

EEO Public File Report
WFLA TV, Tampa, FL
October 1, 2012 - September 30, 2013
Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s)	Number Interviewed	Number Hired
1	VP of Sales	06/27/12	10/22/12	Media General Website	10	1
2	ENG/SNG Coordinator	11/05/12	11/19/12	Employee Referral	3	1
3	Producer - Syndication	06/22/12	11/26/12	Word of Mouth	15	1
4	Art Director	10/19/12	12/03/12	Media General Website	3	1
5	National Sales Manager	05/29/12	12/06/12	Word of Mouth	5	1
6	Promotion Manager	10/19/12	12/10/12	Word of Mouth	3	1
7	Sales Support Coordinator	10/19/12	12/17/12	Media General Website	3	1
8	Director of Marketing	06/21/12	01/07/13	Self-initiated	9	1
9	Host	10/10/12	01/31/13	Media General Website	8	1
10	Digital Content Producer	11/09/12	02/04/13	Employee Referral Self-initiated	6	2
11	Reporter	09/19/12	02/11/13	The Tampa Tribune Self-initiated	7	2
12	Associate Producer	01/03/13	02/18/13	Employee Referral	4	1
13	Team Manager	10/17/12	02/18/13	SpotsnDots.com	8	1
14	Inventory Control Coordinator	01/07/13	04/04/13	Media General Website	5	1
15	Account Executive	02/14/13	05/10/13	Media General Website Employee Referral	8	2
16	Weather Producer/Weathercaster	01/29/13	05/13/13	Media General Website	7	1
17	Anchor, Weather	03/26/13	06/10/13	Word of Mouth	8	1
18	Director/Technical Director	08/17/12	06/24/13	TVJobs.com The Tampa Tribune Word of Mouth	11	3
19	Digital Content Manager	05/20/13	07/01/13	Employee Referral	3	1
20	Local Sales Manager	05/20/13	08/19/13	Word of Mouth	6	1
21	Writer/Producer	07/10/13	09/03/13	Careerbuilder.com	8	1
22	Digital Journalist	07/10/13	09/23/13	Employee Referral	3	1
23	Producer	06/04/13	09/23/13	Word of Mouth WFLA Website	10	2
24	Photographer	01/29/13	09/30/13	Word of Mouth (2) Employee Referral	10	3
Total Interviewed					163	
Total Hired						32

Recruitment Source Analysis

Station: WFLA-TV
Year: 10/01/2012 to 09/30/2013

Sources For Vacancies						
No.	Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source	Entitled to Notification
1	Alabama State University	P.O. Box 271, Montgomery, AL 36101	A. David Okeowo, Ph.D.	334-229-4493	0	N
2	American Women in Radio & TV	1760 Old Meadow Road, Suite 500 McLean, VA 22102	Janet Howitt	703-506-3290	0	Y
3	CareerBuilder.com	200 North LeSalle Street, Chicago IL 60601	Career board		6	N
4	Center for Women	305 Hyde Park , Tampa, FL 33606	Robin Hill	813-251-8437	0	N
5	Ct. School of Broadcasting	3901 Coconut Palm Dr., Suite 105, FL 33619	Evan Williams	813-740-0990	0	Y
6	Eckerd College	4202 54th Avenue S., St. Petersburg, FL 33711	Jane Colson	727-864-8148	0	N
7	Employee Referral	200 S. Parker Street, Tampa, FL. 33606		813-228-8888	24	N
8	Entertainment Employment Journal	P.O. Box 60163, Corpus Christi, TX 78466	Gregorio Carbajal	361-986-0118	0	N
9	Erwin Job Placement Center	2010 E. Hillsborough Ave., Tampa, FL 33610	Jessica Vega	813-231-1815	0	N
10	First Coast Hispanic Chamber of Commerce	P.O. Box 57972, Jacksonville, FL 32241	Jesse Pina	904-721-7008	0	N
11	Florida A&M University	100 Student Union Plaza, Tallahassee, FL 32307	Brandi Milton	850-599-3044	0	N
12	Florida Dept. of Labor & Employment	3637 4th Street N., Ste. 310, St. Petersburg, FL 33704	Deborah Alexander	727-893-2341	0	N
13	Florida Southern College	111 Lake Hollingsworth Dr., Lakeland, FL 33801	Saul Reyes	863-680-4390	0	N
14	Foundation for Minority Interests In Media	825- 7th Ave. 2nd Floor, New York, NY 10019	Career board		0	N
15	HCC Ybor Campus Career Center	2112 North 15th St., Tampa, FL 33605	Keaton	813-253-7755	0	N
16	Health and Social Services of Hills. Cnty. Emp. Opp. Program	601 E. Kennedy Blvd., Fl 14, Tampa, FL 33602	LB Anderson	813-272-6487	0	N
17	Hillsborough Community College	P.O. Box 30030, Tampa, FL 33600	Lori Ragsdale	813-253-7275	0	N
18	Hillsborough County Employment & Training	9250 Bay Plaza Blvd, Ste 320, Tampa, FL 33619	Career board		0	N
19	Hillsborough County EOP	2103 N. Room Ave., Tampa, FL 33602	Lam Nguyen	813-272-5074	0	N
20	Hillsborough County Schools	5715 East Hanna St., Tampa, FL 33610			0	N
21	Howard University	2400 6th Street NW, Washington, DC 20001-2206	Kim Wells	202-806-7513	0	N
22	Indeed.com	177 Broad Street, 6th Floor, Stamford, CT 06901	Career board		15	N
23	Journalismjobs.com	72 Plaza Drive Floor 2, Berkeley, CA 94705	Career board	510-653-1521	0	N
24	Latino Employment Center	2000- 14th Street, NW , Washington, DC 20009	Career board		0	N
25	Lee Hecht and Harrison	4350 West Cypress, Ste 640, Tampa, FL 33607	Ashley Showalter	813-872-7700	0	N
26	MediaBistro.com	475 Park Avenue South, 4th Floor New York, NY 10016	Jessica Carlson	212-389-2000	1	N
27	Media General Website	333 East Franklin Street, Richmond VA 23293	Career board		52	N
28	MediaRecruiter.com	9457 So. University Blvd. #303 Highlands Ranch, CO 80126	Art Scott	303-400-5150	1	N
29	Minorities in Broadcasting Training Program	PO Box 67132 , Century City, CA 90067	Career board	310-652-0271	0	N
30	Monster.com	622 3rd Avenue, 39th Floor, New York, NY 10017	Career board		2	N
31	NAACP Bradenton	P.O. Box 937 , Bradenton, FL 34206	Ted Jenkins	941-962-1047	0	N

Sources For Vacancies						
No.	Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source	Entitled to Notification
32	NAACP Miami-Dade	PO Box 315, OpaLocka, FL 33054	Ethel Duncan	305-685-7152	0	N
33	NAACP Sarasota County	1818 Dr. Martin Luther King Way Sarasota, FL 33234	Career board		0	N
34	NAACP St. Pete	P.O. Box 35123, St. Petersburg, FL 33705-2447	Career board	727-898-3310	0	N
35	National Asian American Telecom. Association	145 Ninth St., Ste 350, San Francisco, CA 94103	Career board		0	N
36	National Association of Black Communicators	PO Box 172092, Tampa, FL 33672	Ken Knight		0	N
37	National Association of Black Journalists	1100 Knight Hall, Suite 3100 College Park, MD 20742	JoAnne Lyons Wooten	301-405-2573	0	N
38	National Association of Hispanic Journalists	1193 National Press Bldg., Washington, DC 20045	Marc Botero / K. Olivas	202-662-7145	0	Y
39	National Newspaper Publishers Asso.	3200 13th Street NW, Washington, DC 20010	George Curry	202-588-8960	0	N
40	Network of Hispanic Communicators	PO Box 4096, Dallas, TX 78104	Career board		0	N
41	New House School of Public Communications	215 University Pace, Syracuse, NY 13244-2100	Karen McGee	315-443-3270	0	N
42	New School of Radio & Television	50 Colvin Ave., Albany, NY 12206	Career board	518-438-3603	0	N
43	New York State Broadcasters Association	1805 Western Ave. , Albany, NY 12203	Career board		0	N
44	Ohio Center for Broadcasting	9885 Rockside Road, Suite 160 Valley View, OH 44125	Gary James	216-447-9117	0	Y
45	One Hundred Black Men	141 Auburn Ave., Atlanta, GA 30303	Gloria Phaire	212-995-5145	0	N
46	Pinellas County Vo-Tech Institute	6100 154th Avenue N., Clearwater, FL 33620	Gaile Kimpel		0	N
47	Remington College	500 International Pkwy, Ste 200 Heathrow, FL 32745	Deborah Hoffman	727-530-3365	0	N
48	Santa Fe Community College	3000 NW 83rd St. N. #309, Gainesville, FL 32606	Lynn Speer	352-395-5349	0	N
49	Self Initiated	200 S. Parker Street, Tampa, FL 33606		813-221-5763	15	N
50	602 Communications	4349 E. Colter Street, Phoenix, AZ 85018	Sandy Lizik	602-954-8373	0	N
51	SmartRecruiters.com	56 Tehama Street, San Francisco, CA 94105	Keegan Youmans-Via	415-800-4666	0	N
52	South Asian Journalists Association	2950 Broadway, New York, NY 10027	Sreenath Srenivason	212-854-5979	0	N
53	Southwest Florida College	3910 Riga Blvd., Tampa, FL 33619	Elli Merritt, Tammy Hearn or Kathee Mills	813-630-4401	0	N
54	SpotsnDots.com	1635 Old Highway 41 NW, Suite 112-338 Kennesaw GA 30152	Gene McKay	888-884-2630	4	N
55	State of Florida Placement Center	2010 Hillsborough Ave. Rm 107. Tampa, FL 33610	Hiram Rodriguez	813-307-4705	0	N
56	Tampa Bay Workforce Alliance	9215 N. Florida Ave., Tampa, FL 33612	Ivelize Guava	813-930-7400	0	N
57	Television Bureau of Advertising, Inc.	3 East 54th Street, 10th Floor, New York, NY 10022	Tiphany Jones	212-486-1111	0	N
58	The Meganet (MG Intranet)	200 S. Parker Street, Tampa, FL. 33606	HR Dept.	813-221-5763	9	N
59	The Society of Broadcast Engineers	1205 Midland Way, Lawrenceville, GA 30043	Richard Scott	813-727-2268	0	N
60	The Tampa Tribune	202 S. Parker St., Tampa, FL 33606	Sharon Singer	813-259-7751	5	N
61	TVJOBS.com	PO Box 4116, Oceanside, CA 92052	TVJOBS.com	800-374-0119	3	N
62	United Black Fund	2500 MLK Jr. Ave , Washington, DC 20020	Annette Terez		0	N
63	United States Pan Asian American	1329- 18th Street, NW , Washington, DC 20036	Career board		0	N
64	University of Tampa	401 W. Kennedy Blvd.	Mark W. Colvenbach	813.258.7210	0	N

Sources For Vacancies						
No.	Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source	Entitled to Notification
65	USF Career Center	4202 E. Fowler Ave. SVC 2088, Tampa, FL. 33620	www.career.usf.edu	813-974-2171	0	N
66	USF, Dept. of Mass Communications	4202 Fowler Avenue, Tampa, FL 33620	Emmanuela "Manni" Pierre	813-974-7519	0	N
67	Vocational Rehabilitation	9215 N. Florida Ave., Tampa, FL 33612	Career board		0	N
68	WFLA Website	200 S. Parker Street, Tampa, FL. 33606	www.wfla.com	813-228-8888	3	N
69	Word of mouth		Name unknown		23	N
70	Workforce Alliance	9215 North Florida Ave., Ste 101, Tampa, FL 33612	Administrative Offices	813-930-7400	0	N
71	Worknet Pinellas	2312 Gulf to Bay Blvd., Clearwater, FL 33755	Administrative Offices	727-524-4344	0	N
			Total number of persons interviewed for full-time vacancies		163	

Supplemental Outreach Initiatives

Station: WFLA-TV

Year: 10/01/2012 to 09/30/2013

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1	News Department College Intern Program	The students submitted articles for posting online, 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.	10/01/12 - 09/30/13	Ginger Thorpe, News Producer Rod Carter, Anchor	Students shadowed producers on the News department staff, as well as reporters in the field.
2	Syndication Department College Intern Program	Syndication interns worked on all aspects of the production for Daytime and other shows produce by Riverbank Studios.	10/01/12 - 09/30/13	Maureen Famiano, Exec. Producer Deanna George, Sr. Producer	Students shadowed producers and crew on the Syndication department staff.
3	Production Department College Intern Program	Interms with the Production department learn about all aspects of producing live news broadcasts working along side staff.	10/01/12 - 09/30/13	Todd Sullivan, Production Manager Linda Degen, Production Supervisor	Students shadowed directing and technical staff in the Production department
4	"Hiring Our Heroes" Job Fair	Attended on-site job fair open to public held at Ragan Community Center (Tampa, FL)	4/9/2013	Wes Zweibel, HR Generalist Leslee Lacey, Traffic Anchor Matt Larson, Community Partnership Manager Josh Combs, Promotions Manager	Spoke to prospective job applicants and accepted and reviewed resumes for open positions.
5	HR Tampa Mentor Program	Hosted group of high school students and their mentors from the HR Tampa professional membership group	4/18/2013	Wes Zweibel, HR Generalist	Spoke to high school students in HR Tampa's student mentoring program and gave tour of station
6	"Tampa Bay Workforce Alliance Career Fair"	Attended on-site job fair open to public held at TPepin Hospitality Centre (Tampa, FL)	7/18/2013	Wes Zweibel, HR Generalist	Spoke to prospective job applicants and accepted and reviewed resumes for open positions.
7	Hillsborough Community College, Tampa FL	Outreach to College Students	10/1/12 - 9/30/13 Once per week	Daniel Woodrum, Producer	Teach Introduction to Broadcasting class. The curriculum covers news production, writing skills, editorial decisions and other aspects of the broadcasting business (TV, radio, internet, etc.)