

EEO Public File Report
WFLA TV, Tampa, FL
October 1, 2011 - September 30, 2012
Full-Time Positions Filled

| Full-Time Position | Position Title | Date Open | Date Filled | Recruitment Source(s) | Number Interviewed | Number Hired |
|--------------------|-------------------------------|-----------|-------------|--|--------------------|--------------|
| 1 | Inventory Control Coordinator | 09/13/11 | 10/24/11 | WFLA Website | 4 | 1 |
| 2 | Local Sales Manager | 06/24/11 | 11/28/11 | Media General Website Employee Referral | 9 | 1 |
| 3 | Editor/Videographer | 10/21/11 | 12/19/11 | WFLA Website | 9 | 1 |
| 4 | Key Account Support Rep | 09/29/11 | 01/04/12 | Media General Website | 4 | 1 |
| 5 | Production Technician | 01/06/12 | 02/06/12 | Media General Website | 7 | 1 |
| 6 | Staff Accountant | 04/27/12 | 06/04/12 | WFLA Website | 14 | 1 |
| 7 | Inventory Control Coordinator | 04/24/12 | 06/06/12 | Monster.com | 5 | 1 |
| 8 | Account Executive | 02/24/12 | 08/20/12 | Media General Website | 10 | 3 |
| 9 | News Producer | 07/17/12 | 08/20/12 | Employee Referral | 3 | 1 |
| 10 | Digital Journalist | 07/20/12 | 08/20/12 | Employee Referral | 3 | 1 |
| 11 | Photojournalist | 07/17/12 | 09/05/12 | Media General Website Employee Referral | 8 | 1 |

Total Interviewed
Total Hired

76

15

Recruitment Source Analysis

Station: WFLA-TV
Year: 10/01/2011 to 09/30/2012

| 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 Okewo, Ph.D. | 334/229-4493 | 0 | N |
| 2 | American Women in Radio & TV | 1760 Old Meadow Road, Suite 500, Melean, VA 22102 | | Janet Howitt | 703-506-3290 | 0 | Y |
| 3 | CareerBuilder.com | 200 North LaSalle Street, Chicago IL 60601 | | Career board | | 1 | 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 | 200-202 S. Parker Street, Tampa, FL 33606 | | | 813/259-7488 | 14 | 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 | brandi.milton@flamu.edu | | Deborah Alexander | 727-893-2341 | 0 | N |
| 13 | Florida Southern College | 3637 4th Street N., Ste. 310, St. Petersburg, FL 33704 | | Saul Reyes | 863-680-4390 | 0 | N |
| 14 | Foundation for Minority Interests In Media | 111 Lake Hollingsworth Dr., Lakeland, FL 33801 | | Career board | | 0 | N |
| 15 | HCC Ybor Campus Career Center | 825- 7th Ave. 2nd Floor, New York, NY 10019 | | Keaton | 813/253-7755 | 0 | N |
| 16 | Health and Social Services of Hills, Cnty. Emp. Opp. P. | 2112 North 15th St., Tampa, FL 33605 - | | LB Anderson | 813/272-6487 | 0 | N |
| 17 | Hillsborough Community College | akeaton@hccfl.edu | | Lori Ragsdale | 813-253-7275 | 0 | N |
| 18 | Hillsborough County Employment & Training | P.O. Box 30030, Tampa, FL 33600 | | Career board | | 0 | N |
| 19 | Hillsborough County EOP | 9250 Bay Plaza Blvd, Ste 320, Tampa, FL 33619 | | Lam Nguyen | 813/272-5074 | 0 | N |
| 20 | Hillsborough County Schools | 2103 N. Room Ave., Tampa, FL 33602 | | Kim Wells | 202-806-7513 | 0 | N |
| 21 | Howard University | 5715 East Hanna St., Tampa, FL 33610 | | Careers | 510-653-1521 | 36 | N |
| 22 | Media General Website | 2400 6th Street NW, Washington, DC 20001-2206 | | Career board | | 1 | N |
| 23 | Journalismjobs.com | 333 East Franklin Street, Richmond VA 23293 | | Career board | | 0 | N |
| 24 | Latino Employment Center | 72 Plaza Drive Floor 2, Berkeley, CA 94705 | | Ashley Showalter | 813/872-7700 | 0 | N |
| 25 | Lee Hecht and Harrison | 2000- 14th Street, NW, Washington, DC 20009 | | Jessica Carlson | 212/389-2000 | 0 | N |
| 26 | MediaBistro.com | 4350 West Cypress, Ste 640, Tampa, FL 33607 | | Career board | | 0 | N |
| 27 | Minorities In Broadcasting Training Program | 475 Park Avenue South, 4th Floor, New York, NY 10016 | | Career board | | 0 | N |
| 28 | Monster.com | PO Box 67132, Century City, CA 90067 | | Career board | | 8 | N |
| 29 | NAACP Bradenton | 622 3rd Avenue, 39th Floor, New York, NY 10017 | | Ted Jenkins | 944/962-1047 | 0 | N |

| Sources For Vacancies | | | | | | Total | Entitled to |
|-----------------------|--|--|----------------------------|--------------|-----------------------|--------------|-------------|
| No. | Recruitment Source | Address | Contact Person | Phone No. | Interviewed by Source | Notification | |
| 30 | NAACP Miami-Dade | PO Box 315, Opallocka, FL 33054 | Ethel Duncan | 305-685-7152 | 0 | N | |
| 31 | NAACP Sarasota County | 1818 Dr. Martin Luther King Way, Sarasota, FL 33234 | Career board | | 0 | N | |
| 32 | NAACP St. Pete | P.O. Box 35123, St. Petersburg, FL 33705-2447 | Career board | 727/898-3310 | 0 | N | |
| 33 | National Asian American Telecom. Association | 145 Ninth St., Ste 350, San Francisco, CA 94103 | Career board | | 0 | N | |
| 34 | National Association of Black Communicators | PO Box 172092, Tampa, FL 33672 | Ken Knight | | 0 | N | |
| 35 | National Association of Black Journalists | 1100 Knight Hall, Suite 3100, College Park, MD 20742 | JoAnne Lyons Wooten | 301/405-2573 | 0 | N | |
| 36 | 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 | |
| 37 | National Newspaper Publishers Asso. | 3200 13th Street NW, Washington, DC 20010 | George Curry | 202-688-8960 | 0 | N | |
| 38 | Network of Hispanic Communicators | PO Box 4096, Dallas, TX 78104 | Career board | | 0 | N | |
| 39 | New House School of Public Communications | 215 University Place, Syracuse, NY 13244-2100 | Karen McGee | 315-443-3270 | 0 | N | |
| 40 | New School of Radio & Television | 50 Colvin Ave., Albany, NY 12206 | Career board | 518-438-3603 | 0 | N | |
| 41 | New York State Broadcasters Association | 1805 Western Ave., Albany, NY 12203 | Career board | | 0 | N | |
| 42 | Ohio Center for Broadcasting | 9885 Rockside Road, Suite 160, Valley View, OH 44125 | Gary James | 216-447-9117 | 0 | Y | |
| 43 | One Hundred Black Men | 141 Auburn Ave., Atlanta, GA 30303 | Gloria Phaire | 212-995-5145 | 0 | N | |
| 44 | Pinellas County Vo-Tech Institute | 6100 154th Avenue N., Clearwater, FL 33620 | Galle Kimpel | | 0 | N | |
| 45 | Remington College | 500 International Pkwy, Ste 200, Heathrow, FL 32745- deborah.hoffman@remingtoncollege.edu | Deborah Hoffman | 727-630-3365 | 0 | N | |
| 46 | Santa Fe Community College | 3000 NW 83rd St. N. #309, Gainesville, FL 32606- bonita.dewilby@sfcc.edu | Lynn Speer | 352/395-5349 | 0 | N | |
| 47 | Self Initiated | 202 S. Parker Street, Tampa, FL 33606 | | | 4 | N | |
| 48 | South Asian Journalists Association | 2950 Broadway, New York, NY 10027 - sajla@columbia.edu | Sreenath Srinivason | 212-854-5979 | 0 | N | |
| 49 | Southwest Florida College | 3910 Riga Blvd., Tampa, FL 33619 | Ellie Merritt, Tammy Hearn | 813/630-4401 | 0 | N | |
| 50 | State of Florida Placement Center | 2010 Hillsborough Ave. Rm 107, Tampa, FL 33610 | Hiram Rodriguez | 813-307-4705 | 0 | N | |
| 51 | Tampa Bay Association of Black Journalists | PO Box 172092, Tampa, FL 33672-0411 | Eric Deegan | | 0 | N | |
| 52 | Tampa Bay Workforce Alliance | 9215 N. Florida Ave., Tampa, FL 33612 | Ivelize Guava | 813/930-7400 | 0 | N | |
| 53 | TBO.com | 200-202 S. Parker Street, Tampa, FL 33606 | www.tbo.com | 813/259-7755 | 0 | N | |
| 54 | Television Bureau of Advertising, Inc. | 3 East 54th Street, 10th Floor, New York, NY 10022 | Tiphaney Jones | 212/486-1111 | 0 | N | |
| 55 | The Megajnet (MG Intranet) | 200-202 S. Parker Street, Tampa, FL 33606 | HR Dept. | 813/259-7755 | 5 | N | |
| 56 | The Society of Broadcast Engineers | 1205 Midland Park, Lawrenceville, GA 30043 | Richard Scott | 813-727-2268 | 0 | N | |
| 57 | The Tampa Tribune | 200-202 S. Parker Street, Tampa, FL 33606 | HR Dept. | 813-259-7755 | 1 | N | |
| 58 | TVJOBS.com | PO Box 4116, Oceanside, CA 92052 | TVJOBS.com | 800-374-0119 | 0 | N | |
| 59 | United Black Fund | 2500 MLK Jr. Ave., Washington, DC 20020 | Annette Terez | | 0 | N | |
| 60 | United States Pan Asian American | 1329- 18th Street, NW, Washington, DC 20036 | Career board | | 0 | N | |
| 61 | University of Tampa | 401 W. Kennedy Blvd. | Mark W. Colvenbach | 813.258.7210 | 0 | N | |
| 62 | USF Career Center | 4202 E. Fowler Ave. SVC 2088, Tampa, FL 33620 | www.career.usf.edu | 813-974-2171 | 0 | N | |

| Sources For Vacancies | | | | | | |
|-----------------------|-----------------------------------|---|--|--------------|-----------------------------|--------------------------|
| No. | Recruitment Source | Address | Contact Person | Phone No. | Total Interviewed by Source | Entitled to Notification |
| 63 | USF, Dept. of Mass Communications | 4202 Fowler Avenue, Tampa, FL 33620 | Emmanuel "Manni" Pierre | 813/974-7519 | 0 | N |
| 64 | Vocational Rehabilitation | 9215 N. Florida Ave., Tampa, FL 33612 | Career board | | 0 | N |
| 65 | WFVA Website | 200-202 S. Parker Street, Tampa, FL 33606 | www.wfva.com | 813/259-7755 | 5 | N |
| 66 | Word of mouth | | Name unknown | | 1 | N |
| 67 | Workforce Alliance | 9215 North Florida Ave., Ste 101, Tampa, FL 33612 - phone | Phommach | 813/930-7400 | 0 | N |
| 68 | 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 | | 76 | |

Supplemental Outreach Initiatives

Station: WFLA-TV
 Year: 10/01/2011 to 09/30/2012

| Initiative | Description | Date | Personnel Involved by Title | Scope of Station Participation |
|--|--|---------------------|--|---|
| 1 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. Syndication interns worked on all aspects of the show's production. Interns with the Production department work on all aspects of producing the live news broadcast. | 10/01/11 - 08/31/12 | Maureen Farniano, Syndicated programming Executive Producer Ginger Thorpe, News Producer Todd Sullivan, Production Manager | Students shadowed producers with the News, Production and Syndicated programming departments, as well as reporters in the field. |
| 2 Great American Teach-In, Perkins Elementary & Thurgood Marshall Middle School (Pinellas County Schools) | School Visit | 11/17/2011 | Robert Hansen, Multimedia Photojournalist | Spent time visiting and speaking to several classes about his role as a photojournalist. Also spent time speaking to middle school, journalism students about careers in the field. |
| 3 Great American Teach-In, RCMA Academy, Wimmauma | School Visit | 11/17/2011 | Brooks Garner, Meteorologist - Weekends | Spoke to students about his role at the station. |
| 4 Visit to Bartow Elementary School | Speaking engagement | 12/16/2011 | Brooks Garner, Meteorologist - Weekends | Spoke to students about his role at the station. |

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| 5 | Curtis Fundamental School visit | Station Tour | 1/14/2012 | Mark Iusi, Investigative Reporter | Students were given an opportunity to visit the station and observe the operation. |
| 6 | Visit to University of Tampa | Fellow's Forum | 2/21/2012 | Stacie Schable, Anchor | Served as moderator for a panel of business CEOs who meet to share their perspectives with the Tampa Bay business community on current issues of importance. |
| 7 | Leadership Enrichment | Employee Training provided by Art Schweitzer, Media General Training Manager | 3/12/12 - 3/5/12 | Maureen Famiano, Syndicated Programming Executive Producer David Hughes, Audience Editor - WFLA | Training program designed for experienced and mid-level managers. The program provides arevitalized and refreshed commitment to personal and team success, an updated set of leadership tools to enhance team performance and a reaffirmation of Media General's commitment to professional development. |
| 8 | "CABA Break Out for Business Expo" Job Fair | Attended on-site job fair open to public held at Florida Hospital Carrollwood (Tampa, FL) | 3/28/2012 | Ken Walker, Acct Exec Bob Geiger, GM Comm/Niche Pubs Melissa Poage, Sales Manager | Spoke to prospective job applicants and accepted and reviewed resumes for open positions. |
| 9 | University of Central Florida, Orlando FL | Outreach to College Students | 4/17/2012 | Daniel Woodrum, Producer | Spoke to students in two Broadcast News Writing classes about news production, writing skills and editorial decisions. |
| 10 | Hillsborough Community College, Tampa FL | Outreach to College Students | 4/25/2012 | Daniel Woodrum, Producer | Spoke to students in the broadcasting program about news production, writing skills and editorial decisions. |
| 11 | "2012 West Tampa Job Fair" | Attended on-site job fair open to public held by State Rep. Janet Cruz at Higgins Hall, Tampa, FL | 7/31/2012 | Doris Barboto, HR Generalist Wes Zweibel, HR Generalist | Spoke to prospective job applicants and accepted and reviewed resumes for open positions. |

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| 12 | "MacDill Air Force Base Career Fair" | Attended on-base job fair open to current and retired military and their families held at Mac Dill AFB's Enlisted Club. | 8/11/2012 | Doris Barbato, HR Generalist Wes Zweibel, HR Generalist | Spoke to prospective job applicants and accepted and reviewed resumes for open positions. |
| 13 | Hillsborough Community College, Tampa FL | Outreach to College Students | 8/21/12 - 12/4/12 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.) |
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