

WTSP
EEO PUBLIC FILE REPORT
September 21, 2014 - September 20, 2015

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Digital Sales Specialist	1, 3-5, 7-9, 11-12, 14-16, 19-21, 23-24, 26-28, 30-33, 35, 37-40, 42-46, 48-51	24
Weekday Morning Anchor	1, 3-5, 7-9, 11-12, 15, 19-21, 23, 26-28, 30-33, 35, 37, 39-40, 42-46, 48-51	9
Producer	2, 7-8, 50	2
Meteorologist	2, 7-8, 46, 50	2
Associate Producer	7-8, 50	50
Digital Account Executive	1, 3-5, 7-9, 11-12, 15, 17, 19-21, 23-24, 26-28, 30-32, 35, 37, 39-40, 42-46, 48, 50-51	24
Reporter	1-9, 11-13, 15, 19-21, 23, 26-28, 30-32, 35, 37, 39-40, 42-46, 48, 50-51	13
Reporter	1-9, 11-13, 15, 19-21, 23, 26-28, 30-32, 35, 37, 39-40, 42-46, 48, 50-51	6
Reporter	1-9, 11-13, 15, 19-21, 23, 26-28, 30-32, 35, 37, 39-40, 42-46, 48, 50-51	13
Traffic Anchor/Reporter	1-5, 7-9, 11-12, 15, 19-23, 26-28, 30-32, 35, 37, 39-40, 42-46, 48, 50-51	2
Reporter	1, 3-5, 7-9, 11-12, 15, 19-21, 23, 26-28, 30-32, 35, 37, 39-46, 48, 50-51	41
Associate Producer	7-8, 25, 29, 34, 47, 50	47
Photojournalist	1, 3-5, 7-9, 11-12, 15, 19-21, 23, 26-28, 30-32, 37, 39-41, 43-46, 48, 50-51	41
Director of Marketing	1, 3-5, 7-12, 15, 19-23, 26-28, 30-32, 36-37, 39-40, 43-46, 48, 50-51	10
Information Technology Specialist	1, 3-5, 7-9, 11-12, 15, 20-23, 26-28, 30-32, 36-37, 40-41, 43-46, 48, 50-51	8
Reporter	1, 3-5, 7-9, 11-13, 15, 20-21, 23, 26-28, 30-32, 37, 40, 43-46, 48, 50-51	13
Morning Associate Producer	7-8, 13, 50	13
Studio 10 Host	8, 13, 18, 24, 46, 50	46

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	African-American Chamber of Commerce: Central Florida 315 East Robinson Street Ste. 100 Orlando, Florida 32801 Phone : 407.420.4870 Email : info@blackcommerce.org Pamela Martin	N	0
2	Agency Referral	N	6
3	ASU – Dept of Communication P.O. Box 271 Montgomery, Alabama Phone : 334-229-4140 Email : etucker@alasu.edu Ella Tucker	N	0
4	Bay Area Media Network P.O. Box 20261 Tampa, Florida 33622 Phone : 813-555-1212 Url : bayareamedianetwork.org Email : contact@bayareamedianetwork.org Fax : 1-813-740-3228 Job Postings	N	0
5	Cable Television Ad Bureau 830 Third Avenue New York, New York Phone : (212) 508-1220 Email : evelyns@cabletvadbureau.com Evelyn Skurkovich	N	0
6	Call In	N	1
7	Call-In/Walk-In/Mail-In Florida Career Service Manual Posting	N	0
8	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	6

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9	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	1
10	Corporate Recruiter	N	2
11	Current staff self-nomination Florida Career Service Manual Posting	N	0
12	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : Sandra.Rice@nbcuni.com Fax : 1-212-975-5884 Sandra Rice	N	0
13	Employee Referral	N	5
14	FAMU-Florida A&M University 100 Student Union Plaza Tallahassee, Florida 32307 Phone : (850) 599-3700 Email : deloresdean@famu.edu Fax : 1-850-599-3353 Delores Dean	N	0
15	Florida Southern College Career Center 111 Lake Hollingsworth Drive Lakeland, Florida Phone : 863-680-4390 Email : xcoso@southern.edu Fax : 1-863-680-5121 Xuchitl Coso	N	0
16	Florida State University University Center 4100 Career Center Tallahassee, Florida 32306 Phone : (850) 644-6431 Email : jflora@fsu.edu Fax : 1-850-644-3273 Ms. Jamie Flora	N	0

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17	Former Employee Referral	N	1
18	GlassDoor - Not Directly Contacted by SEU	N	1
19	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com. Email : slizik@602communications.com Career Services	N	0
20	Hillsborough Community College P.O. Box 5096 Tampa, Florida Phone : 813-259-6096 Url : www.collegecentral.com/hillsborough Email : akeaton@hccfl.edu Alisa Keaton	N	0
21	Hillsborough Community College Career Planning and Placement P.O. Box 30030 Tampa, Florida Phone : 813-253-7275 Url : www.collegecentral.com/hillsborough Email : lragdale@hccfl.edu Fax : 1-813-259-6047 Laurie Ragsdale	N	0
22	Indeed.com	N	4
23	James A. Haley Veterans' Hospital 10770 North 46th Street Suite A-400 Tampa, Florida 33617 Phone : 813.316.3223 Email : gino.gibbons@va.gov Fax : 1-813-228-2857 Gino Gibbons	N	0
24	Job Board	N	3
25	Job posting on internet	N	1
26	Langston University P.O. Box 907 Langston, Oklahoma Phone : 405-466-2009 Email : jawallace@lunet.edu Fax : 1-405-466-2976 James Wallace	N	0

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27	Langston University, Tulsa 914 N Greenwood Ave Tulsa, Oklahoma Phone : 918-877-8149 Fax : 1-918-877-8101 Elaine Williams	N	0
28	Lincoln University 820 Chesnut Street Jefferson City, Missouri Phone : 573-681-5163 Email : ccsjobs@lincolnu.edu Fax : 1-573-681-5165 Career Counselor	N	0
29	Linked In	N	1
30	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
31	National Association Of Black College Broadcasters P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
32	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlaja.org Career Service	N	0

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33	National Urban League Black Executive Exchange Program 120 Wall Street, 8th floor New York, New York Phone : 212-558-5403 Email : dwest@nul.org Fax : 1-212-558-5497 Dale West	N	0
34	Non-Employee Referral	N	1
35	Organization of Chinese Americans 1322 18th Street NW Washington, District of Columbia Phone : 202-223-5500 Email : ssmith@ocanational.org Fax : 1-202-296-0540 Sarah Smith	N	0
36	Other Source	N	2
37	Pinellas County Personnel Department 400 S. Ft. Harrison Avenue, County Annex Bldg., Rm 121 Clearwater, Florida Phone : 727-464-3367 Email : jowens@pinellascounty.org Fax : 1-727-464-3680 James Owens	N	0
38	Pinellas Hope 5726 126th Ave., North Clearwater, Florida 33760 Phone : 727.556.6397 Fax : 1-727-556-6398 Tom Mitchell	N	0
39	Promax International 2029 Century Park East Los Angeles, California 90067 Phone : 310-788-7600 Fax : 1-310-788-7616 Rose Adkins	N	0

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40	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
41	Station Website	N	3
42	Suncoast Chamber of Commerce 550 N. Rio Street Suite 300 Tampa, Florida 33619 Phone : 813-261-5043 Email : dhavens@sarasotachamber.com Fax : 1-813-261-5046 Donna Havens	N	0
43	Texas Southern University - Placement Office 3100 Cleburne Street Houston, Texas Phone : 713-313-7346 Email : robersonan@tsu.edu Fax : 1-713-313-7155 Antoinette Roberson	N	0
44	The Centre for Women 305 S. Hyde Park Tampa, Florida Phone : 813-251-8437 x272 Url : www.centreforwomen.org Email : amthompson@cfwtampa.org Fax : 1-813-259-1415 Alice Thompson	N	0
45	The University Of Tampa - Office of Career Placement 401 W. Kennedy Blvd Tampa, Florida Phone : 813-253-6236 Email : dnapoli@ut.edu Fax : 1-813-258-7271 Donna Napoli	N	0

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46	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	2
47	Word of Mouth Referral	N	1
48	Worknet Pinellas 2312 Gulf to Bay Blvd Clearwater, Florida Phone : 727-608-2419 Email : pperkins@worknetpinellas.org Fax : 1-727-791-5891 Pam Perkins	N	0
49	Worknet Pinellas 624 1st Avenue, South St Petersburg, Florida Phone : 727-608-2527 Url : www.worknetpinellas.org Email : hloeun@worknetpinellas.org Fax : 1-727-329-1497 Haley Loeun	N	0
50	WTSP-TV Website Florida Url : tampabays10.com Career Service Manual Posting	N	3
51	WUSF-TV 4202 E. Fowler Avenue, TZB100 Tampa, Florida Phone : 813-974-8700 Url : www.wusf.usf.edu Fax : 1-813-974-5016 Director - TBA -	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			44

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	11/6/2014	Provision of training to management	<p>November 6, 2014; All Sales Managers participated in Management Training provided by Management Consultant Barry Banther.</p> <p>November 11, 2015, all News Dept. Managers participated in training provided by Barry Banther.</p> <p>January 7, 2015-May 27, 2015, local Sales Manager participated in Leadership Tampa training program.</p> <p>May 7, 2015, The General Manager, News Director, Program Director, and General Sales Manager participated in Management training provided by Barry Banther.</p>	13	GSM GM LSM Program Director
2	11/10/2014	Participation in scholarship programs	<p>As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2014 we supported the Emma Bowen Foundation with a grant from the Gannett Foundation. The grant provided general support of media diversity initiatives including on-the-job training, mentoring and scholarships and work/study programs. The Emma Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.</p>	10	News Dept. Employees
3	11/19/2014	Participation in events or programs sponsored by educational institutions	<p>Twelve News Department Employees participated in the "Great American Teach In" activities supporting the Pinellas and Hillsborough County School Districts. Anchors, reporters, Photographers and content producers shared information about careers in broadcasting with students K-12.</p>	12	News Dept. Employees

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4	1/4/2015	Establishment of training programs for station personnel	<p>WTSP offers a tuition reimbursement program designed to encourage self-development through undergraduate or graduate work. Three employees participated in the program during the reporting period taking courses listed below:</p> <p>Anchor/Reporter: -MBA, Digital Journalism & Design, University of South Florida</p> <p>Social Media Manager-MS, Infotech in the Organization, Walden University</p> <p>Cash Application Manager-BA, Principles of Accounting, University of Phoenix</p>	3	Cash Application Manager Anchor/Reporter Social Media Manager
5	1/27/2015	Establishment of training programs for station personnel	<p>October 27-28, 2015 and December 10-11, 2015; Magid Training: The sales staff participated in training designed to use Broadcast Industry expertise and perspective to help our clients develop and market products and services that align with consumer attitudes and expected behaviors, thereby leading to optimized financial performance as a sales team.</p> <p>January 27, 2015 through April 21, 2015: Entire Sales Department participated in Broadcast Sales Transformation & Restructure Training.</p> <p>June 2, 2015 through August 18, 2015, full sales staff participated in Center for Sales Strategy training.</p> <p>June 4-7, 2015; Four members of the News Investigative Team attended the IRE conference in Philadelphia, PA. Each employee attended training sessions on investigative reporting, storytelling, computer-assisted research and legal safeguards.</p>	28	Full Sales Staff Investigative Team
6	3/13/2015	Participation in Job Fairs	Station Special Projects Executive Producer, a University of Florida Alumnus, participated in a multi-industry job fair to promote Broadcasting jobs and the recruitment of University of Florida students.	1	Special Projects EP

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7	4/21/2015	Participation in other activities designed by the station employment unit	<p>April 21, 2015: Tour and Q and A session with 15 local high school broadcasting students. Tour and Q And A was led by Anchor Dion Lim</p> <p>June 17, 2015: Director of Strategic Partnerships taught a class on writing and video storytelling to 30 local high school students at the Poynter Institute for Media Studies.</p> <p>June 26, 2015: Tour and Q and A with 30 high school seniors from a United Way summer school program for at risk youth. Topics covered included careers in broadcasting.</p> <p>July 16, 2015: Tour and Q and A with 15 local foster teens interested in careers in broadcasting.</p>	5	6 and 11pm Anchor Dir. Strategic Partnerships Program Director Studio 10 Live! Executive Producer
8	6/1/2015	Establishment of an intern program designed to assist members of the community	WTSP's commitment and dedication to educating future journalists includes reaching out to college students through internship programs. Students from Johns Hopkins University and Florida Southern College served as newsroom interns during this period. These interns studied all facets of live production and news show creation for one semester each.	2	News Dept. Interns
9	6/17/2015	Participation in events or programs sponsored by educational institutions	As part of WTSP's commitment to future journalists, the station supports the Poynter Institute for Media Studies by providing instructors for the Institute's High School Workshops. In 2015, the Director of Strategic Partnerships taught a Writing for Television and Video Storytelling class to 30 local high school seniors at the Institute.	1	Director of Strategic Partnerships
10	6/17/2015	Participation in scholarship programs	The Poynter Institute for Media Studies was selected to receive a grant to fund scholarships for local high school journalism students to attend a three day writing and video storytelling workshop. Scholarships went to local students who otherwise would not have been able to attend.	3	Grant Review Committee

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11	8/14/2015	Participation in Job Fairs	10 News 6pm and 11pm Anchor participated in the Asian American Journalists Association job fair in San Francisco, CA as part of the group's annual conference.	1	6 & 11pm Anchor