

WTSP
EEO PUBLIC FILE REPORT
September 21, 2017 - September 20, 2018

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
Account Executive	1, 3-7, 9, 13, 15, 17-19, 23, 25-27, 29-30, 32, 34-35, 37-41, 44-46	37
Multi Skilled Journalist	1, 3-7, 9, 13, 15, 17-19, 23, 25-27, 29-30, 32, 34-35, 38-41, 44-46	15
Executive Producer	1, 3-7, 9, 13, 15, 17-19, 23, 25-30, 34-35, 38-41, 44-47	28
Assignment Desk Editor	1, 3-7, 9, 13, 15, 17-19, 23, 25-27, 29-30, 34-35, 38-41, 44-47	15
Great Day Tampa Bay Host	1, 3-7, 9, 13, 17-21, 23, 25-27, 29-30, 34-35, 37-41, 45-46	37
Media Operations Specialist	1, 3-7, 9, 13, 17-20, 23-27, 29-30, 34-35, 38-41, 44-46	24
News Director	1, 3-7, 9, 13, 17-19, 22-23, 25-27, 29-30, 34-36, 38-41, 44-47	36
Content Creator/Researcher	1, 3-7, 9, 13, 15-20, 23, 25-27, 29-30, 34-35, 37-42, 44-46	16
Director of Sales	1, 3-7, 9, 13, 15, 17-19, 23, 25-30, 34-35, 38-41, 44-47	15
Associate Producer	1, 3-7, 9, 13, 15, 17-19, 23, 25-27, 29-30, 34-36, 38-41, 44-47	15
Associate Producer	1, 3-7, 9, 13, 15, 17-19, 23, 25-27, 29-30, 34-36, 38-41, 44-47	36
Content Creator/Researcher	1, 3-7, 9, 13-20, 23, 25-27, 29-30, 34-35, 38-41, 43-47	16
Account Executive	1, 3-7, 9, 13, 15, 17-19, 23, 25-27, 29-30, 34-35, 37-41, 44-47	37
Account Executive	1, 3-7, 9, 13, 15-19, 23, 25-27, 29-30, 34-35, 38-41, 44-47	16
Major Account Sales Manager	1, 3-7, 9, 13, 17-19, 25-27, 29-30, 34-35, 38-41, 44-47	45
Digital Content Producer	1, 3-7, 9, 11-13, 17-19, 25-30, 34-41, 44-47	28
Producer-in-Residence Program	1, 3-9, 13, 17-20, 25-27, 29-31, 34-35, 38, 40-41, 44-47	8
Producer-in-Residence Program	1, 3-9, 13, 17-20, 25-27, 29-31, 34-35, 38, 40-41, 44-47	31
Assignment Desk Editor	1, 3-7, 9, 13, 15, 17-19, 25-27, 29-30, 34-35, 38, 41, 44-47	7
Account Manager	1, 3-7, 9-10, 13, 15, 17-19, 23, 25-27, 29-30, 34-35, 37-38, 41, 44-47	37
Content Creator/Researcher	1, 3-7, 9, 13, 15, 17-19, 23, 25-27, 29-30, 34-35, 38, 41, 44-47	15

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Morning Social Media Anchor	1-7, 9, 13, 17-19, 23, 25-27, 29-30, 32-35, 38, 41, 44-47	2
Senior Executive Producer	1, 3-7, 9-10, 13, 15, 17-19, 23, 25-27, 29-30, 34-35, 37-38, 41, 43-47	37
Broadcast IT Specialist	1, 3-7, 9, 13, 17-20, 23, 25-27, 29-30, 34-35, 37-38, 41, 44-47	20
Photojournalist	1, 3-7, 9, 13, 17-19, 23, 27, 29-30, 34-35, 37-38, 41, 44-47	37
Broadcast Systems Engineer	1, 3-7, 9, 13, 17-19, 23, 27, 29-30, 33-35, 37-38, 41, 44-47	37
Executive Producer	1, 3-7, 9-10, 13, 17-19, 23, 26-27, 29-30, 34-35, 38, 41, 44-47	10
Managing Editor of Digital	1, 3-7, 9, 13, 15, 17-19, 23, 26-27, 29-30, 34-35, 38, 41, 44-47	15

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

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	1
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/Walk-In/Mail-In Florida Career Service Manual Posting	N	0
7	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	7
8	Career Fair	N	1

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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	0
10	Corporate Recruiter	N	3
11	Current Employee	N	2
12	Current Employee - Transfer/Promotion	N	1
13	Current staff self-nomination Florida Career Service Manual Posting	N	2
14	Did not indicate (Source Unknown)	N	1
15	Employee Referral	N	24
16	GlassDoor - Not Directly Contacted by SEU	N	3
17	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
18	Hillsborough Community College P.O. Box 5096 Tampa, Florida Phone : 813-259-6096 Url : www.collegecentral.com/hilsborough Email : akeaton@hccfl.edu Alisa Keaton	N	0
19	Hillsborough Community College Career Planning and Placement P.O. Box 30030 Tampa, Florida Phone : 813-253-7275 Url : www.collegecentral.com/hilsborough Email : lragdale@hccfl.edu Fax : 1-813-259-6047 Laurie Ragsdale	N	0
20	Indeed.com	N	20

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21	Internal Candidate	N	1
22	Internal Hire	N	1
23	James A. Haley Veterans' Hospital 10770 North 46th Street Suite A-400 Tampa, Florida 33617 Phone : 813.316.3223 Fax : 1-813-228-2857 Gino Gibbons	N	0
24	Job posting on internet	N	2
25	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
26	Langston University, Tulsa 914 N Greenwood Ave Tulsa, Oklahoma Phone : (405) 466-2231 Email : mjones@langston.edu Mautra Jones	N	0
27	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
28	Linked In	N	4
29	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

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30	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
31	Non-Employee Referral	N	2
32	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
33	Other Source	N	2
34	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
35	Promax International 2029 Century Park East Los Angeles, California 90067 Phone : 310-788-7600 Fax : 1-310-788-7616 Rose Adkins	N	0
36	Recruiter	N	7
37	Station Website	N	17
38	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

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39	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
40	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
41	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	0
42	Unknown Referral Source	N	1
43	Walk In	N	3
44	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
45	WTSP-TV Website Florida Url : tampabays10.com Career Service Manual Posting	N	6

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46	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
47	www.mediagignow.com 717 Green Valley Road Suite 200 Greensboro, North Carolina 27408 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			111

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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	10/2/2017	Establishment of training programs for station personnel	Training for Sales Personnel for 4th Quarter 10/5 Digital Role Changes 10/10 Inside Out Training for Managers – 10/11 Empowered from the Inside Out- All Sales – 10/12 Digital Training 10/19 Digital Training 10/26 Digital Training 11/2 Digital Training – Magid Meetings prepare for upcoming client meetings 11/7-11/9 – LSM Tegna Inside Out Training Workshop at Tegna Corporate in McLean, VA 11/9 Digital Training 11/14 Tegna Inside Out Training for Managers – 11/16 Digital Training 11/16 – LSM Great American Teach In with 10News Anchor at Roosevelt Elementary School, Tampa, FL 11/23 Digital Training 11/28 CSS Training – Sales Team – Onsite with Center for Sales Strategy 11/30 Digital Training 11/28-11/30 – LSM Tegna Inside Out Training Workshop at Tegna Corporate in Dallas, Texas 12/5-12/7 – AE Tegna Inside Out Training Workshop at Tegna Corporate in McLean, VA 12/7 Jim Doyle & Associates Live Event Training “Accelerate the Secrets to Recapturing your Dealer Dollars in 2018” 12/13-12/15 Magid & Associates Client Meetings	15	DOS LSM LSM Sales Staff

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2	11/9/2017	Establishment of training programs for station personnel	Social Training 2.0, which is all about producing content for all THREE screens. MSJ's, anchors, producers, weather and digital team members will need to attend one of the three-screen training sessions. There will also be specialized sessions for Investigative and Sports.	40	News Staff
3	11/10/2017	Participation in other activities designed by the station employment unit	Director of Technology Organization: University of Tampa Service: Station tour and job shadow for student Date: 11/10/17	1	Director of Technology
4	12/4/2017	Establishment of training programs for station personnel	Production/Engineering/News Bitcentral training for Newsroom	40	News Staff
5	12/6/2017	Establishment of training programs for station personnel	Director of Marketing and GM attended Brand Summit at corporate.	2	Director of Marketing General Manager

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6	1/1/2018	Establishment of training programs for station personnel	<p>1/9 Adam Armbruster – Eckstein, Summer, Armbruster & Co. – presentation to Sales Team</p> <p>1/10 Empowered from the Inside Out –</p> <p>1/12 Brand Building Solution –</p> <p>1/16 Brand Building Solution –</p> <p>1/26 Social Media Management Release Managers Call –</p> <p>1/30 Social Media Management –</p> <p>2/14 Empowered from the Inside Out –</p> <p>2/14 – 2/16 LSM and AE attended the ESA RO12018 Sales Leadership Training</p> <p>3/1 Digital Sales Opportunities –</p> <p>3/2 Kantar Market Advisor Training</p> <p>3/7 ESA Discovery Method to Land VIP Meetings Using Google Trends</p> <p>3/8 Sales Training</p> <p>3/12 – 3/13 Tegna South Regional Digital Pre-Sales Workshop, Atlanta, GA – LSM's attended</p> <p>3/14 Empowered from the Inside Out –</p> <p>3/15 Sales Training</p>	15	LSM LSM Sales Staff

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			<p>3/20 – 3/22 AE – Tegna Inside Out Training at Tegna Corporate, McLean, Virginia</p> <p style="padding-left: 40px;">AE – Tegna Inside Out Training at Tegna Corporate, McLean, Virginia</p> <p>3/21 Pres Premion – meeting/presentation with Sales Team</p> <p>3/26 Tegna Media Agreements (TMA) Orders training and Q&A –</p>		
7	1/26/2018	Establishment of training programs for station personnel	TEGNA rolled out the Byte Back Challenge training curriculum to educate all employees on the proper handling of sensitive data. Among other things, the training reminded employees that information that is private to you or to the company should never be stored on your computer or mobile phone and should not be shared through email. The training was rolled out electronically on January 26, 2018 with an expected completion date of February 2, 2018.	125	Station Staff
8	2/6/2018	Participation in Job Fairs	Marketing Strategist participated in a job fair at FSU.	1	Media Strategist
9	3/21/2018	Participation in Job Fairs	HRBP participated in a job fair at UF College of Journalism.	1	HRBP

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10	4/2/2018	Establishment of training programs for station personnel	<p>Date Training Topic</p> <p>4/4 Google Trends/Prospecting</p> <p>4/12 Sales Digital Training</p> <p>4/19 Sales Training</p> <p>4/23 Sales – meeting with Sales Leadership– Tegna (station visit)</p> <p>4/26 Sales Digital Training</p> <p>5/16 Tegna Inside Out Managers Call – CBS Upfront Presentation to the team</p> <p>5/21 CSS – Stephanie Downs meeting with Sales Managers</p> <p>5/22 CSS – Stephanie Downs one on one meetings with AE’s</p> <p>5/24 Sales Training Google Analytics: Dashboard Training: Zoom –</p> <p>5/31 Sales Digital Training</p> <p>6/12 – 6/14 Erin Pisarkiewicz – AE – Tegna Inside Out Training – San Diego Shawn Manolas – AE – Tegna Inside Out Training – San Diego</p> <p>6/14 Sales Training</p> <p>6/21 Tegna Believe in Team & Tools – T3 Instruction Webinar – Debi Collins and T3 Team</p> <p>6/28 Tegna Diagnosing the Healthcare Verticals Webinar –</p>	15	DOS LSM LSM Sales Staff

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11	4/17/2018	Establishment of training programs for station personnel	April 17-19, 2018 TEGNA Innovation Summit –Innovation summit where employees from across the country came to brainstorm new content ideas for shows, segment pilots and discuss how to have better working news rooms. Discussed options for greater audience involvement, how to get our talent noticed, how to gain audience trust and how to report hard issues without being too negative. Many pilot projects that are in full swing (i.e., The Loop) came from ideas generated at the Innovation Summit.	2	Marketing Producer Digital Producer
12	5/8/2018	Establishment of training programs for station personnel	May 8-10, 2018 TEGNA Sales Summit - Annual Sales summit revolved around the topic of leadership and the belief that is it the foundation for winning. Over the course of 3 days, attendees had the chance to hold discussion and participate in sessions that addressed leadership coaching and cultural changes.	1	Director of Sales
13	5/23/2018	Establishment of training programs for station personnel	Ops Manager trained on how to use the drone.	2	Account Manager Production Manager
14	6/10/2018	Establishment of training programs for station personnel	Professional growth through global in-person events, on-demand training, and live broadcasts focused on Cisco products, solutions and services. Cisco Live--	1	IT Specialist
15	6/14/2018	Establishment of training programs for station personnel	June 14-17, 2018 Investigative Reporters & Editors Conference - Attended Investigative Reporters & Editors Conference (IRE), a grassroots nonprofit dedicated to improving the quality of Investigative reporting. Each participant attended multiple workshops focused on investigative reporting. Leaders also attended several management related workshops	4	Investigative MSJ Investigative MSJ Producer Photographer

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16	6/18/2018	Establishment of an intern program designed to assist members of the community	Sales intern for 10 weeks.	1	LSM
17	6/25/2018	Establishment of an intern program designed to assist members of the community	News intern for 10 weeks.	1	Manager of Content
18	7/18/2018	Establishment of training programs for station personnel	<p>Presentations from the TEGNA Cyber Security, our new CTO, VP News and VP Marketing gave a great content presentation on where we are heading with our News product followed by VP of Design Strategy giving an update on the Tank. Went on to hear for the IT Infrastructure team on patching systems, from there heard from COO on the state of the company then transitioned into Disaster Recovery. Breakout brainstorming sessions to generate some new ideas which we all presented our group's ideas. At dinner we heard from CEO on his spin on the state of the state.</p> <p>Day 2 An update on Huston, the Master Control Hubs, Compliance, ATSC 3.0 and repack. After lunch got a Digital presentation followed by a discussion on Capital with a recap Q&A.</p>	1	Dir of Technology
19	7/18/2018	Establishment of training programs for station personnel	News, Digital and Marketing Directors and General Managers attended the TEGNA HQ Content Summit. Over the course of four days, leaders focused on new ways to examine and transform content, shared transformational journeys and best practices across all platforms, trained on ethics and social media policies and capitalized on networking and recruitment opportunities.	3	General Manager News Director Regional Dir of Digital

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20	8/8/2018	Establishment of training programs for station personnel	August 8-10, 2018 Brand Health Summit – Your brand health is the intersection of your brand mission and values with your customers voice and perceptions in each market. The Brand Health Summit brought leaders together from administration, marketing, news and promotions to better understand the impact of brand health on audience interest and loyalty, as well as employee engagement. Participants spent three days better understanding best practices during presentations and breakout groups. The final day of the summit included a real-time research project at the Mall of America, which included evaluating brand initiatives and interviewing customers and retailers.	2	GM Dir of Content
21	8/13/2018	Establishment of training programs for station personnel	August 13-31, 2018 Journalism Ethics & Social Media Training - TEGNA updated the Principles of Ethical Journalism and Social Media policies to match the Company's guiding principles including truth, independence, public interest, fair play and integrity. This new training was developed and targeted to all staff that contribute in any way to a TV or digital news or entertainment product.	125	All Station Staff