

WLRN TV, WLRN FM, WKWM FM

EEO Public File Report

October 1, 2011

This EEO Public File Report is filed in Stations WLRN-FM's and WLRN-TV's Public Inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's (FCC) rules.

Since October 2010, stations WLRN-FM and WLRN-TV have filled the following open full-time positions:

1. TV Master Control Operator II

All full-time positions are advertised on the website for Miami-Dade County Public Schools (MDCPS), which is the licensee of WLRN-FM and WLRN-TV, and are posted on bulletin boards in the schools and administrative work sites of the MDCPS.

The MDCPS employs over 50,000 full-time and part-time employees in over 350 schools and non-school work sites. The School Board requires that jobs be posted at least five days before they are filled for non-instructional positions and at least ten days for administrative positions. All hiring for the School System is overseen by the Human Resources Officer of the Office of Human Resources whose telephone number is (305) 995-7008. Hiring at MDCPS radio and television stations for non-administrative positions is supervised by Mr. Lesly Prudent, District Director of Non-Instructional Recruitment, of the Office of Staff Recruitment. He can be reached at (305) 995-7210. Hiring for administrative positions is supervised by Dr. Verona McCarthy, District Director of Administrative Staffing, of the Office of Administrative/Professional and Technical Staffing. She can be reached at (305) 995-7064.

Jobs requiring special skills unavailable in the School System's workforce are advertised in the local newspaper or in trade publications.

The TV Master Control Operator II position was filled on 04/27/11 through an internal MDCPS search process:

- Advertised on Miami-Dade County Public Schools (M-DCPS) Website
- Posted on bulletin boards in the schools and administrative work sites of the MDCPS
- Announced internally

Six (6) candidates applied for the position and three (3) candidates were interviewed for the position. The candidate hired for the position became aware of the opening through the MDCPS website.

Management level personnel of MDCPS, including managers at WLRN-FM and WLRN-TV, are given opportunities in training methods of ensuring Equal Employment Opportunity and preventing discrimination.

On December 10, 2010, WLRN sponsored a seminar at the station on the role and mission of WLRN, ethical issues impacting public media, and employment law on December 10, 2010. All station department managers were required to attend the one-day seminar and the members of the station's Community Advisory Board were also extended an invitation. A total of 27 people attended the seminar.

Seminar presenters included:

Mr. Frederick (Buck) Thornburg, Esq. Former Partner in Thornburg, McGill, Deahl, Harmon, Carey & Murray (now Barnes & Thornburg) and former President Wackenhut International, Inc. Serves on the board of a number of company, civic, and charitable organizations.

Ms. Susan Mullane, Ph.D.
Director, Undergraduate Sport Administrative Program
University of Miami

Mr. Robert Meyers, Esq.
Executive Director for the Miami-Dade Commission on Ethics and Public Trust

Mr. Sandy Bohrer, Esq.
Holland & Knight

Mr. David Berley, Esq.
Legal Consultant to WLRN

The WLRN General Manager attended a national conference in January 2011 that included a break out session on management training. The discussion included internal and external communications, and how to organize and manage these relationships with other stakeholders and employees of the organization.

Supplemental recruiting activities.

During the Term, WLRN participated in the following supplemental recruitment initiatives:

1. Continuation of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

The WLRN Internship Program

This yearly program, for local university, college, and high school students offers opportunities for unpaid and academic credit internships in various station departments. The goal of the program is to provide students with an opportunity to learn and develop practical skills through real work experience. Staff members who oversee interns often maintain relationships with them for future part-time or fulltime opportunities at WLRN or openings at other broadcast stations in the area.

Since October 2010 the WLRN Internship Program consisted of the following:

Bianca Williams - Production Assistant helping assist TV Producers and TV Production and Tape Operations, from: Turner Technical High School

Widland Similien - Production Assistant helping assist TV Producers and TV Production and Tape Operations, from: Turner Technical High School

Valentina Solis - Production Assistant helping assist TV Producers and TV Production and Tape Operations, from: iPrep Academy

Oscar Bustos - Production Assistant helping assist TV Producers and TV Production, from: Florida International University

Kirsten Ricon - Production Assistant helping assist TV Producers and TV Production and Tape Operations, from: Florida International University

Jared Edelstein - Production Assistant helping assist TV Producers and TV Production, from: Miami Country Day School

Shannon Hopkins - Editing Assistant helping various editors and simple editing, from Florida International University- Continued over from last year.

Ana Morla - Editing Assistant helping various editors and simple editing tasks from Miami/Dade College

2. Participation in job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

WLRN provided staff to attend several career day and job fairs to help explain and hopefully intrigue students to become interested in a career in television or radio.
Schools visited include:

John Ferguson H.S.

Turner Tech H.S.

Toussaint L'Ouverture Elementary

Downtown SBAB Primary Learning Center

iPrep Academy

Arch Bishop Curley High School

Miami Country Day High School

Charles R. Drew Elementary

Young Women's Preparatory Academy

Hialeah/Miami Lakes High School

Miami High

Edison High School

One WLRN senior staff member is a Board member of the local National Academy of Television Arts and Sciences and participated by disseminating information about WLRN at the following job fairs:

Florida International University

Florida Atlantic University

Nova University

Miami International Art Institute

Fort Lauderdale International Art Institute

Miami-Dade College

University of Miami

St. Thomas University

Florida Memorial College

Barry College

3. Participation in other activities designed to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

WLRN is part of the Corporation for Public Broadcasting's two-year Local Journalism Center project in Florida. WLRN along with five other public broadcasting stations in the state have formed a consortium called HealthyState.org to report on healthcare issues in Florida. As part of the project the consortium has recruited and hired a very diverse staff of eight multimedia journalists that are based in the six consortium markets – Tampa, Orlando, Jacksonville, Fort Meyers, Pensacola, and Miami.