

2011 ANNUAL EEO PUBLIC FILE REPORT

The Nathan B. Stubblefield Foundation

Station:	WMNF
Community of License:	Tampa, FL
Reporting Period:	September 23, 2010 – September 20, 2011
No. of Full-time Employees:	More than 10
Small Market Exemption:	No

During the Reporting Period, no full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in events sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.* Since 2009, WMNF has administered a youth media initiative modeled after successful Youth Radio projects heard on NPR and other public broadcasting stations. WMNF has been training students from Community Tampa Bay.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.* WMNF offers internships for college-level students of mass communications, journalism and broadcasting and sound mixing as well as volunteer opportunities for high school students to fulfill community service requirements.

A student from The University of South Florida is interning at the station for the year under the supervision of the Development Director.

*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).* WMNF participates in Facebook.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

WMNF invites citizen volunteers to be a part of our News Department. WMNF's News Department provides formal newsgathering and production for students and volunteers. The News Department trains an average of 20 new volunteers per year. Many of the volunteers are either current college students or have just graduated and are seeking employment in the broadcast journalism field.

Our Programming and Operations Departments train DJs on an ongoing basis in production, technical and broadcast skills. Such courses are a requirement of maintaining a show on WMNF. WMNF provides training opportunities in radio production and on-air.

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

On November 19, 2010, a multimedia class from Coleman Jr. High came to tour the station with about 20 students. Our Operations Manager talked about listener-supported commercial-free radio and the difference between WMNF and other area radio stations. They did a station promo and we sent the class a copy.

On January 25, 2011, a station tour and presentation was made before 20 students and crew members from the Swedish Sailing School (<http://www.ockerogymnasieskola.se>).

Part of the public school system in Sweden, this secondary school's classrooms are aboard a 170-foot working tallship, which sails from Sweden to ports of call in the Caribbean Sea and around the world each year. On board the ship, students are immersed in the operation of the ship itself, study of other cultures and maintaining their advanced high school coursework. Each student has special project assignments that include making contact locally with experts in the fields of government and politics, local history, organic farming, US relations with Cuba and healthcare reform. The instructors and students made contact with WMNF in the weeks prior to their arrival in Tampa. In turn, WMNF was able to connect the students to members of our community who met with the students to answer their questions. WMNF was used as an easy meeting place for the students and the local experts. Among other things they learned while touring WMNF, the students became familiar with the need for community radio and what a non-commercial, independent radio station such as WMNF means to a

community like this one. Students learned about the WMNF governing board, our volunteer programmers, as well as some of the station's requirements within the regulatory environment here in the US. Many students gained a new perspective on non-commercial radio and were pleased to know that they could stay involved with us when they returned to Sweden through internet listening and our blog. WMNF looks forward to maintaining the relationship with this extraordinary educational organization when the ship returns to port in Tampa again in February 2012.

On November 30, 2010, a member of WMNF's Staff led a tour for the Eckerd College Osher Life Long Learning Institute (OLLI) for over 30 guests. We discussed the radio station, its function in the community, the volunteer & member aspects. WMNF's Engineer spoke about the technical side of operations & answered questions from the group.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

On Saturday January 22nd and Sunday January 23rd 2011, WMNF sponsored the Suncoast Arts Festival, which raises money for arts in the Pasco County school system, as we have done for the past three years. We have assisted with procuring musical performers for the two-day festival and also broadcasting live from the event both days. WMNF publicizes the Suncoast Arts Festival on our air and via e-mail to our listeners. WMNF staff and volunteers hosted a table at the festival with information about the station, and supplied information about job opportunities if openings were available and recruited for station volunteers.

*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.*

WMNF was the radio sponsor of the St. Petersburg Times Festival of Reading on October 5, 2010. The station's participation and sponsorship included:

- Live read public service announcements
- Festival of Reading link on WMNF website
- Consideration for author interviews
- Volunteers at the Event

Our Operations Manager attends Society of Broadcast Engineers' monthly meetings at a variety of radio and TV stations, and production facilities, including Cox Radio St. Pete, Professional Communications Systems in Tampa, channel 38 TV in Tampa, channel 8's transmitter

tower in Riverview. One SBE meeting with the FCC staff discussed changes to the EAS and was hosted at the Manatee County Emergency Operations Center. One meeting focused on preparation for hurricanes and weather problems that was held at the National Weather Center for Tampa Bay in Ruskin FL. One meeting provided an all-day training session on multiple radio and TV topics at the Nielsen Center in Oldsmar.
