

**South Florida PBS, Inc.**  
**Annual EEO Public File Report for 10/1/2023 to 9/30/2024**  
**Stations WPBT, Miami, FL; WXEL-TV, Boynton Beach, FL**

**Recruitment Source List**

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SOUTH FLORIDA PBS, INC.  
BOARD OF DIRECTORS  
Total of 24

REQUESTS FROM MEMBERS OF THE  
COMMUNITY:

R. Blattner

\*Personal information redacted but  
available upon request.

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 52-second on-air announcement detailing this information airs three times per week on WPBT, WXEL and WURH-Health Channel.

**Full Time Job Vacancy Summaries**  
**October 1, 2023 – September 30, 2024**

Job Title: **Front Desk Clerk - P/T\***      Date Opened: 11/2/23  
Date Filled: 1/3/24  
Referral Source of Hire: Indeed.com

Total # of Interviewees: 3

Recruitment Sources of Interviewees

Indeed.com (3)

Job Title: **Senior Staff Accountant**      Date Opened: 6/29/23  
Date Filled: 1/22/24  
Referral Source of Hire: Indeed.com

Total # of Interviewees: 11

Recruitment Sources of Interviewees

Indeed.com (8)  
SFPBS Website (3)

Job Title: **Multimedia Producer/Editor**      Date Opened: 8/31/2023  
Date Filled: 11/13/2023  
Referral Source of Hire: Internal Candidate

Total # of Interviewees: 4

Recruitment Sources of Interviewees

Internal Candidate (1)  
SFPBS Website (3)

Job Title: **Member Services Representative**      Date Opened: 11/9/23  
Date Filled: 3/11/24  
Referral Source of Hire: SFPBS Website

Total # of Interviewees: 3

Recruitment Sources of Interviewees

SFPBS Website (2)  
Indeed.com (1)

Job Title: **Sr. Director, Innovation & Technology**

Date Opened: 9/29/2023  
Date Filled: 4/1/24  
Referral Source of Hire: Indeed.com

Total # of Interviewees: 1

Recruitment Sources of Interviewees

Indeed.com (1)

Job Title: **Promo Producer**

Date Opened: 2/7/24  
Date Filled: 4/29/24  
Referral Source of Hire: Employee Referral

Total # of Interviewees: 4

Recruitment Sources of Interviewees

Employee Referral (1)  
Indeed.com (2)  
SFPBS Website (1)

Job Title: **Director, Immersive Media**

Date Opened: 10/24/2023  
Date Filled: 5/01/24  
Referral Source of Hire: Indeed.com

Total # of Interviewees: 3

Recruitment Sources of Interviewees

Indeed.com (3)

Job Title: **Director, Music &  
Performance Programming**

Date Opened: 11/2/23  
Date Filled: 8/1/24  
Referral Source of Hire: Indeed.com

Total # of Interviewees: 4

Recruitment Sources of Interviewees

Indeed.com (3)  
SFPBS Website (1)

Job Title: **Sr. Director, Major Gifts-  
South**

Date Opened: 5/14/24  
Date Filled: 8/5/24  
Referral Source of Hire: Employee Referral

Total # of Interviewees: 5

Recruitment Sources of Interviewees

Employee Referral (2)  
Industry Referral (1)  
Internal Referral (1)  
Indeed.com (1)

Job Title: **Information Systems  
Engineer**

Date Opened: 4/24/24  
Date Filled: 8/19/24  
Referral Source of Hire: Indeed.com

Total # of Interviewees: 5

Recruitment Sources of Interviewees

Indeed.com (4)  
SFPBS Website (1)



- Sr. Director, Innovation & Technology
- Promo Producer
- Director, Immersive Media
- Director, Music & Performance Programming
- Sr. Director, Major Gifts -South
- Information Systems Engineer

The following position was also posted on Current ([www.PublicMediaJobs.org](http://www.PublicMediaJobs.org)):

- Director, Music & Performance Programming

The following positions were also posted on NATAS ([www.jobbank.emmyonline.org](http://www.jobbank.emmyonline.org)):

- Director, Immersive Media
- Sr. Director, Innovation & Technology
- Director, Music & Performance Programming
- Principal Director, Health Channel Content

The following positions were posted on LinkedIn ([www.linkedin.com](http://www.linkedin.com)):

- Sr. Director, Major Gifts – South
- Information Systems Engineer

The following position was posted on [www.Engineering.com](http://www.Engineering.com) :

- Information Systems Engineer

## **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 social media. Monica R. Westby, HR Manager, is responsible for coordinating the internship program. Following is a list of those educational institutions from which interns have been solicited:

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

City College, Ft. Lauderdale, FL  
 Connecticut School of Broadcasting, Davie, FL  
 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  
 Hamilton College, Clinton, NY  
 Loyola Marymount University, Los Angeles, CA  
 Lynn University, Boca Raton, 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 spring, summer and fall semesters of 2024:

<u>Educational Institution</u>	<u>Supervisor Overseeing Internship</u>	<u>Project/Assigned Area</u>
Spring 2024		
UM	Jackie Lo, Director, Interactive Media	Digital Media
Summer 2024		
Northwestern	Melissa Harmon, Principal Dir., Content	Various Productions
Boston University	Melissa Harmon, Principal Dir., Content	Various Productions
UM	Jackie Lo, Director, Interactive Media	Digital Media
UM	Melissa Harmon, Principal Dir., Content	Various Productions
UF	Jill Nadler, KidVision Producer	KidVision
FAU	Jill Nadler, KidVision Producer	KidVision

FAU	Anabel Moncada, HC Marketing Specialist	Mktg. & Comm.
Florida Gulf Coast	Anabel Moncada, HC Marketing Specialist	Mktg. & Comm.
School of Visual Arts NYC	Norman Silva, Sr. Director, Creative Svcs.	Graphics
MDC	Penelope Douglas, Dir. Content & Acq. HC	Health Channel
FAU	Anabel Moncada, HC Marketing Specialist	Mktg. & Comm.

Fall 2024

FSU	Nicole Borrero, Producer	Check, Please!
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**Initiative Title: Job/Career Fairs**

Description of Initiative: Monica R. Westby, HR Manager, is responsible for the recruitment efforts for open positions at WPBT and WXEL and makes hiring recommendations, attended the following job/career fairs during this reporting period:

- Diversity & Inclusion Career Fair, April 17, 2024
- Florida Statewide Virtual Career Fair, April 25, 2024

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

**Initiative Title: Participation in scholarship programs designed to assist students interested in a career in broadcasting.**

**Student Filmmaker Project (retitled Flip the Script)**

This initiative, a two-year project funded by the Community Foundation of Broward, to help high school students as they create a film that will spark dialogue or stories that help residents address challenges in their communities, was first reported in our FCC EEO Public File Report in Reporting Period ending September 30, 2023, came to its conclusion with all the student films debuting at the Fort Lauderdale International Film Festival on Friday, November 10, 2023. The students and their friends and family, and the public were invited to attend the premiere at the Savor Cinema in Fort Lauderdale, and the students joined Principal Director, Content, Melissa Harmon, and Screenwriting Teacher, Nerissa Street, on stage for a discussion of their filmmaking journey, and a broader discussion of how they came to their topics and why they felt they were important community issues.

The films were debuted on South Florida PBS WPBT2 at 7:30p on April 9, 2024.

And, on August 28, 2024, the Community Foundation of Broward (which provided funding for the Flip the Script initiative), hosted a celebratory gathering at their offices in Ft. Lauderdale to screen the four student films, as well as meet some of the student filmmakers during a Q&A session following the screening led by the South Florida PBS program producer. Two students who were unable to attend this event due to the start of their college classes, were featured in video interviews. They referenced the importance of Flip the Script as part of their college portfolios, as well as personally, in that they gained valuable experience and self-confidence. Both of those students

decided to pursue film studies at their respective colleges. Attendees praised the quality of the films and the importance of the students' focus on community concerns that affected them personally. SFPBS also announced the expansion of the initiative next year to include students in both Broward and Palm Beach counties.

National distribution for this program is still in progress. Our distributor, NETA, is evaluating, and we expect it will be accepted for potential distribution later this calendar year.

Screenwriting curriculum was created and submitted to PBS Learning Media. We received some requests for minor adjustments to the curriculum files, and those are in progress. It will be resubmitted to PBS Learning Media within the next month.

### Other Engagement with Schools and Community

#### **January 2024**

On January 19<sup>th</sup>, 2024, Alexa Elliott, Sr. Manager, Science & Environmental Content, attended the in-person Wildlife Conservation Film Festival held in collaboration with Rookery Bay National Estuarine Research Reserve in Naples, FL. Approximately 47 people attended the screening of "Saving Florida's Starving Manatees" during the oceans block.

#### **July 2024**

*Changing Seas* and Nova Southeastern University hosted the NSU Summer Dive-in Special at Halmos College. Digital Media Specialist Hope Smith moderated a Q&A with experts following the screening. Researchers Matt Ajemian, Ph.D., Ariadna Rojas Corzo, and Cecilia Hampton joined in person and Kim Bassos-Hull chimed in via Zoom. Approximately 105 people attended the screening.

**Initiative Title: Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.**

#### 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.

Our current training model utilizes an online compliance training company, Triliant, 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. Staff 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. The module was disseminated to staff on April 1, 2024 and given a deadline for completion of April 26, 2024. Monica R. Westby, HR Manager, facilitated this online training. We were able to track and follow up with staff 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.