

EEO Public File Report

Station: WFLA-TV
 Period Covered by Report: 10/01/06 to 09/30/07

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(s) utilized to fill vacancy (including organizations entitled to notification)*	Total # Interviewed	# Hired	Recruitment Source for Hire
1	National Sales Manager	4/26/2006	10/16/2006	Recruitment Sources Used to Fill All Vacancies	9	1	Employee Referral
				Internet Posting	4		
				Employee Referral	4		
				Internal Candidate	1		
2	Account Executive	7/7/2006	4/23/2007	Recruitment Sources Used to Fill All Vacancies	5	1	Word of Mouth
				Word of Mouth	1		
				Internal Applicant	1		
				Spots N Dots	1		
				Internal Candidate	1		
Internet Posting	1						
3	Inventory Control Coord.	7/14/2006	11/1/2006	Recruitment Sources Used to Fill All Vacancies	5	1	Employee Referral
				Employee Referral	3		
				Internal Candidate	1		
				www.mediageneral.com	1		
4	Director/Technical Director	7/14/2006	10/30/2006	Recruitment Sources Used to Fill All Vacancies	11	1	Internal Promotion
				Internal Applicant	1		
				www.mediageneral.com	4		
				Word of Mouth	3		
				www.tvjobs.com	3		
5	Inventory Control Supervisor	8/2/2006	2/26/2007	Recruitment Sources Used to Fill All Vacancies	4	1	Internal Promotion
				Internal applicant	1		
				Agency	2		
				Internet Posting	1		

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*	Total # Interviewed	# Hired	Recruitment Source for Hire
6	Associate Producer	8/23/2006	10/17/2006	Recruitment Sources Used to Fill All Vacancies	6	1	www.wfla.com
				www.wfla.com	2		
				Employee Referral	1		
				Other Referral	1		
				Internet Posting	1		
				www.tvjobs.com	1		
7	Photojournalist	8/29/2006	11/6/2006	Recruitment Sources Used to Fill All Vacancies	3	1	Internet Posting
				Internet Posting	2		
				Self Initiated	1		
8	Accountant	9/28/2006	10/16/2006	Recruitment Sources Used to Fill All Vacancies	2	1	Internal Promotion
				Internal Candidate	1		
				ACSYS	1		
9	Photojournalist	10/2/2006	1/8/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Internal Transfer
				Internal Transfer	1		
				Internet Posting	1		
				Self Initiated	1		
10	Producer	10/3/2006	2/5/2007	Recruitment Sources Used to Fill All Vacancies	4	1	Internal Promotion
				Self-Initiated	1		
				www.mediageneral.com	1		
				Employee Referral	1		
				Internal Applicant	1		

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*	Total # Interviewed	# Hired	Recruitment Source for Hire
11	Associate Producer	10/11/2006	10/30/2006	Recruitment Sources Used to Fill All Vacancies	1	1	Internal Promotion
				Internal Applicant	1		
12	Account Executive	10/11/2006	12/26/2006	Recruitment Sources Used to Fill All Vacancies	4	1	Employee Referral
				Internet Posting	2		
				Employee Referral	2		
13	Technical Director	10/11/2006	2/5/2007	Recruitment Sources Used to Fill All Vacancies	7	1	
				www.mediageneral.com	3		
				www.tvjobs.com	3		
				Internal Applicant	1		
14	Accounting Clerk	10/26/2006	12/11/2006	Recruitment Sources Used to Fill All Vacancies	6	1	Job Fair
				Job Fair	1		
				Internet Posting	2		
				Tampa Tribune	1		
				www.tbo.com	1		
				Career Seeker	1		
15	Technical Director	11/1/2006	12/11/2006	Recruitment Sources Used to Fill All Vacancies	5	1	Internal Promotion
				Internal Applicant	3		
				Word of Mouth	1		
				www.tvjobs.com	1		
16	Local Sales Manager	11/1/2006	4/9/2007	Recruitment Sources Used to Fill All Vacancies	9	1	Agency
				Agency	1		
				Employee Referral	1		
				Internet Posting	5		
				MGBG Employee	1		
				Spots N Dots	1		

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*	Total # Interviewed	# Hired	Recruitment Source for Hire
17	Producer	11/10/2006	1/8/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Phone Call
				Phone Call	1		
				Friend Referral	1		
				www.wfla.com	1		
18	Associate Producer	11/22/2006	12/18/2006	Recruitment Sources Used to Fill All Vacancies	3	1	Employee Referral
				Employee Referral	1		
				Friend Referral	1		
				www.tvjobs.com	1		
19	Media Content Manager	12/13/2006	4/16/2007	Recruitment Sources Used to Fill All Vacancies	4	1	Internal Promotion
				Internal Promotion	1		
				Internal Applicant	3		
20	Master Control Coordinator	12/13/2006	4/16/2007	Recruitment Sources Used to Fill All Vacancies	4	1	Internal Promotion
				Internal Promotion	1		
				Internal Applicant	3		
21	Associate Producer	11/22/2006	12/18/2006	Recruitment Sources Used to Fill All Vacancies	1	1	Internal Promotion
				Internal Promotion	1		

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*	Total # Interviewed	# Hired	Recruitment Source for Hire
22	Paid Programming Coordinator	1/8/2007	3/5/2007	Recruitment Sources Used to Fill All Vacancies	6	1	Internal Promotion
				Internal Promotion	1		
				Internal Applicant	2		
				Internet Posting	1		
				Word of Mouth	1		
				Tampa Tribune	1		
23	Inventory Control Coordinator	1/8/2007	2/19/2007	Recruitment Sources Used to Fill All Vacancies	5	1	Internet Posting
				Internet Posting	1		
				Agency	2		
				Internal Applicant	2		
24	Inventory Control Coordinator	1/8/2007	3/5/2007	Recruitment Sources Used to Fill All Vacancies	5	1	Agency
				Agency	1		
				Tampa Tribune	2		
				Internet Posting	2		
25	Inventory Control Coordinator	1/8/2007	2/22/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Agency
				Agency	1		
				Tampa Tribune	1		
				Internet Posting	1		
26	Production Technician I	1/9/2007	1/22/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Internal Promotion
				Internal Promotion	1		
				Internet Posting	2		
27	National Sales Assistant	1/18/2007	3/19/2007	Recruitment Sources Used to Fill All Vacancies	5	1	Internet Posting
				Internet Posting	3		
				Internal Applicant	2		

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*	Total # Interviewed	# Hired	Recruitment Source for Hire
28	Director	1/24/2007	3/5/2007	Recruitment Sources Used to Fill All Vacancies	4	1	Internal Promotion
				Internal Promotion	1		
				Internal Applicant	1		
				Internet Posting	1		
				Employee Referral	1		
29	Reporter	1/24/2007	6/25/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Agent
				Agent	1		
				Internal Applicant	2		
30	Syndicated Programming Sales Mgr.	1/24/2007	4/2/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Internal Promotion
				Internal Promotion	1		
				Internet Posting	2		
31	Character Generator Operator	1/25/2007	2/19/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Internal Promotion
				Internal Promotion	1		
				Self-Initiated	2		
32	Producer	1/25/2007	3/19/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Employee Referral
				Employee Referral	2		
				Agency	1		
33	Director of Results	1/25/2007	5/29/2007	Recruitment Sources Used to Fill All Vacancies	5	1	Internal Applicant
				Internal Applicant	2		
				Internet Posting	2		
				Employee Referral	1		
34	Sales Assistant	2/2/2007	3/19/2007	Recruitment Sources Used to Fill All Vacancies	4	1	Internal Transfer
				Internal Transfer	1		
				Word of Mouth	1		
				Internet Posting	1		
				Internal Applicant	1		

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill vacancy (including organizations entitled to notification)*	Total # Interviewed	# Hired	Recruitment Source for Hire
35	Associate Producer	2/16/2007	3/26/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Employee Referral
				Employee Referral	3		

36	Inventory Control Coordinator	2/16/2007	5/7/2007	Recruitment Sources Used to Fill All Vacancies	5	1	Self Initiated
				Self Initiated	1		
				Internal Applicant	1		
				Internet Posting	3		

37	Marketing Director	3/1/2007	9/17/2007	Recruitment Sources Used to Fill All Vacancies	11	1	Internet Posting
				Internet Posting	7		
				Employee Referral	2		
				Internal Applicant	1		
				Graeme Newell /eNewsletter	1		
38	Director/Technical Director	3/1/2007	4/16/2007	Recruitment Sources Used to Fill All Vacancies	1	1	Internal Promotion
				Internal Applicant	1		
39	Account Executive	3/1/2007	4/16/2007	Recruitment Sources Used to Fill All Vacancies	6	1	Internet Posting
				Internet Posting	3		
				Employee Referral	3		

40	Inventory Control Coordinator	3/8/2007	4/23/2007	Recruitment Sources Used to Fill All Vacancies	7	1	Tampa Tribune
				Tampa Tribune	3		
				Internet Posting	4		

41	Account Executive	3/16/2007	4/4/2007	Recruitment Sources Used to Fill All Vacancies	5	1	Employee Referral
				Internet Posting	3		
				Internal Applicant	1		
				Employee Referral	1		
42	Computer Editor	4/2/2007	5/28/2007	Recruitment Sources Used to Fill All Vacancies	1	1	Internal Promotion
				Internal Promotion	1		

43	Executive Assistant	3/21/2007	5/29/2007	Recruitment Sources Used to Fill All Vacancies	8	1	Internet Posting
				Internet Posting	2		
				Employee Referral	1		
				www.wfla.com	1		
				Internal Applicant	4		
44	Inventory Control Coordinator	4/4/2007	5/21/2007	Recruitment Sources Used to Fill All Vacancies	5	1	Self Initiated
				Self Initiated	1		
				Internet Posting	3		
				Tampa Tribune	1		
45	Account Executive	4/5/2007	7/30/2007	Recruitment Sources Used to Fill All Vacancies	4	1	Employee Referral
				Employee Referral	1		
				Internal Applicant	1		
				Internet Posting	2		
46	Assignment Editor	4/18/2007	8/13/2007	Recruitment Sources Used to Fill All Vacancies	4	1	Word of Mouth
				Word of Mouth	1		
				Internet Posting	2		
				Internal Applicant	1		
47	Character Generator Operator	4/19/2007	4/23/2007	Recruitment Sources Used to Fill All Vacancies	1	1	Internal Transfer
				Internal Transfer	1		
48	Assistant News Director - Content	4/19/2007	7/9/2007	Recruitment Sources Used to Fill All Vacancies	3	1	www.mediageneral.com
				www.mediageneral.com	1		
				Internet Posting	2		
49	Inventory Control Coordinator	4/23/2007	7/23/2007	Recruitment Sources Used to Fill All Vacancies	5	1	Internal Applicant
				Internal Applicant	1		
				Internet Posting	2		
				Word of Mouth	1		
				Self-Initiated	1		
50	Executive Producer	5/18/2007	5/28/2007	Recruitment Sources Used to Fill All Vacancies	1	1	Internal Promotion
				Internal Promotion	1		

51	Anchor, Weather, WKDY, AM	5/14/2007	4/30/2007	Recruitment Sources Used to Fill All Vacancies	1	1	Internal Promotion
				Internal Promotion	1		
52	Anchor, Weather, WKND, PM	5/18/2007	8/6/2007	Recruitment Sources Used to Fill All Vacancies	1	1	Internal Promotion
				Internal Promotion	1		
53	Photojournalist	6/5/2007	7/23/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Internal Promotion
				Internal Promotion	1		
				Internal Applicant	2		
54	Inventory Control Coordinator	6/5/2007	7/23/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Internet Posting
				Internet Posting	1		
				Internal Applicant	1		
				Word of Mouth	1		
55	Associate Producer	7/3/2007	7/23/2007	Recruitment Sources Used to Fill All Vacancies	1	1	Internal Promotion
				Internal Promotion	1		
56	Producer	7/3/2007	7/23/2007	Recruitment Sources Used to Fill All Vacancies	1	1	Internal Promotion
				Internal Promotion	1		
57	Director/Technical Director	7/11/2007	9/3/2007	Recruitment Sources Used to Fill All Vacancies	10	1	Former Employee
				Former Employee	1		
				www.tvjobs.com	7		
				Internet Posting	2		
58	Inventory Control Coordinator	7/13/2007	9/17/2007	Recruitment Sources Used to Fill All Vacancies	3	1	www.themegamet.com
				www.themegamet.com	1		
				Internet Posting	1		
				Tampa Tribune	1		
59	Account Executive	7/13/2007	9/24/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Internet Posting
				Internet Posting	1		
				Local Market Contact	1		
				Employee Referral	1		

60	CND Night Editor	7/25/2007	9/3/2007	Recruitment Sources Used to Fill All Vacancies	3	1	Internal Promotion
				Internal Promotion	1		
				Internal Applicant	2		
61	Anchor, Weather, WKND, AM	8/10/2007	9/3/2007	Recruitment Sources Used to Fill All Vacancies	2	1	www.themeganet.com
				www.themeganet.com	1		
				Internet Posting	1		
62	Sr. Inventory Control Coordinator	7/11/2007	8/20/2007	Recruitment Sources Used to Fill All Vacancies	4	1	Internal Candidate
				Internal Candidate	1		
				Internet Posting	2		
				Agency	1		

Recruitment Source Analysis

This form is to be placed in the public file annually

Station: WFLA-TV
 Year: 10/01/06 to 09/30/2007

Total no. of persons
 Interviewed for full-time
 vacancies

257

General Sources				
Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source
Alabama State University	P.O. Box 271, Montgomery, AL 36101	A. David Okeowo, Ph.D.	334/229-4493	0
American Women in Radio & TV	8405 Greensboro Dr. Ste 800, McClean, VA 22102	Melissa Lowe	703-506-3290	0
Asian American Journalists Association	1182 Market St. Suite 320, San Francisco, CA 94102	Albert Lee	415-346-2051	0
Bay Area Media Network	P.O. Box 20261, Tampa, FL 33622-0261	Lynne Conlan	813-626-3232	0
Broadcasting & Cable Magazine	360 Park Ave, South, NY, NY 10010	Yuki Atsumi	646-746-6949	0
Center for Women	305 Hyde Park, Tampa, FL 33606	Aileen Ramos	813-253-2081	0
Clear Channel	200 East Basse Rd., San Antonio, TX 78209	Diane Warren		0
Ct. School of Broadcasting	3901 Coconut Palm Dr., Suite 105, FL 33619	Steve Clark	813/740-0990	0
Eckerd College	4202 54th Avenue S., St. Petersburg, FL 33711	Jane Colson	727-864-8148	0
Entertainment Employment Journal	P.O. Box 60163, Corpus Christi, TX 78466	Gregorio Carbajal	361/986-0118	0
First Coast Hispanic Chamber of Commerce	2120 Corporate Square Blvd Ste 24, Jacksonville, FL 32216	Jesse Pina	904-721-7008	0
Florida A&M University	Tallahassee, FL 32307	Kay Wallace	850-599-3700	0
Florida Association of Broadcasters	800 North Calhoun Street, Tallahassee, FL 32303	Karen Hickey	850-222-3957	0
Florida Dept. of Labor & Employment	3637 4th Street N., Ste. 310, St. Petersburg, FL 33704	Deborah Alexander	727-893-2341	0
Florida Southern College	111 Lake Hollingsworth Dr., Lakeland, FL 33801	Saul Reyes	863-680-4390	0
Foundation for Minority Interests In Media	825- 7th Ave. 2nd Floor, New York, NY 10019			0
Hillsborough County Schools	5715 East Hanna St., Tampa, FL 33610			0
Hillsborough Community College	P.O. Box 30030, Tampa, FL 33600	Lori Ragsdale	813-253-7275	0
Hillsborough County Employment & Training	9250 Bay Plaza Blvd, Ste 320, Tampa, FL 33619			0
Howard University	2400 6th Street NW, Washington, DC 20001-2206		202-806-7513	0
Latino Employment Center	2000- 14th Street, NW, Washington, DC 20009			0

General Sources				
Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source
Minorities in Broadcasting Training Program	PO Box 67132 , Century City, CA 90067		310-551-1035	0
NAACP Bradenton	P.O. Box 937 , Bradenton, FL 34206	Irene Ingram	941-704-0710	0
NAACP Hillsborough County Branch	5701 Hillsborough Ave East, Tampa, FL 33610		813-664-8683	0
NAACP Miami-Dade	PO Box 315, OpaLocka, FL 33054	Ethel Duncan	305-685-7152	0
NAACP Sarasota County	1818 Dr. Martin Luther King Way , Sarasota, FL 33234			0
NAACP St. Pete	1501 16th Street S., St. Petersburg, FL 33705-2447	Linda Watkins	727-821-3009	0
National Asian American Telecom. Association	346 9th Street, 2nd Floor, San Francisco, CA 94103			0
National Association of Black Communicators	PO Box 172092 , Tampa, FL 33672	Ken Knight		0
National Association of Black Journalists	nabj@nabj.org	Duanne Crowley		0
National Association of Broadcasters	1771 N. Street, NW , Washington DC 20036	Karyn Hunter		0
National Association of Hispanic Journalists	1193 National Press Bldg., Washington, DC 20045	Marc Botero	202-662-7145	0
National Newspaper Publishers Asso.	3200 13th Street NW, Washington, DC 20010	George Curry	202-588-8960	0
Network of Hispanic Communicators	PO Box 22313 , Dallas, TX 75222			0
New House School of Public Communications	215 University Pace, Syracuse, NY 13244-2100	Karen McGee	315-443-3270	0
New School of Radio & Television	50 Colvin Ave., Albany, NY 12206		518-438-3603	0
New York State Broadcasters Association	1805 Western Ave. , Albany, NY 12203			0
Ohio Center for Broadcasting	9000 Sweet Valley Drive, Valley View, OH 44125	Gary James	216-447-9117	0
One Hundred Black Men	52 Chestnut Lane , Schenectady, NY 12309	Gloria Phaire	212-995-5145	0
Pinellas County Vo-Tech Institute	6100 154th Avenue N., Clearwater, FL 33620	Gaile Kimpel		0
Remington College	8550 Ulmerton Rd., Unit 100, Largo, FL 33771	Deborah Hoffman	727-530-3365	0
Santa Fe Community College	3000 NW 83rd St. N. #309, Gainesville, FL 32606	Bonita Dewiliby	352-395-5845	0
Society of Professional Journalists	P. O. Box 77, Greencastle, IN 46135			0
South Asian Journalists Association	2950 Broadway, New York, NY 10027	Sreenath Srenivason	212-854-5979	0
Southwest Florida College	3910 Riga Blvd., Tampa, FL 33619	Elli Merritt	813/630-4401	0
State of Florida Placement Center	2010 Hillsborough Ave. Rm 107. Tampa, FL 33610	Hiram Rodriguez	813-307-4705	0
Tampa Bay Association of Black Journalists	PO Box 172092, Tampa, FL 33672-0411	Eric Deegan		0
Tampa Bay Workforce Alliance	9215 N. Florida Ave., Tampa, FL 33612	Radolfo Padron	813-930-7533	0
Tampa Urban League	1405 Tampa Park Plaza, Tampa, FL 33605	Walter Niles	813-221-3947	0

General Sources				
Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source
The Society of Broadcast Engineers	808 W. 130th Ave., Tampa, FL 33612	Richard Scott	813-727-2268	0
United Black Fund	2500 MLK Jr. Ave , Washington, DC 20020	Annette Terez		0
United States Pan Asian American	1329- 18th Street, NW , Washington, DC 20036			0
USF, Dept. of Mass Communications	4202 Fowler Avenue, Tampa, FL 33620			0
University of South Florida, Job Placement	4202 Fowler Avenue, Tampa, FL 33620	Dr. Larry Leslie	813-974-6798	0
Vocational Rehabilitation	4221 Himes Ave, Tampa, FL 33607	Jay Briggs		0
Workforce Alliance	phommachakrd@workforcetampa.com			0
Employee Referral	200 S. Parker Street, Tampa, FL. 33606		813-259-7755	30
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
Collective Talent	www.colectivetalent.com	Michael Bille	813/254-9695	0
Spots-N-Dots	www.spotsndots.com	dal@spotsndots.com	888-884-2630	2
The Tampa Tribune Advertisement	202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813-259-7755	11
TVJOBS.com	PO Box 4116, Oceanside, CA 92052	TVJOBS.com	800-374-0119	16
Internal Applicant	200-202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813-259-7755	67

General Sources				
Recruitment Source	Address	Contact Person	Phone No.	Total Interviewed by Source
USF Career Center	4202 E. Fowler Ave. SVC 2088, Tampa, FL. 33620	www.career.usf.edu	813-974-2171	0
Marketing Ideanet		gnewell@602communications.com	704- 543-1426	0
TBO.com	200 S. Parker Street, Tampa, FL. 33606	www.tbo.com		1
Media General Website	www.mediageneral.com	HR Dept.	813-259-7755	9
Self Initiated	200-202 S. Parker Street, Tampa, FL. 33606	HR Dept.	813-259-7755	8
Word of mouth		Name unknown		10
Agency		Name unknown		9
Health and Social Services of Hills. Cnty. Emp. Opp. P	bandersonl@hillsboroughcounty.org	LB Anderson		0
Lee Hecht and Harrison	tampa@lhh.com	Ashley Showalter		0
Erwin Job Placement Center	jessica.vega_eugene@erwin.edu	Jessica Vega		0
Florida Metropolitan University	FMUCareerhelp@yahoo.com	Name unknown		0
HCC Ybor Campus Career Center	akeaton@hccfl.edu	Keaton		0
Hillsborough Employment Opportunity Program	collador@hillsboroughcounty.org	Name unknown		0
Yahoo! Hot Jobs	www.hotjobs.com	Name unknown		0
Internet Posting		Name unknown		76
Market Contact		Name unknown		1

WFLA Website
Referred by News Director/WRUF
ACSYS
Job Fair
Phone call
Through a friend
Agent
Graeme Newell/eNewsletter
Former Employee
The Meganet (MG Intranet)
Local Market Contact

www.wfla.com

gnewell@602communications.com

www.themeganet.com

HR Dept.	4
Name unknown	1
Name unknown	1
Name unknown	1
Name unknown	1
Name unknown	2
Name unknown	1
Name unknown	1
Mark Villeneuve	1
HR Dept.	3
Name unknown	1

257

Entitled to Notification
N
Y
N
N
N
N
N
Y
N
N
N
N
N
N
N
N
N
N
N
N
N

Entitled to Notificati on
N
N
N
N
N
N
N
N
N
N
N
N
N
Y
N
N
N
N
N
Y
N
N
N
N
N
N
N
N
N
N
N
N
N
N
N
N

Entitled to Notification

N
N
N
N
N
N
N
N
N
N
N
N
N
N
N
N
N

Entitled to Notification

N
N
N
N
N
N
N
N
N
N

N
N
N
N
N
N
N
N

N
N
N
N
N
N
N
N
N
N
N
N

Supplemental Outreach Initiatives

This form is to be placed in the Public File Annually

Station: WFLA-TV

Year: 10/01/2006 to 09/30/2007

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1	College/High School Intern Program	Expose college students to the broadcasting environment	10/01/06 - 09/30/07	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	Sponsored the 2006 Tampa Tribune/ Diversity Inc. (the Summit) Job Fair	Recruiting event - provide overview of Florida Publishing Group as a whole and offer information about career opportunities within the Broadcast, Publishing and Interactive divisions to diversity candidates.	10/2/2006	Wes Zweibel - Employment Specialist; Carmen Alverio - H.R. Generalist	Provide job openings and description of jobs to all that are interested.
3	Inroads Minority Internship Program	Provide internships to minority college students while they are provided leadership training through the Inroads organization.	6/25/07 - 8/21/07	Marisol Marin, HR Generalist	Provide training experience across all three platforms of Broadcast, Publishing and Interactive Media. Leaders of the company provide training and discussion to intern participants.
4	Brandon Chamber of Commerce Job Fair	Inform any one attending Job Fair of job openings and career opportunities within Broadcast, Publishing and Interactive divisions	11/9/2006 & 4/12/2007	Wes Zweibel - Employment Specialist; Dave Scrimali - Tribune Sales Support Manager	Provide job openings and description of jobs to all that are interested.

5	Hillsborough Community College Job Fair	Inform any one attending Job Fair of job openings and career opportunities within Broadcast, Publishing and Interactive divisions	4/17/2007	Wes Zweibel , Employment Specialist	Provide job openings and description of jobs to all that are interested.
6	Sponsored the 2007 Tampa Tribune/ Diversity Inc. (the Summit) Job Fair	Recruiting event - provide overview of Florida Publishing Group as a whole and offer information about career opportunities within the Broadcast, Publishing and Interactive divisions to diversity candidates.	4/23/2007	Doris Barboto, Employment Specialist; Wes Zweibel, Employment Specialist; Dave Scrimali, Tribune Sales Support Manager	Provide job openings and description of jobs to all that are interested.
7	Training program designed for employees to acquire skills that could qualify them for higher-level positions	Leadership Certificate Program	2006 - 2007	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.

8	National Job Fair: NABJ	Recruiting event - provide overview of Media General as a whole and offer information about career opportunities within the Broadcast, Publishing and Interactive divisions.	8/08/07 - 8/12/07	Morris Pyle, Assistant News Director - WFLA, Pat Mitchell, Senior Editor - Tampa Tribune, Joseph Brown, III, Photography Team Leader - Tampa Tribune, Ken Knight, Multimedia Coordinator - Tampa Tribune, Sarah Hoye, Reporter II - Tampa Tribune	Provide information about internship opportunities, job openings, conduct one-on-one applicant screenings, review resumes and videos for positions within Broadcast, Publishing and Interactive Media company wide.
9	National Job Fair: NAHJ	Recruiting event - provide overview of Media General as a whole and offer information about career opportunities within the Broadcast, Publishing and Interactive divisions.	6/13/07 - 6/16/07	Dennis Joyce, Sr. Editor - Tampa Tribune, Danny Finnegan, Sr. Editor - Richmond Newspapers, Cloe Cabrera, Reporter II - Tampa Tribune, Anthony McCartney, Reporter II - Tampa Tribune, Dan Cates, News Director - WKRG-TV, Alex Marcelewski, Multimedia Producer - Media General IMD	Provide information about internship opportunities, job openings, conduct one-on-one applicant screenings, review resumes and videos for positions within Broadcast, Publishing and Interactive Media company wide.

10	AAJA National Convention - Miami, FL	Recruiting event - provide overview of Media General as a whole and offer information about career opportunities within the Broadcast, Publishing and Interactive divisions.	8/01/07 - 8/04/07	Don North, News Director - WFLA, Loren Omoto, Online Content Director - TBO.com, Christine Tanaka, News Director - WRBL-TV, Glen Proctor, VP & Exec. Editor - Richmond Newspapers, Vidisha Priyanka, News & Spec. Projects Producer - TBO.com	Provide information about internship opportunities, job openings, conduct one-on-one applicant screenings, review resumes and videos for positions within Broadcast, Publishing and Interactive Media company wide.
11	Multi-media Internship Program	College students are recruited by MG to participate in an internship across all platforms.	9 month program (8/1/06 - 4/30/07)	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.