

ANNUAL EEO PUBLIC FILE REPORT
October 1, 2025 to September 30, 2026
WSRE(TV) Pensacola, FL
Pensacola State College

SECTION 1: VACANCY LIST - FULL-TIME POSITIONS FILLED:

	Job Title	Date Position Opened	Date Position Filled	Number Interviewed	Recruitment Source for Final Hire
1	Operations Engineer	03/09/2026	03/09/2026	1	Internal Promotion

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SECTION 2: RECRUITMENT SOURCES

	Recruitment Source	Positions listed with Source	Interviewees From Source	Hired from Source
	https://pensacolastate.edu/employment/ Contact Mel Miner 850-484 -1726 HR Website WSRE TV 1000 College Blvd, Pensacola, FL 32504	0	0	0
	Academic Careers - https://academiccareers.com **	0	0	0
	Chronicle of Higher Ed - https://www.chronicle.com **	0	0	0
	Indeed.com - https://www.indeed.com **	0	0	0
	Other (internal promotion, direct hire)	#1	#1	#1
	Networking / Employee referral	0	0	0
	TOTAL		0	0

** Note: Employee management system submits all advertised positions to these job advertising sources via automated processes.

SECTION 3 - Supplemental (non-Vacancy Specific) Recruitment Activities

1 Activity: Participation in Career Fairs to promote employment opportunities with WSRE

WSRE staff participated in two Career Fairs during the reporting period to promote employment opportunities at the Station. One, a Career and Technical Education Job Fair hosted by the Licensee on February 6, 2025, included employers from a diverse representation of the community (minority, veteran and women-owned businesses) in order to draw interested applicants from diverse cultures in the community. The College distributed information about open positions at the various campuses (including WSRE TV), and answered questions related to the positions and the application process. The second, hosted in WSRE's Amos Performance Studio, was sponsored by CareerSource Escarosa on February 12, 2025 and attracted employers and applicants from throughout Escambia and Santa Rosa counties. In addition to general social media recruitment sources utilized by the Licensee, WSRE also posted position vacancies at the Station on its webpage and utilized social media to create awareness about open positions at WSRE.

2 Activity: Facilitation of employee training and participation in professional development opportunities to enhance upward mobility within WSRE/PSC

Staff training in the reporting period included a wide range of self-study modules, webinars, and group training events directly related to their areas of responsibility. Specifically, these included:

October-December 2024

Development (self study) Intro to Generative AI (FPM)
Production (self study) Intro to Generative AI (FPM)
Development (self study) Integrated Fundraising Series: Mid-Level Giving Parts 1&2
Broadcast (webinar) TAC Webinar: Dude, Where's my Content?
Broadcast (webinar) Steal This AI(dea)
Broadcast (webinar) Unleashing Creativity and Applying Standards to Generative AI

January-March 2025

Marketing (self study) "10 Energizing Spots Color Palettes for Branding & Marketing | The Best 15 Sports Color Palette Combinations
Marketing (webinar) PBS Viewers Like Me
Marketing (self study) "AI, Phishing, and Cybersafety"
Marketing (self study) "Using the Phish Alert Button - Report Suspicious Emails using Microsoft Outlook
Marketing (self study) "Kevin Mitnick Security Awareness Training"
Development (panel discussion) PBS Local & National Logistics
Development (Zoom panel discussion) FPM FCC Update
Broadcasting (Zoom) PBS Six fiber transition briefings / Edison Monthly sIX Content Contribution Q&A Sessions
Broadcasting (Zoom) FCC underwriting Compliance & PBS Funding Standards
Broadcasting (webinar) Innovate with Current: The Secret History of Public Media
Broadcasting (webinar) Key FCC Rules for Public Television (S&P)
Broadcasting (self study) Common Carriage 101
Administration (self study) Cybersecurity Training (PSC)
Production (self study) Cybersecurity Training (PSC)

April-June 2025

Marketing (Self study) tutorial on Fillable forms
Marketing (self study) tutorial "Taking Powerpoint from Bland to Grand"
Marketing (self study) tutorial "Color Correcting"
Marketing "In Design - Generative Fill"
Marketing (group meeting FPRA) AI and Human Branding
Marketing (self study) PBS Marketing seminar (Annual Meeting)
Marketing (self study) tutorials for Photoshop and AfterEffects
Development (group meeting) National & Digital Underwriting Benefits
Administration (vendor session) PaperSave workflow
Administration (vendor session) Navigating Blackbaud Financial Edge NXT - Accounts Payable
Broadcasting (webinar) BIG Presents: Nielsen Local Dashboard 102 - Advance Reporting
Broadcasting (webinar) Station Video Portal Sitemap Project Overview
Broadcasting (webinar) Local Subchannel Livestreaming Onboarding
Broadcasting (webinar) Lets Talk About Logs!
Broadcasting (webinar) Elevating Community Voices: Building Station Partnerships with Independent Producers
Broadcasting (webinar) Broadcast Journalism 101

July-September 2025

Marketing (webinar) PBS KIDS & PBS LearningMedia monthly webinar
Development (Zoom training) Allegiance training for several station staff on donor database management
Administration (vendor session) Unlock the Full Potential of GL within Blackbaud
Administration (vendor session) Phase Planning Meeting - Pairsoft
Administration (self study) Cybersecurity Training (PSC)
Broadcasting (webinar) BIG Present: Understanding the Evolving Media Landscape
Broadcasting (webinar) What now? Navigating the Future of Public Media Content Together
Broadcasting (webinar) PBS Professional Development Summit: Resilience in Times of Change
Marketing (webinar) Next Brand Evolution PBS Branding - Update 3.0

Other Professional Development Activities during the reporting period included:

Beginning in June, all staff participated in regular monthly Zoom Town Hall meetings hosted by PBS to update everyone on current issues affecting funding throughout the public media network.

WSRE staff participated in Pensacola State College's Professional Development Day in March presenting a class for fellow employees on the history of public media and the activities and operations of WSRE. This included tours of the Station and distribution of materials to attendees.

The PBS Annual Meeting in May 2025 was attended by Jill Hubbs, Former General Manager, and Dr. Brent Videau, WSRE TV Foundation Board Chair to learn new management, fundraising and operational strategies for public media stations in conjunction with colleagues from throughout the country. Ms. Hubbs attended a similar conference in June hosted by Florida Public Media, attending sessions directed toward challenges facing stations statewide.

3 Internship program to provide training and future employment opportunities within the broadcast industry.

During the reporting period, WSRE oversaw internships in television production for three students, representing two local colleges/universities. In addition to learning general television production work, they assisted with audio and camera operation, project management, teleprompter operation and staging. Each intern worked for approximately 40-60 hours at the Station under the supervision of the Station's Director of Production and his staff.