

WTSP EEO Public File Report
September 22, 2008—September 21, 2009

I. Vacancy List

Job Title	Recruitment Sources (RS) Used to fill vacancy	RS Referring Hiree
Account Executive (2)	RS 1-29	RS: 26; 26
Accounting Manager	RS 1-29	RS 27
Chief Meteorologist	RS 1-29	RS 29
Multi Media Reporter (2)	RS 1-29	RS: 28; 28
Multi Media Reporter	RS 1-29	RS 27
Weekend Morning Weather	RS 1-29	RS 29
Morning Anchor	RS 1-29	RS 28

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II. Link to Master Recruitment Source List (MRSL)

Referral Sources	Entitled to Vacancy Notification	# of Interviewees Referred by Referral Source
1)Lincoln University	N	
Michele Klar		
820 Chesnutt Street		
Jefferson City, MO 65101		
1-800-521-5052		
2) A. David Okeowo, Phd.	N	
Alabama State University – Dept of Communication		
P.O. Box 271		
Montgomery, AL 36101-0271		
3)Virginia Union University	N	
Placement Office		
1500 Lombardy Street		
Richmond, VA 32320		
804-257-5600		
4)Texas Southern University	N	
Placement Office		
Tammi Harris		
3100 Cleburne		
Houston, TX 77004		
713-313-7541		
5)The Centre for Women	N	
305 S. Hyde Park		
Tampa, FL 33606		
813-251-8437		
6)The National Association of Hispanic Journalists	N	
National Press Bldg. #1193		
Washington, DC 20045		
202-662-7145		
7)Bay Area Media Network	N	
Lynne Conlan		
c/o WMOR-TV		
7201 E. Hillsborough Ave.		
Tampa, FL 33610		
813-626-3232		

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Referral Sources	Entitled to Vacancy Notification	# of Interviewees Referred by Referral Source
8)Japanese American Citizens League	N	
National Headquarters		
1765 Sutter Street		
San Francisco, CA 94115		
415-931-4671		
9)The University Of Tampa	N	
Office of Career Placement		
401 W. Kennedy Blvd.		
Tampa, FL 33606		
Donna Napoli		
813-253-6236		
10)Florida Southern College	N	
Career Center		
111 Lake Hollingsworth Drive		
Lakeland, FL 33801		
863-680-4111		
11)Langston University	N	
James Wallace		
P.O. Box 907		
Langston, OK 73050		
918-594-8070		
12) Organization of Chinese Americans	N	
1001 Connecticut Avenue NW#707		
Washington, DC 20036		
202-223-5500		
13)National Urban League	N	
Black Executive Exchange Program		
Charles Richardson, Jr.		
120 Wall Street, FL7		
Washington, DC 20036		
212-558-5300		

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Referral Sources	Entitled to Vacancy Notification	# of Interviewees Referred by Referral Source
14) Hillsborough Community College	N	
Career Planning and Placement		
Richard Hecksher		
P.O. Box 30030		
Tampa, FL 33630		
813-253-7525		
15) Pinellas Tech – St. Petersburg	N	
Lois Brandt		
901 34 th Street, South		
St. Petersburg, FL 33711		
727-533-9744		
16) Pinellas County Personnel Department	N	
400 S. Ft. Harrison Avenue		
County Annex Bldg., Rm 121		
Clearwater, FL 33756		
727-464-3367		
17) WUSF-TV	N	
4202 E. Fowler Avenue		
WRB219		
Tampa, FL 33620		
18) Worknet Pinellas	N	
2312 Gulf to Bay Blvd		
Clearwater, FL 33765		
19) Worknet Pinellas	N	
624 1 st Avenue, South		
St. Petersburg, FL 33701		
Attention: Suzanne Sidler		
20) Dr. Ron Shearer	N	
Hillsborough Community College		
2001 14 th Street, South, P.O. Box 5096		
Tampa, FL 33675-5096		
21) Pinellas County Urban League	N	
333 31 st Street, North		
St Petersburg, FL 33713		

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Referral Sources	Entitled to Vacancy Notification	# of Interviewees Referred by Referral Source
22)WTSP-TV Website www.10connects.com or www.jobs@wtsptv.com	N	8
23)Gannett Website/Opportunity Updates www.gannett.com	N	
24)Spots N' Dots www.spotsndots.com 607-729-7331	N	
25)Current staff self-nomination	N	2
26)Employee Referral	N	12
27) CareerBuilder Website www.careerbuilder.com	N	10
28) TV Jobs Website www.tvjobs.com	N	11
29) Talent Dynamics www.talentedynamics.com	N	7
TOTAL		50

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III. Recruitment Initiatives

	Type of Recruitment Initiative	Brief Description of the Activity
1	Participate in activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities. (#16)	<p>-HR Director attended an internship fair on the campus of the University of Tampa in November 2008.</p> <p>-Eleven members of the News Department visited schools to discuss careers in broadcasting as part of the Great American Teach-In, in November 2008</p> <p>-News Director and Anchors staffed a feedback booth for minority job seekers at the National Convention of the National Association of Black Journalists in Tampa in August 2009. A total of 150 minority job seekers were seen over the three day convention.</p> <p>-Operations Manager hosted 20 members of the Clearwater High School TV Production class for a tour and question and answer session about careers in broadcasting on September 14, 2009</p>

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2	<p>Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. (#8)</p>	<p>-Accounting Manager, Director of Sales, IT Manager and Local Sales Manager participated in the Gannett Mentor program October 2008</p> <p>-Thirteen members of the Sales Department completed a NAB WebEx training entitled “Selling to Specific Categories” November 2008</p> <p>-Two Reporters participated in a Poynter Institute webinar on the use of Twitter social networking in newsgathering in February 2009</p> <p>-Nine members of the News Dept. participated in a Poynter Institute webinar entitled “Mobile Multi-media” in January 2009</p> <p>-Twenty-four members of the News Dept. participated in Avid desktop editing training sessions in March 2009</p> <p>-Eight members of the News Dept. participated in a Poynter Institute webinar on the use of social networking to get stories in June 2009</p> <p>-The entire Sales Staff, News Director, Marketing Director, Community Relations Director, IT Director and General Manager participated in a 2-day STAR sales training program to select, target and retain advertisers in August 2009</p>
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	Type of Recruitment Initiative	Brief Description of the Activity
3	Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment. (#5)	Internships are available year-round and last one semester. The program offers college students the opportunity to experience a professional broadcast organization and develop the skills needed to obtain employment in the broadcast industry. Internships are available in the Web, Operations, Community Relations, News, Promotions/Marketing, Local Programming and Sales departments. Interns are selected based on their application, relevant coursework, experience and references. During the reporting period 8 students served as interns. They represented both local colleges and universities and statewide universities, including: University of South Florida, St. Petersburg College, University of Tampa and the University of Miami
4	List each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities (#12)	WTSP-TV advertises all job openings, including upper level category openings, with media trade groups and other organizations and websites whose membership and/or audience includes minorities and women. These include the Tampa-Hillsborough Urban League; The Centre for Women; The National Association of Hispanic Journalists; the Japanese American Citizens; the Asian American Journalists Association; the organization of Chinese Americans and the National Urban League Black Executive Exchange Program.
5	Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. (#14)	In August 2009 training sessions on policies and practices to ensure equal opportunity hiring and discrimination prevention were conducted by our Corporate VP of HR. . A total of 17 management level personnel participated including the General Manager, Operating Committee and News Managers.

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	Type of Recruitment Initiative	Brief Description of the Activity
6	Participate in scholarship programs designed to assist students interested in pursuing a career in broadcasting. (#7)	In May, 2009 WTSP-TV, through the Gannett Foundation donated \$5,000 to the Poynter Institute for Media Studies High School Journalism Workshop. Scholarships are given to local disadvantaged students interested in careers in broadcasting. The workshop featured both in-depth writing session with the students, as well as a comprehensive tour of our broadcast facility. A total of 40 local high school students participated in the workshop.