

EEO Public File Report

Station: WFLA-TV  
 Period Covered by Report: 10/01/07 to 09/30/08

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

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source	Total # Interviewed	# Hired	Recruitment Source for Hire
1	Inventory Control Coord.	9/17/2007	10/15/2007	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	5	1	The Tampa Tribune Advertisement
2	Inventory Contol Coord.	9/20/2007	10/15/2007	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	6	1	Media General Website
			Recruitment Sources Contacted for Specific Vacancies (see attached)				
3	Director/Technical Director	9/27/2007	11/5/2007	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	<a href="#">Yahoo! Hot Jobs</a>
			Recruitment Sources Contacted for Specific Vacancies (see attached)				
4	Business Analyst/Trainer	8/21/2007	11/19/2007	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	4	1	Word of Mouth
			Recruitment Sources Contacted for Specific Vacancies (see attached)				
5	Video Editor	9/27/2007	11/26/2007	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Media General Website
6	News Producer	9/27/2007	11/27/2007	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Employee Referral
7	Associate Producer	9/27/2007	11/28/2007	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	3	1	Media General Website
			Recruitment Sources Contacted for Specific Vacancies (see attached)				
8	Account Executive	11/12/2007	1/1/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	4	1	Media General Website
			Recruitment Sources Contacted for Specific Vacancies (see attached)				
9	Inventory Control Coord.	10/30/2007	1/7/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	4	1	Media General Website
			Recruitment Sources Contacted for Specific Vacancies (see attached)				
10	Accounting Clerk	11/13/2007	1/21/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	11	1	TBO.com

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source	Total # Interviewed	# Hired	Recruitment Source for Hire
11	Administrative Assistant	10/2/2007	2/4/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	4	1	Media General Website
12	Account Executive	7/16/2007	3/24/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	6	1	Employee Referral
				Recruitment Sources Contacted for Specific Vacancies (see attached)			
13	Account Executive	2/12/2008	4/7/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	6	1	TVJOBS.com
				Recruitment Sources Contacted for Specific Vacancies (see attached)			
14	Inventory Control Coordinator	1/31/2008	4/7/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	9	1	Media General Website
				Recruitment Sources Contacted for Specific Vacancies (see attached)			
15	Account Executive	2/27/2008	4/14/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	7	1	TVJOBS.com
				Recruitment Sources Contacted for Specific Vacancies (see attached)			
16	Account Executive	4/22/2008	6/2/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	8	1	Employee Referral
				Recruitment Sources Contacted for Specific Vacancies (see attached)			
17	Producer	3/5/2008	6/9/2008	Recruitment Sources Contacted for Each Full-Time Vacancy (see attached)	4	1	Media General.com

**Recruitment Source Analysis**

**Station:** WFLA-TV  
**Year:** 10/01/07 to 09/30/2008

Total no. of persons  
 Interviewed for full-time  
 vacancies

90

<b>Recruitment Sources Contacted for Each Full-Time Vacancy</b>					
<b>Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Phone No.</b>	<b>Total Interviewed by Source</b>	<b>Entitled to Notification</b>
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	8405 Greensboro Dr. Ste 800, McClean, VA 22102	Janet Howitt	703-506-3290	0	Y
Asian American Journalists Association	1182 Market St. Suite 320, San Francisco, CA 94102	Albert Lee	415-346-2051	0	N
Bay Area Media Network	P.O. Box 20261, Tampa, FL 33622-0261	Jill Caruso	727/329-2550	0	N
Center for Women	305 Hyde Park , Tampa, FL 33606	Robin Hill	813/251-8437	0	N
Clear Channel	200 East Basse Rd., San Antonio, TX 78209	Diane Warren		0	N
Ct. School of Broadcasting	3901 Coconut Palm Dr., Suite 105, FL 33619	Steve Clark	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 Carbajal	361/986-0118	0	N
First Coast Hispanic Chamber of Commerce	2120 Corporate Square Blvd Ste 24, Jacksonville, FL 32216	Jesse Pina	904-721-7008	0	N
Florida A&M University	100 Student Union Plaza, Tallahassee, FL 32307	Brandi Milton	850/599-3044	0	N
Florida Association of Broadcasters	800 North Calhoun Street, Tallahassee, FL 32303	Karen Hickey	850-222-3957	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	Career Services		0	N
Hillsborough County Schools	5715 East Hanna St., Tampa, FL 33610	Career Services		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	Employment Manager		0	N
Hillsborough County EOP	2103 N. Room Ave., Tampa, FL 33602	Lam Nguyen	813/272-5074	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	Career Services		0	N
Minorities in Broadcasting Training Program	PO Box 67132 , Century City, CA 90067	Career Services	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
NAACP Sarasota County	1818 Dr. Martin Luther King Way , Sarasota, FL 33234	Career Services		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	346 9th Street, 2nd Floor, San Francisco, CA 94103	Career Services		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	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	Marc Botero	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 22313 , Dallas, TX 75222	Career Services		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	Career Services	518-438-3603	0	N
New York State Broadcasters Association	1805 Western Ave. , Albany, NY 12203	Career Services		0	N
Ohio Center for Broadcasting	9000 Sweet Valley Drive, Valley View, OH 44125	Gary James	216-447-9117	0	Y
One Hundred Black Men	52 Chestnut Lane , Schenectady, NY 12309	Gloria Phaire	212-995-5145	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	727-530-3365	0	N
Santa Fe Community College	3000 NW 83rd St. N. #309, Gainesville, FL 32606	Bonita Dewiliby	352-395-5845	0	N
Society of Professional Journalists	P. O. Box 77, Greencastle, IN 46135	Career Services		0	N
South Asian American Association	2950 Broadway, New York, NY 10027	Sreenath Srenivasan	212-854-5979	0	N
Southwest Florida College	3910 Riga Blvd., Tampa, FL 33619	Elli Merritt	813/630-4401	0	N

Recruitment Sources Contacted for Each Full-Time Vacancy					
Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source	Entitled to Notification
State of Florida Placement Center	2010 Hillsborough Ave. Rm 107. Tampa, FL 33610	Hiram Rodriguez	813-307-4705	0	N
Tampa Bay Workforce Alliance	9215 N. Florida Ave., Tampa, FL 33612	Ivelize Guava	813/930-7400	0	N
Tampa Urban League	1405 Tampa Park Plaza, Tampa, FL 33605	Walter Niles	813-221-3947	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	Career Services		0	N
USF, Dept. of Mass Communications	4202 Fowler Avenue, Tampa, FL 33620	Emmanuela "Manni" Pierre	813/974-7519	0	N
University of South Florida, Job Placement	4202 Fowler Avenue, Tampa, FL 33620	Dr. Larry Leslie	813-974-6798	0	N
Vocational Rehabilitation	4221 Himes Ave, Tampa, FL 33607	Jay Briggs		0	N
Workforce Alliance	<a href="mailto:phommachakrd@workforcetampa.com">phommachakrd@workforcetampa.com</a>	Career Services		0	N
Employee Referral	200 S. Parker Street, Tampa, FL. 33606	FLA HR	813-259-7755	7	N
<a href="mailto:careerservices@ut.edu">careerservices@ut.edu</a>	Office of Career Services, Univ. of Tampa, 401 W. Kennedy Blvd., Box K, Tampa, FL 33606-1490	Marsha Sherman	(813) 258-7271	1	N
The Tampa Tribune Advertisement	202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813-259-7755	13	N
Media General Website	<a href="http://www.mediageneral.com">www.mediageneral.com</a>	HR Dept.	813-259-7755	35	N
TBO.com	200 S. Parker Street, Tampa, FL. 33606	<a href="http://www.tbo.com">www.tbo.com</a>		4	N
WFLA Website	<a href="http://www.wfla.com">www.wfla.com</a>	HR Dept.		2	N
Yahoo! Hot Jobs	<a href="http://www.hotjobs.com">www.hotjobs.com</a>	Name unknown		3	N
The Meganet (MG Intranet)	<a href="http://www.themeganet.com">www.themeganet.com</a>	HR Dept.		1	N
TVJOBS.com	PO Box 4116, Oceanside, CA 92052	TVJOBS.com	800-374-0119	11	N
Internal Applicant	200-202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813-259-7755	1	N
Recruitment Sources Contacted for Specific Vacancies					
Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source	Entitled to Notification
USF Career Center	4202 E. Fowler Ave. SVC 2088, Tampa, FL. 33620	<a href="http://www.career.usf.edu">www.career.usf.edu</a>	813-974-2171	0	N
Marketing Ideanet		<a href="mailto:gnewell@602communications.com">gnewell@602communications.com</a>	704- 543-1426	0	N
Self Initiated	200-202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813-259-7755	3	N
Word of mouth		Name unknown		5	N
Health and Social Services of Hills. Cnty. Emp. Opp. P.	<a href="mailto:andersonl@hillsboroughcounty.org">andersonl@hillsboroughcounty.org</a>	LB Anderson		0	N
Lee Hecht and Harrison	<a href="mailto:tampa@lhh.com">tampa@lhh.com</a>	Ashley Showalter		0	N
Erwin Job Placement Center	<a href="mailto:jessica.vega_eugene@erwin.edu">jessica.vega_eugene@erwin.edu</a>	Jessica Vega		0	N
Florida Metropolitan University	<a href="mailto:FMUCareerhelp@yahoo.com">FMUCareerhelp@yahoo.com</a>	Name unknown		0	N
HCC Ybor Campus Career Center	<a href="mailto:akeaton@hccfl.edu">akeaton@hccfl.edu</a>	Keaton		0	N
Hillsborough Employment Opportunity Program	<a href="mailto:collador@hillsboroughcounty.org">collador@hillsboroughcounty.org</a>	Name unknown		0	N
Traffic Directors' Guild of America Website	<a href="http://26000 Avenida Aeropuerto #114, San Juan Capistrano, CA 92675">26000 Avenida Aeropuerto #114, San Juan Capistrano, CA 92675</a>	Larry Keene, CEO	949/429-7063	1	N
Referral from Jeff Ajlune - Buccaneers	<a href="http://3124 Bayshore Oaks, Tampa, FL 33611">3124 Bayshore Oaks, Tampa, FL 33611</a>	Jeff Ajlune	727/224-9357	1	N
Walk-in		Unknown		1	N
Spots-N-Dots	<a href="http://www.spotsndots.com">www.spotsndots.com</a>	<a href="mailto:dal@spotsndots.com">dal@spotsndots.com</a>	888-884-2630	1	N
Collective Talent	<a href="http://www.collectivetalent.com">www.collectivetalent.com</a>	Michael Bille	813/254-9695	0	N
Graeme Newell/eNewsletter	<a href="mailto:gnewell@602communications.com">gnewell@602communications.com</a>	Name unknown		0	N

## Supplemental Outreach Initiatives

Station: WFLA-TV

Year: 10/01/2007 to 09/30/2008

	<b>Initiative</b>	<b>Description</b>	<b>Date</b>	<b>Personnel Involved by Title</b>	<b>Scope of Station Participation</b>
1	College/High School Intern Program	Expose college students to the broadcasting environment	10/01/07 - 09/30/08	Morris Pyle, Intern coordinator, Todd Sullivan, Intern coordinator, Steve Degregorio, Intern coordinator, & Doris Barboto, Employment Specialist	Host interns from area colleges/high school's who are majoring in broadcasting for credit hours
2	Unity '08 Convention Chicago, IL McCormick Place West	The centerpiece of Unity '08, the Media Showcase and Career Expo, featured recruiters from print, broadcast, and online industries as well as exhibitors representing a variety of journalism schools, non-profit organizations and companies of interest to journalists.	July 23-27, 2008	Vice Presidents of News, Donna Reed, Dan Bradley and Peter Howard; MG employees	Nearly 10,000 journalists and media executives met to discuss timely issues affecting journalism and the media industry and search for new journalists to join the ranks of Media General.
3	Training program designed for employees to acquire skills that could qualify them for higher-level positions	Leadership Certificate Program	2007-2008	Michelle Bell, Training Manager	A combination of instructor-led training and self-study designed to transform managers and aspiring managers into leaders whose values-driven behaviors will motivate employees to compete successfully and to achieve the organization's goals. Currently have 37 enrollees - 12 have completed the program this year.
4	Multi-media Internship Program	College students are recruited by MG to participate in an internship across all platforms.	9 month program (8/1/07 - 4/30/08)	WFLA, Tribune and TBO.com employees all assist with providing OJT to Multimedia interns.	WFLA supports approximately 3 months of the 9-month training program that exposes and develops job skills.
5	Focus on Communication Job Fair - University of Tampa	College students were provided the opportunity to seek guidance and direction with their career search by speaking with representatives from area businesses	9/25/2008	Susan Newman - WFLA; Vidisha Priyanka - TBO.com; Shannon Benkhen - Tampa Tribune	Representatives from the FCG Newscenter spoke with students about internships and career opportunities within WFLA, Tampa Tribune and TBO.com. More than 60 students picked up internship applications from the table in the Newscenter's booth and close to 20 others stopped to ask questions about journalism and the field of communication.