

EEO Public File Report

Station: WFLA-TV
 Period Covered by Report: 10/01/10 to 09/30/11

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	Writer/Producer	8/20/2010	10/25/2010	Recruitment Sources Used to Fill Vacancy	3	1	Word of Mouth
2	Reporter	8/16/2010	11/29/2010	Recruitment Sources Used to Fill Vacancy	3	1	Employee Referral - Don North
3	Anchor, WKDY, AM &/or Noon	8/20/2010	11/29/2010	Recruitment Sources Used to Fill Vacancy	5	1	Employee Referral - Don North
4	Audience Editor - TBO	10/27/2010	1/3/2011	Recruitment Sources Used to Fill Vacancy	5	1	Employee Referral - Vidisha Priyanka
5	Local Sales Manager	11/12/2010	1/25/2011	Recruitment Sources Used to Fill Vacancy	8	1	Self-Initiated
6	ENG/SNG Coordinator	12/21/2010	2/7/2011	Recruitment Sources Used to Fill Vacancy	6	1	Employee Referral - George Karalekas
7	Host - Daytime	2/8/2011	2/10/2011	Recruitment Sources Used to Fill Vacancy	3	1	Employee Referral - Mark Dvornik
8	Account Executive - Transactional	4/27/2011	5/31/2011	Recruitment Sources Used to Fill Vacancy	5	1	Employee Referral - David Riva
9	Accounting Clerk	4/22/2011	6/23/2011	Recruitment Sources Used to Fill Vacancy	6	1	The Tampa Tribune
10	Coordinator - Paid Programming	6/29/2011	8/16/2011	Recruitment Sources Used to Fill Vacancy	4	1	Employee Referral - Dean Roberts
11	VP Sales - Broadcast Specialist	7/20/2011	8/29/2011	Recruitment Sources Used to Fill Vacancy	8	1	Employee Referral - Matthew Oestreich
12	Inventory Control Coordinator	8/9/2011	9/8/2011	Recruitment Sources Used to Fill Vacancy	3	1	The Tampa Tribune
13	Coordinator - 8 On Your Side	8/12/2011	9/12/2011	Recruitment Sources Used to Fill Vacancy	4	1	Media General Website

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source	Total # Interviewed	# Hired	Recruitment Source for Hire
14	Inventory Control Coordinator	6/23/2011	9/19/2011	Recruitment Sources Used to Fill Vacancy	5	1	The Tampa Tribune

Total Interviewed

68

Total Hired

14

Recruitment Source Analysis

Station: WFLA-TV
 Year: 10/01/2010 to 09/30/2011

Sources For 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
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
Center for Women	305 Hyde Park , Tampa, FL 33606	Robin Hill	813/251-8437	0	N
Ct. School of Broadcasting	3901 Coconut Palm Dr., Suite 105, FL 33619 - csbtampa@800tvradio.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
Employee Referral	200-202 S. Parker Street, Tampa, FL. 33606	Don North	813/624-6612	2	N
Employee Referral	200-202 S. Parker Street, Tampa, FL. 33606	Vidisha Priyanka	813/259-8086	1	N
Employee Referral	333 E. Franklin St, Richmond, VA 23293	Marilyn Hammond	804/775-4670	1	N
Employee Referral	200-202 S. Parker Street, Tampa, FL. 33606	George Karalekas	813/221-5797	2	N
Employee Referral	200-202 S. Parker Street, Tampa, FL. 33606	Mark Dvornik	813/221-5765	1	N
Employee Referral	200-202 S. Parker Street, Tampa, FL. 33606	David Riva	813/221-5749	1	N
Employee Referral	200-202 S. Parker Street, Tampa, FL. 33606	William Castleman	813/259-8091	1	N
Employee Referral	200-202 S. Parker Street, Tampa, FL. 33606	Dean Roberts	813/314-5619	2	N
Employee Referral	200-202 S. Parker Street, Tampa, FL. 33606	Earl Johnson	813/314-5604	1	N
Employee Referral	200-202 S. Parker Street, Tampa, FL. 33606	Matthew Oestreich	813/221-5742	1	N
Employee Referral	200-202 S. Parker Street, Tampa, FL. 33606	Nicole Brown	813/221-5751	1	N
Entertainment Employment Journal	P.O. Box 60163, Corpus Christi, TX 78466 - gregorio@entertainmentemploymentjournal.com	Gregorio Carbajal	361/986-0118	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
Everest University	3319 W. Hillsborough Ave., Tampa, FL 33614		888/741-4270	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
HCC Ybor Campus Career Center	2112 North 15th St., Tampa, FL 33605 - akeaton@hccfl.edu	Keaton	813/253-7755	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
Hillsborough Community College	P.O. Box 30030, Tampa, FL 33600	Lori Ragsdale	813-253-7275	0	N

Sources For Vacancies					
Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source	Entitled to Notification
Hillsborough County Employment & Training	9250 Bay Plaza Blvd, Ste 320, Tampa, FL 33619			0	N
Hillsborough County EOP	2103 N. Room Ave., Tampa, FL 33602	Lam Nguyen	813/272-5074	0	N
Hillsborough County Schools	5715 East Hanna St., Tampa, FL 33610			0	N
Howard University	2400 6th Street NW, Washington, DC 20001-2206	Kim Wells	202-806-7513	0	N
Indeed.com	www.indeed.com			6	N
Journalismjobs.com	www.journalismjobs.com		510-653-1521	1	N
Latino Employment Center	2000- 14th Street, NW , Washington, DC 20009			0	N
Lee Hecht and Harrison	4350 West Cypress, Ste 640, Tampa, FL 33607 - tampa@lhh.com	Ashley Showalter	813/872-7700	0	N
MediaBistro.com	www.mediabistro.com		212/389-2000	1	
Media General Website	200-202 S. Parker Street, Tampa, FL. 33606	www.mediageneral.com	813-259-7755	7	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
NAACP Sarasota County	1818 Dr. Martin Luther King Way , Sarasota, FL 33234			0	N
NAACP St. Pete	P.O. Box 35123, St. Petersburg, FL 33705-2447		727/898-3310	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	1100 Knight Hall, Suite 3100, College Park, MD 20742	JoAnne Lyons Wooten	301/405-2573	0	N
National Association of Hispanic Journalists	1193 National Press Bldg., Washington, DC 20045 - lsalazar@nahj.org - jobbank@nahj.org	Marc Botero / K. Olivias	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 4096, Dallas, TX 78104			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	9885 Rockside Road, Suite 160, Valley View, OH 44125	Gary James	216-447-9117	0	Y
One Hundred Black Men	141 Auburn Ave., Atlanta, GA 30303	Gloria Phaire	212-995-5145	0	N
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
Referral	200-202 S. Parker Street, Tampa, FL. 33606	Tana Little	941/927-8797	1	N
Remington College	500 International Pkwy, Ste 200, Heathrow, FL 32745 - 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	Lynn Speer	352/395-5349	0	N
Self Initiated				7	N

Sources For Vacancies					
Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source	Entitled to Notification
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 Ka	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	Ivelize Guava	813/930-7400	0	N
TBO.com	200-202 S. Parker Street, Tampa, FL. 33606	www.tbo.com	813/259-7755	0	N
Television Bureau of Advertising, Inc.	3 East 54th Street, 10th Floor, New York, NY 10022 - www.tvb.org	Tiphany Jones	212/486-1111	0	N
The Meganet (MG Intranet)	200-202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813/259-7755	10	N
The Society of Broadcast Engineers	1205 Midland Way, Lawrenceville, GA 30043	Richard Scott	813-727-2268	0	N
The Tampa Tribune	200-202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813-259-7755	7	N
TVJOBS.com	PO Box 4116, Oceanside, CA 92052	TVJOBS.com	800-374-0119	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
University of Tampa	401 W. Kennedy Blvd.	Mark W. Colvenbach	813.258.7210	0	N
USF Career Center	4202 E. Fowler Ave. SVC 2088, Tampa, FL. 33620	www.career.usf.edu	813-974-2171	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
WFLA Website	200-202 S. Parker Street, Tampa, FL. 33606	www.wfla.com	813/259-7755	3	N
Word of mouth		Name unknown		11	N
Workforce Alliance	9215 North Florida Ave., Ste 101, Tampa, FL 33612 - phommachakrd@workforcetampa.com	Phommach	813/930-7400	0	N
Worknet Pinellas	2312 Gulf to Bay Blvd., Clearwater, FL 33755	Administrative Offices	727/524-4344	0	N

Total no. of persons interviewed for full-time vacancies

Supplemental Outreach Initiatives

Station: WFLA-TV

Year: 10/01/2010 to 09/30/2011

	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.	10/01/10 - 08/31/11	Vidisha Priyanka, News Intern coord.; Maureen Famiano, Synd., Executive Producer	Students shadowed producers with the News and Syndicated programming departments, as well as reporters in the field.
2	"Putting Tampa Bay Back to Work" Job Fair	Conducted job fair onsite for positions available with our Sales department.	1/24/2011	Wes Zweibel, Human Resources; Marsha Taylor-Holland, Human Resources; Jessica Petroski, Sales; Allane Taormina, Sales	Met with potential candidates for sales opportunities. Collected and reviewed resumes.
3	Virtual Career Event	Offered a virtual job fair online at virtualcareerevent.com/tbo	01/24/2011 - 02/07/2011	Eugene Laret, TBO; Jessica Petroski, Sales	Accepted and reviewed applications from prospective candidates for open positions.
4	University of Tampa Office of Career Services	Attended on campus recruiting event run by the Office of Career Services at University of Tampa.	11/11/2010	Wes Zweibel, Human Resources; Jesse Spinnato, Sales	Accepted and reviewed applications from prospective candidates for open positions.
5	University of Tampa Office of Career Services	Attended on campus recruiting event run by the Office of Career Services at University of Tampa.	9/1/2011	Diana Andino and Jessica Petroski from Sales	Accepted and reviewed applications from prospective candidates for open positions.