

EEO Public File Report

Station: WFLA-TV

Period Covered by Report: 10/01/08 to 09/30/09

This report is a complete listing of all full-time jobs filled by station's employment unit during previous year, identified by title

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source	Total # Interviewed	# Hired	Recruitment Source for Hire
1	Producer	8/12/2008	9/23/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	2	1	The Tampa Tribune
2	Account Manager Real Estate/H&G	9/5/2008	11/10/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	6	1	Employee Referral - Ian Hunter
3	Syndication Director	8/18/2008	9/29/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	1	1	Media General Website
4	Accounting Clerk	11/18/2008	4/6/2009	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Staffing Agency - (ACSYS) Accountants International
5	Associate Producer	11/25/2008	1/5/2009	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	5	1	Media General Website
6	Director/Technical Director	1/21/2009	3/4/2009	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	5	1	Monster Website
7	Inventory Control Coord.	4/17/2009	7/20/2009	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	5	1	Media General Website
8	Category Account Manager	7/1/2009	8/4/2009	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	5	1	Employee Referral-Jenny Mahlke

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: WFLA-TV
 Year: 10/01/08 to 09/30/2009

Total no. of persons 32
 Interviewed for full-time vacancies

Sources For All Vacancies					
Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source	Entitled to Notification
Alabama State University	P.O. Box 271, Montgomery, AL 36101	A. David Okeowo, Ph.D.	334/229-4493	0	N
American Women in Radio & TV	1760 Old Meadow Road, Suite 500, Mclean, VA 22102	Janet Howitt	703-506-3290	0	Y
Bay Area Media Network	P.O. Box 20261, Tampa, FL 33622-0261	Jill Caruso	727/329-2550	0	N
Ct. School of Broadcasting	3901 Coconut Palm Dr., Suite 105, FL 33619 - csbtampa@80tvradio.com	Evan Williams	813/740-0990	0	Y
Eckerd College	4202 54th Avenue S., St. Petersburg, FL 33711	Jane Colson	727-864-8148	0	N
Entertainment Employment Journal	P.O. Box 60163, Corpus Christi, TX 78466 - gregorio@entertainmentemploymentjournal.com	Gregorio Carbajal	361/986-0118	0	N
First Coast Hispanic Chamber of Commerce	P.O. Box 57972, Jacksonville, FL 32241 - sales@acesofjax.com	Jesse Pina	904-721-7008	0	N
Florida A&M University	100 Student Union Plaza, Tallahassee, FL 32307 - brandi.milton@famu.edu	Brandi Milton	850/599-3044	0	N
Florida Dept. of Labor & Employment	3637 4th Street N., Ste. 310, St. Petersburg, FL 33704	Deborah Alexander	727-893-2341	0	N
Florida Southern College	111 Lake Hollingsworth Dr., Lakeland, FL 33801	Saul Reyes	863-680-4390	0	N
Foundation for Minority Interests In Media	825- 7th Ave. 2nd Floor, New York, NY 10019			0	N
Hillsborough County Schools	5715 East Hanna St., Tampa, FL 33610			0	N
Hillsborough Community College	P.O. Box 30030, Tampa, FL 33600	Lori Ragsdale	813-253-7275	0	N
Hillsborough County Employment & Training	9250 Bay Plaza Blvd, Ste 320, Tampa, FL 33619			0	N
Howard University	2400 6th Street NW, Washington, DC 20001-2206	Kim Wells	202-806-7513	0	N
Latino Employment Center	2000- 14th Street, NW , Washington, DC 20009			0	N
Minorities in Broadcasting Training Program	PO Box 67132 , Century City, CA 90067		310-551-1035	0	N
NAACP Bradenton	P.O. Box 937 , Bradenton, FL 34206	Ted Jenkins	941/962-1047	0	N
NAACP Miami-Dade	PO Box 315, OpaLocka, FL 33054	Ethel Duncan	305-685-7152	0	N
Television Bureau of Advertising, Inc.	3 East 54th Street, 10th Floor, New York, NY 10022 - www.tvb.org	Arleen Fong	212/486-1111	0	N
NAACP Sarasota County	1818 Dr. Martin Luther King Way , Sarasota, FL 33234			0	N
NAACP St. Pete	1501 16th Street S., St. Petersburg, FL 33705-2447	Linda Watkins	727-821-3009	0	N
National Asian American Telecom. Association	145 Ninth St., Ste 350, San Francisco, CA 94103			0	N
National Association of Black Communicators	PO Box 172092 , Tampa, FL 33672	Ken Knight		0	N
National Association of Black Journalists	8701 A Adelphi Rd., Adelphi, MD 20783 - nabj@nabj.org	Duanne Crawley	301/445-7100	0	N
National Association of Broadcasters	1771 N. Street, NW , Washington DC 20036	Karyn Hunter	202/429-5498	0	N
National Association of Hispanic Journalists	1193 National Press Bldg., Washington, DC 20045 - Isalazar@nahj.org - jobbank@nahj.org	Marc Botero / K. Olivas	202-662-7145	0	Y
National Newspaper Publishers Asso.	3200 13th Street NW, Washington, DC 20010	George Curry	202-588-8960	0	N
Network of Hispanic Communicators	PO Box 222313 , Dallas, TX 75222			0	N
New House School of Public Communications	215 University Pace, Syracuse, NY 13244-2100	Karen McGee	315-443-3270	0	N
New School of Radio & Television	50 Colvin Ave., Albany, NY 12206		518-438-3603	0	N
New York State Broadcasters Association	1805 Western Ave. , Albany, NY 12203			0	N
Ohio Center for Broadcasting	9000 Sweet Valley Drive, Valley View, OH 44125 - gary@beonair.com	Gary James	216-447-9117	0	Y
One Hundred Black Men	141 Auburn Ave., Atlanta, GA 30303	Gloria Phaire	212-995-5145	0	N

Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source	Entitled to Notification
One Hundred Black Men	P.O. Box 970997, Miami, FL 33197			0	N
Pinellas County Vo-Tech Institute	6100 154th Avenue N., Clearwater, FL 33620	Gaile Kimpel		0	N
Remington College	8550 Ulmerton Rd., Unit 100, Largo, FL 33771 - deborah.hoffman@remingtoncollege.edu	Deborah Hoffman	727-530-3365	0	N
Santa Fe Community College	3000 NW 83rd St. N. #309, Gainesville, FL 32606 - bonita.dewiliby@sfcc.edu	Bonita Dewiliby	352-395-5845	0	N
South Asian Journalists Association	2950 Broadway, New York, NY 10027 - saja@columbia.edu	Sreenath Srenivason	212-854-5979	0	N
Southwest Florida College	3910 Riga Blvd., Tampa, FL 33619	Elli Merritt, Tammy Hearn or Kathee Mills	813/630-4401	0	N
State of Florida Placement Center	2010 Hillsborough Ave. Rm 107. Tampa, FL 33610	Hiram Rodriguez	813-307-4705	0	N
Tampa Bay Association of Black Journalists	PO Box 172092, Tampa, FL 33672-0411	Eric Deegan		0	N
Tampa Bay Workforce Alliance	9215 N. Florida Ave., Tampa, FL 33612 - padronr@workforcetampa.com	Ivelize Guava	813/930-7400	0	N
The Society of Broadcast Engineers	1205 Midland Way, Lawrenceville, GA 30043	Richard Scott	813-727-2268	0	N
United Black Fund	2500 MLK Jr. Ave., Washington, DC 20020	Annette Terez		0	N
United States Pan Asian American	1329- 18th Street, NW, Washington, DC 20036			0	N
USF, Dept. of Mass Communications	4202 Fowler Avenue, Tampa, FL 33620	Emmanuela "Manni" Pierre	813/974-7519	0	N
Vocational Rehabilitation	9215 N. Florida Ave., Tampa, FL 33612			0	N
Worknet Pinellas	2312 Gulf to Bay Blvd., Clearwater, FL 33755	Administrative Offices	727/524-4344	0	N
Center for Women	305 Hyde Park, Tampa, FL 33606	Robin Hill	813/251-8437	0	N
Everest University	3319 W. Hillsborough Ave., Tampa, FL 33614	everestcareerhelp@yahoo.com	888/741-4270	0	N
Workforce Alliance	9215 North Florida Ave., Ste 101, Tampa, FL 33612 - phommachakrd@workforcetampa.com	Phommach	813/930-7400	0	N
USF Career Center	4202 E. Fowler Ave. SVC 2088, Tampa, FL. 33620	www.career.usf.edu	813-974-2171	0	N
Hillsborough County EOP	2103 N. Room Ave., Tampa, FL 33602	Lam Nguyen	813/272-5074	0	N
Staffing Agency - (ACSYS) Accountants International	100 N. Tampa St., Ste 1950, Tampa, FL 33602	Heidi Loudon	813/221-7930	2	N
Employee Referral-Benjamin Eytalis	200-202 S. Parker Street, Tampa, FL. 33606	Benjamin Eytalis	813/314-5346	1	N
Employee Referral-Ian Hunter	200-202 S. Parker Street, Tampa, FL. 33606	Ian Hunter	813/314-5495	2	N
Media General Website	200-202 S. Parker Street, Tampa, FL. 33606	www.mediageneral.com	813-259-7755	12	N
TBO.com	200-202 S. Parker Street, Tampa, FL. 33606	www.tbo.com	813/259-7755	0	N
WFLA Website	200-202 S. Parker Street, Tampa, FL. 33606	www.wfla.com	813/259-7755	1	N
Yahoo! Hot Jobs	701 First Ave., Sunnyvale, CA 94089	www.hotjobs.com		0	N
The Meganet (MG Intranet)	200-202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813/259-7755	0	N
TVJOBS.com	PO Box 4116, Oceanside, CA 92052	TVJOBS.com	800-374-0119	1	N
Internal Applicant	200-202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813-259-7755	1	N
The Tampa Tribune	200-202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813-259-7755	4	N
Lee Hecht and Harrison	4350 West Cypress, Ste 640, Tampa, FL 33607 - tampa@lhh.com	Ashley Showalter	813/872-7700	0	N
Erwin Job Placement Center	2010 E. Hillsborough Ave., Tampa, FL 33610 - jessica.vega_eugene@erwin.edu	Jessica Vega	813/231-1815	0	N
Self Initiated				2	N
Word of mouth		Name unknown		1	N
Graeme Newell/eNewsletter	1011 Lyndhurst Falls Lane, Knightdale, NC 27545 - gnewell@602communications.com	Graeme Newell	919/217-4438	0	N
Health and Social Services of Hills. Cnty. Emp. Opp. P.	601 E. Kennedy Blvd., Fl 14, Tampa, FL 33602 - andersonl@hillsboroughcounty.org	LB Anderson	813/272-6487	0	N
HCC Ybor Campus Career Center	2112 North 15th St., Tampa, FL 33605 - akeaton@hccfl.edu	Keaton	813/253-7755	0	N
Hillsborough Employment Opportunity Program	2103 North Rome Ave., Tampa, FL 33607 - collador@hillsboroughcounty.org	Collado	813/272-5074 ext 216	0	N

Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source	Entitled to Notification
careerservices@ut.edu	Office of Career Services, Univ. of Tampa, 401 W. Kennedy Blvd., Box K, Tampa, FL 33606-1490	Marsha Sherman	(813) 258-7271	0	N
Monster Website	5 Clock Tower Place, Maynard, MA 01754	www.monster.com	800/666-7837	1	N
Employee Referral-Kathy Creasman	200 S. Parker Street, Tampa, FL. 33606	Kathy Creasman	813/314-5638	1	N
Employee Referral-Jenny Mahlke	200 S. Parker Street, Tampa, FL. 33606	Jenny Mahlke	813/259-7321	1	N
Employee Referral-Mark Overstreet	200 S. Parker Street, Tampa, FL. 33606	Mark Overstreet	813/221-5742	1	N
Employee Referral-Aaron Bellamy/Valerie Vale	200 S. Parker Street, Tampa, FL. 33606	Aaron Bellamy/Valerie Vale	813/259-8210 - 813/259-7302	1	N

Supplemental Outreach Initiatives

Station: WFLA-TV

Year: 10/01/2008 to 09/30/2009

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1	College Intern Program	The students submitted articles for posting on TBO, gathered interviews and news in the field and wrote copy that was used in our newscasts. Although their actual work could not appear on air, they each wrote and produced several stories when out on assignment for use as resume reels to seek future employment.	10/01/08 - 08/31/09	Morris Pyle, News Intern coord.; Nancy Ryan, News Intern coord.; EJ Fernandes, Synd., Intern coord.; Deanna George, Synd. Intern coord.;	Students shadowed producers with the News and Syndicated programming departments, as well as reporters in the field.
2	TBO.com Online Job Fair	Recruiting event- posted available job opportunities on TBO.com's online job fair event for review by prospective candidates.	02/01/09 - 03/02/09	Doris Barboto, HR; Joyce Lueders, Hiring Manager; Todd Sullivan, Hiring Manager	Accepted and reviewed applications from prospective candidates for open positions.
3	FCG Media Solutions Job Fair	Conducted job fair onsite for positions available with our Sales department.	7/9/2009	Mark Overstreet, Hiring Manager; Kelly Scaglione, Hiring Manager; Scott Morrison, Hiring Manager; Ian Hunter, Hiring Manager; Dave Parker, Hiring Manager	Met with potential candidates for sales opportunities. Collected and reviewed resumes.
4	NABJ National Conference Host	WFLA helped produce, record and broadcast three real-time student newscasts on three consecutive evenings during the Conference. 45 student journalists gathered stories for the newscasts. They went out with photojournalists from local TV stations – including one from WFLA-TV. The newscasts were then broadcast to the conference and area hotels. WFLA also held auditions for students who would anchor the newscasts.	08/03/09 - 08/07/09	Chris Smith, Technical Director; Nancy Ryan, News Producer; Morris Pyle, Liaison Peter Masa, Photojournalist George Karalekas, Editor	WFLA provided floor crews, graphics and all resources needed to accomplish the NABJ goals for the student news broadcasts.
5	Great American Teach-in	Staff visited public schools in the community to participate in the 2008 Great American Teach-in.	11/15/2008	Over a dozen photojournalists, anchors, reporters and producers	They spoke to school children to explain how news is gathered, written and put on the air and online.