRE has worked to develop an internship program that has allowed high school and college students to learn the basics of television production and promotion in a real world setting. WSRE continues to work to extend this opportunity to qualified students.