

**SUPPLEMENTAL RECRUITMENT ACTIVITIES  
PARTICIPATION IN OTHER ACTIVITIES TO FURTHER DISSEMINATION OF  
BROADCASTING EMPLOYMENT OPPORTUNITY INFORMATION  
WSRE-TV**

**October 1, 2011 – September 30, 2012**

- 1. Activity:** **Co-Sponsor, PSC Minority Job Fair**  
**Date:** February, 2012  
**Description:** WSRE-TV co-hosts, with Pensacola State College, an annual minority job fair by creating and airing promotional information about the fair. The event is widely promoted in the community 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 (other activities calculated to disseminate employment opportunity information)**  
**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

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- Description:** WSRE continues to offer internship opportunities to high school and college students to learn the basics of television production, promotion and business operations in a real world setting.
- 5. Activity:** **Adoption of Station Diversity Policy (other programs designed to promote outreach generally)**
- Date:** August 2012
- Description:** WSRE continues to educate its management staff in issues related to cultural and ethnic differences among citizens in our local community, and in our workforce. To this end, WSRE management collectively developed, and has put into station policy, a formal statement of the station's goals in this regard. This policy advocates for inclusiveness and diversity in the station's management, staff, programming and outreach activities.
- 6. Activity:** **Formal program of Management & Staff Training/Education in Diversity Issues**
- Date:** Ongoing
- Description:** Pensacola State College offers a robust and continual offering of workshops, seminars and classes focused on increasing awareness of racial and cultural differences for staff and management. WSRE has made senior management attendance a priority.