

WTSP
EEO PUBLIC FILE REPORT
September 21, 2019 - September 20, 2020

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
Multi Skilled Journalist	1-2, 4-10, 13, 17-19, 21, 23-24, 26-27, 30, 34, 36-38, 40-42	37
Social Media Coordinator	1, 4-10, 12-13, 17-19, 21, 23-24, 26-27, 30, 33, 36, 38, 40-42	9
Account Executive	1, 4-5, 7-8, 10, 13, 17, 19, 21, 23-27, 30 -33, 36, 38, 40-42	31
Editor/Motion Graphics Artist - 007451	1, 4-5, 7-8, 10, 13, 17, 19, 21, 23-24, 26 -27, 30, 36, 38, 40-42	8
Senior Photographer - 007457	1, 4-5, 7-8, 10, 13, 16-17, 19, 21, 23- 24, 26-27, 30, 36, 38, 40-42	16
Morning Producer - 007575	1, 4, 7-8, 10, 13, 17, 19, 21, 23-24, 26- 27, 30, 33, 36, 38-42	33
Marketing Producer - 007710	1, 3-4, 7-8, 10, 13, 17, 19-21, 23-24, 26 -27, 30, 33, 36, 38, 40-42	3
Associate Producer - 007735	1, 3-4, 7-8, 10, 13, 17, 19, 21, 23-24, 26 -27, 30, 36, 38, 40-42	3
Great Day Live Marketing Specialist - 007858	1, 4-5, 7-10, 12-15, 17, 19, 21, 23-24, 26-28, 30, 33, 35-36, 38-42	9
Account Manager - 007936	1, 3-4, 6-8, 10, 13, 17, 19, 21-27, 30, 33, 36, 38, 40-42	25
Sales Coordinator - 007940	1, 4, 6-8, 10, 13-14, 17, 19, 21-24, 26- 27, 30, 36, 38, 40-42	14
Digital Sales Specialist - 008034	1, 4, 7-8, 10, 13-14, 17, 19, 21, 23-27, 30, 36, 38, 40-42	25
Assignment Desk Editor - 008295	1, 4, 7-8, 10, 13, 19, 21, 23-24, 26-27, 30, 33, 36, 38, 40-42	33
Photojournalist - 008292	1, 4, 7-8, 10-11, 13, 19, 21, 23-24, 26- 27, 30, 33, 36, 38, 40-42	11
Morning Producer -	1, 4, 7-8, 10, 12-13, 19, 21, 23-24, 26- 27, 29-30, 33, 36, 38, 40-42	33
Media Operations Specialist - 008483	1, 4, 7-8, 10, 13, 19-21, 23-24, 26-27, 30, 33, 36, 38, 40-42	33
Account Manager	1, 3-4, 7-8, 10, 13, 19, 21, 23-24, 26- 27, 30, 36, 40-42	3

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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	1
3	Application already on file	N	4
4	ASU – Dept of Communication P.O. Box 271 Montgomery, Alabama Phone : 334-229-4140 Email : etucker@alasu.edu Ella Tucker	N	0
5	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
6	Cable Television Ad Bureau 830 Third Avenue New York, New York Phone : (212) 508-1220 Email : evelyns@cabletvadbureau.com Evelyn Skurkovich	N	0
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	4
9	Career Fair	N	4

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10	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
11	Consultant Referral	N	1
12	Current Employee	N	3
13	Current staff self-nomination Florida Career Service Manual Posting	N	0
14	Employee Referral	N	4
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	Former Employee	N	2
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/hillsborough Email : akeaton@hccfl.edu Alisa Keaton	N	0

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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	2
21	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
22	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
23	Langston University, Tulsa 914 N Greenwood Ave Tulsa, Oklahoma Phone : (405) 466-2231 Email : mjones@langston.edu Mautra Jones	N	0
24	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
25	Linked In	N	5

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26	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
27	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
28	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
29	Other Source	N	1
30	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
31	Previous Applicant	N	1
32	Self Referral	N	2
33	Station Website	N	25
34	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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35	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
36	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
37	Walk In/Self-Referral	N	1
38	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
39	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
40	WTSP-TV Website Florida Url : tampabays10.com Career Service Manual Posting	N	0
41	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

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42	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			60

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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	10/1/2019	Establishment of training programs for station personnel	<p>Date Training Topic October - 2019</p> <p>10/1 Bill Hague – Magid client meetings 10/2 Bill Hague – Magid client meetings 10/3 Bill Hague – Magid client meetings 10/4 Bill Hague – Magid client meetings</p> <p>10/17 CSS Sales Team Offsite training – all day – Stephanie Downs</p> <p>10/29 10News Leadership Workshop</p> <p>November – 2019</p> <p>11/5 Bill Hague – Magid client meetings 11/6 Bill Hague – Magid client meetings 11/7 Bill Hague – Magid client meetings</p> <p>11/12-11/14 Lauren Kandrack Account Manager attended Tegna Inside Out Training in McLean, Virginia</p> <p>11/21 Tegna Training Webinar – Premion All Access; Peter Jones and Premion Leadership team</p> <p>December – 2019 12/5 – 12/6 Tara Midkiff NSM to Dallas for Tegna corporate meetings with new National Sales Team</p> <p>12/9 Bill Hague – Magid Research Study 12/10 Bill Hague – Magid client meetings 12/11 Bill Hague – Magid client meetings 12/12 Bill Hague – Magid client</p>	20	DOS LSM DSM AE

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			<p>meetings 12/13 Bill Hague – Magid client meetings</p> <p>12/12 Rhiza Automotive Hands on training - Joe Lazzaro</p> <p>12/16 – 12/17 Stephanie Downs – CSS one on one meetings with Sales Managers, Account Executives and Account Managers</p> <p>*Each Tuesday from 8:30-9:30am there is a team Sales Meeting that includes training.</p>		

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2	10/1/2019	Establishment of training programs for station personnel	<p>Leadership Tampa</p> <p>Since 1970, Leadership Tampa has introduced its class members to major facets of the greater Tampa community through an intensive professional development course. Founded by the Tampa Bay Chamber, Leadership Tampa's members participate in educational sessions, tours and candid conversations with community leaders. Topics including law enforcement, education, social services, the environment, economic development and the arts, just to name a few! These program days challenge members to see their community as they never have before. To enhance the program day experience, class members are required to participate in a law enforcement ride-a-long as well as a teacher shadowing day.</p> <p>Tampa Bay needs principled leaders now more than ever. In these strange and unprecedented times, there are numerous opportunities for people with strong beliefs and a desire to make a difference to lean in. As we all are living and working through the difficulties of the COVID-19 pandemic, our hometown needs people who can come together and help set the stage for our shared future. This is a critical time for a new generation of leaders to emerge and move us forward. Members of Leadership Tampa are business/professional people who hold leadership positions within their companies or organizations. Leadership Tampa is committed to having a diverse and dynamic class.</p> <p>Leadership Tampa members meet every other week for briefings, tours, seminars and hands-on learning. In addition, the class participates in an Opening Retreat and a Tallahassee Retreat. The Leadership Tampa program agendas bring in top-level business, civic, and government leaders for an interactive</p>	1	LSM

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			and behind the scenes look at Tampa.		
3	10/1/2019	Participation in events sponsored by community groups	<ul style="list-style-type: none"> • 11/13 - Great American Teach-In (Mt. Vernon Elementary) • 11/21 - Great American Teach-In (Mabry Elementary) • 12/12 - MetEd COMET Training Module (Communicating Wind Risk through Tropical Watches and Warnings) • 12/16 - MetEd COMET Training Module (Frontal Diagnosis 1. Characterizing the differences between stacked cold fronts and katabatic cold fronts) • 12/16 - MetEd COMET Training Module (What's New in NBM) • 12/18 - MetEd COMET Training Module (Leveraging Social Science to Improve Risk Communications) <p>**MetED COMET offers a collection of training resources for meteorologists recognized by the American Meteorological Society for continuing education and development. https://www.meted.ucar.edu/index.php</p>	1	Meteorologist
4	10/1/2019	Participation in events sponsored by community groups	<ul style="list-style-type: none"> • October 17th – Attended Sales Offsite and spoke about News/Sales partnerships • October 22nd – Attended CEO Council of Tampa Insight Sessions on Women Leaders • November 6th – Leadership Tampa Media Day – spoke to 4 different groups about what we do here • November 21st – Great American Teach-In; Spoke at Mabry Elementary with Grant Gilmore • December 9th – USF Zimmerman School of Communications, Television Broadcast Senior Class; Spoke to class about what News Directors expect & critiqued portfolios 	1	Dir of Content

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5	10/28/2019	Establishment of training programs for station personnel	<ul style="list-style-type: none"> October 28th to 29th Open Records/Legal Reporting workshop. https://www.floridabar.org/news/resources/workshop-details/ 	2	Inv MSJ Inv MSJ
6	10/29/2019	Establishment of training programs for station personnel	<ul style="list-style-type: none"> October 29th – Participated in Leadership Workshop with Jody Gerwe; Training on Difficult Conversations 	10	Dir of Content Dir of Tech Dir of Mar Dir of Sales
7	11/12/2019	Establishment of training programs for station personnel	Sales Inside Out Training - New Account Executives attend Inside Out training. This training is a part of TEGNA on-boarding training for all new sales professionals. Over the course of three days, topics covered include product intelligence and awareness, prospecting, presentations, building a proposal and closing the deal. Participants role play real scenarios for maximum learning.	1	AM
8	12/11/2019	Establishment of training programs for station personnel	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.	3	Dir of Technology Anchor Digital MSJ
9	2/25/2020	Establishment of training programs for station personnel	Photographers trained to fly drones to get pictures and video for programs, etc.	10	Photog
10	3/2/2020	Participation in events or programs sponsored by educational institutions	Participated in a job/career fair at Florida A&M University.	2	SR Recruiter Assign Editor

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11	3/4/2020	Establishment of training programs for station personnel	Disinformation Training “Disinformation Training - Our Audiences tell us they want transparency, and they want help deciphering what is real and what isn't on their social media feed. TEGNA is training their journalists to identify false information online to help audiences distinguish between accurate and inaccurate information and become better informed digital news consumers.”	25	MSJ MSJ MSJ MSJ

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12	4/7/2020	Establishment of training programs for station personnel	<p>WTSP/10TAMPA BAY Q2 – APRIL - JULY 2020 Sales & Digital Training</p> <p>Date Training Topic April - 2020</p> <p>4/7 TVB – Auto Advertising in Today’s World – TVB Webinar</p> <p>4/9 ESA & Tegna Partnership — Tegna</p> <p>4/20 – 4/23 CSS – Stephanie Downs 1:1 meetings with Account Executives via Zoom</p> <p>4/23 TVB Hot Categories & Successful Advertisers - TVB Webinar</p> <p>4/24 Google Trends: Big Data in Local Markets via zoom</p> <p>4/29 Sales Team Meeting with– Tegna</p> <p>May – 2020</p> <p>5/13 Tegna Win the Day Pep Rally – Sellers and Managers ---- via zoom</p> <p>5/14 Magid – WTSP Research Update –</p> <p>5/20 Digital Product Training Deeper Dive into Search -- Tegna</p> <p>June – 2020</p> <p>6/9 – 6/11 ESA meetings with Account Executives and clients</p> <p>6/24 Magid – Research Review –</p> <p>July – 2020</p>	15	DOS LSM DofDigital NSM

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			7/15 Leading Through Change for Tegna Sales Leaders via zoom 7/28 Sales Team Meeting with Bill Hague – Magid overview and schedule		
13	7/6/2020	Participation in other activities designed by the station employment unit	Summer journalism course for high school students. A \$5,000 TEGNA grant went to support a summer journalism course for high school students. 41 students took part in the on-line study that took place July 6-17. When possible, the students will also tour 10 Tampa Bay studios.	1	CRM