
Annual EEO Public File Report Form
WTTA-TAMPA
Annual EEO Public File Report

The purpose of the EEO Public File Report (396) is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: WTTA- TAMPA and is required to be placed in the public inspection file of this station, and posted on it's web site, if it has a web site.

The information contained in this Report covers the time period beginning October 1, 2008 to and including September 30, 2009 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from October 1, 2008 to September 30, 2009

Station Comprising Station Employment Unit: WTTA-TAMPA

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	Master Control Operator	Referral	1
2	Entry Account Executive (2)	Careerbuilder	21
3	Creative Services Writer Producer	Station Website	10
4	Production Asst.	Station Website	11
5	Entry Level Account Executive	University of South Florida	6
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Total Number of Persons Interviewed During Applicable Period: 49

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 10/01/2008 to 09/30/2009

Station(s) Comprising Station Employment Unit: WTTA-TAMPA

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
1	Bishop State Community College 351 N. Broad Street Mobile, AL 36603-5898 251.662.5371 www.bishop.edu jwomack@bishop.edu	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
2	Careerbuilder Allison Weitsman 8401 Greensboro Dr McLean, VA 22102	0 16 4 7 1	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
3	Connecticut School of Broadcasting Tampa LLC. 3800 S. Figueroa Street Los Angeles, CA 99037-1206 Sylvia Wells	0 0 0 1 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
4	Corporation to Develop Communities of Tampa 2631 E. Lake Ave. Tampa, FL 33610 Attn: Virgil Perry	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
5	Craigslist.com-added 04.2009	0	Entry Level Account Executive

6	Department of Education Division of Vocational Rehabilitation 1313 N. Tampa St. Suite 801 Tampa, FL 33602-3330 813.233.3640 Attn: Cynthia Kiper	0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
7	Enable America 101 E. Kennedy Blvd. Suite 250 Tampa, FL 33602 813.222.3212 richard.salem@enableameric a.com	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
8	Everest University 3319 W. Hillsborough Ave. Tampa, FL 33614 Phone: 813.879.6000 Ext. 123 Fax: 813.870.6617 Attention: Bruce McCain	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
9	Everest University-Brandon 3924 Coconut Palm Drive Tampa, FL 33919 Phone: 813.621.0041 Ext. 104 Fax: 813.62313183 Attention: Millie Reed	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
10	Florida Southern College Attention: Career Center 111 Lake Hollingsworth Drive Lakeland, FL 33801 Phone: 863.680.4111 Fax: 863.680.4390	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
11	Hillsborough County Branch NAACP 380 E. MLK Blvd. Suite F Tampa, FL 33603 Phone: 813.234.8683 Fax: 813.236.2248 Attention: Sam Horton	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
12	Hispanic Alliance for Career Enhancement 25 E. Washington Street	0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer

	#1500 Chicago, IL 60602 Phone: 312.435.0498 Fax: 312.435.1494 Attention: Rocio Mendez	0 0	Production Asst. Entry Level Account Executive
13	Hope Services Incorporated P.O. Box 7388 Wesley Chapel, FL 33544 813.994.2855 Attn: Cindy Bray	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
14	Internal Applicants WTTA-TV 7622 Bald Cypress Tampa, FL 33614 813.886.9882	0 0 2 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
15	International Academy of Design & Technology 5104 Eisenhower Blvd. Tampa, FL 33634 813.889.3404 813.889.3420 Attention: Dave Walker	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
16	Jobfair Hillsborough Community College Dale Mabry April 14, 2009	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
17	Jobfair Hillsborough Community College Ybor April 20, 2009	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
18	Jobfair Florida A & M University (FAMU) May 19 & 20 2009	1 1	Entry Account Executive (2) Entry Level Account Executive
19	Keiser University 5225 Memorial Highway Tampa, FL 33634 813.885.4900 813.885.4900 Attn: Eddy Tamayo	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive

20	Referral	1 1 3 0 1	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
21	Remington College 8556 Ulmerton Road Unit 100 Largo, FL 33771 Phone 727.532.1999 Fax: 727.530.7710 Attention: Debbie Hoffman	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
22	Schiller International University 453 Edgewater Drive Dunedin, FL 34698 Phone: 727.736.5082 Fax: 727.738.8405 Attention: Fred Liebold	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
23	Senior Job Bank 1383 Steel Bridge Road MacClenny, FL 32063 Eric Summers Email: founder@senirjobbank.org Returned mail 03.16.09	0 0 0 0 0	Master Control Operator
24	Sinclair Broadcast Group 10706 Beaver Dam Road Cockeysville, MD 21030 Sharon Pickeral www.sbgi.net 410.568.1517	0 1 0 0 1	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
25	Spots-N-Dots 167 Oakdale Road Johnson City, NY 13790 888.884.2630 www.spotsndots.com		
26	Station Website www.mytvtampabay.com 7622 Bald Cypress Place Tampa, FL 33614 813.886.9882 Madeline Hernandez	0 0 1 3 1	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
27	Tampa Association of Black Comm. P.O Box 172092	0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer

	Tampa, FL 33672 Phone: 813.259.7630 Fax: 813.259.7676 Ken Knight	0 0	Production Asst. Entry Level Account Executive
28	Tampa Bay Workforce Alliance 9215 N. Florida Ave. Tampa, Fl 33612 Phone: 813.930.7476 Fax: 813.930.7486 Attention: Calvin Montgomery	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
29	Tampa Urban League Inc. 2306 N. Howard Ave. Tampa, Fl 33607 813.229.8117 813.221.3947 Returned mail no forwarding address 02.13.09	0	Master Control Operator
30	The Art Institute of Fort Lauderdale Career Services Advisor 1799 SE 17th Street Fort Lauderdale, FL 33316 (800) 275-7603 ext. 2615 (954) 308-2615 Direct Office (954) 525-2602 Fax lsanchez@aii.edu	0 0 0 0	Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
31	TVJobs.com	0 0 0 0	Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
32	University of South Florida Career Center 4202 E. Fowler Ave. Tampa, Fl 33612 Phone: 813.974.2171 Fax: 813.974.0998	0 2 0 0 1	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
33	University of Tampa Career Center 401 W. Kennedy Blvd. Tampa, FL 33606 Phone : 813.258.6236 Fax: 813.258.7271 Donna Napoli	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
34	Unlimited Work Opportunities	0	Master Control Operator

	P.O. Box 2785 Pinellas Park, FL 33780 740.707.3832 Telephone Attn: Hillary Morris	0 0 0 0	Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
35	Work Net Pinellas 2312 Gulf to Bay Blvd. Clearwater, FL 33765 Tel: 727.791.5828 Fax: 727.791.5891 Attention: Antoinette Washington	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive
36	WTTA-TV Commercial	0 0 0 0 0	Master Control Operator Entry Account Executive (2) Creative Services Writer Producer Production Asst. Entry Level Account Executive

*The station broadcasts and publishes notices asking organizations that want to be notified of job vacancies to contact us. The following have requested to be added as of March 31, 2009

LuWin Sanchez
Career Services Advisor
The Art Institute of Fort Lauderdale
1799 SE 17th Street Fort Lauderdale, FL 33316
(800) 275-7603 ext. 2615
(954) 308-2615 Direct Office
(954) 525-2602 Fax lsanchez@aii.edu

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 10/01/2008 to 09/30/2009
Station(s) Comprising Station Employment Unit WTTA-TAMPA

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities
Undertaken by WTTA-TAMPA

Internship Program

The station has an internship program as defined below:

Program Goal:

The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry.

Program Objectives:

- Develop links with universities and colleges to promote WTTA as a prospective employer.
- Create a symbiotic relationship between interns and WTTA employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

Eligibility Requirements:

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.
- The applicant must be at least 18 years of age.
- The applicant must be in good academic standing, as defined by his or her academic institution.
- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the station's eligibility requirements.

During 10/01/2008-9/30/2009 WTTA had 3 student(s) participate in our internship program. Participating students attended the following:

1 University of South Florida
1 Binghamton University
1 University of Tampa

Any person interested in internship opportunities should contact the station for more details.

Training

SBG, Inc. and WTTA are equal opportunity employers. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at SBG and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status, Acquired-Immune Deficiency Syndrome (AIDS), AIDS-Related Complex (ARC), veteran status or any other category protected by law.

Further, in keeping with this commitment to equal employment opportunity, SBG Inc. offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace harassment to its management and every new employee.

WTTA's staff was provided the following training:

The Media Audit Training

Date: 10/22/2008

Description: Training to our sales people was on how to better target furniture stores and office supply retailers.

The Media Audit Training

Date: 11/18/2008

Description: Training to our sales people was on how to better target domestic auto dealerships and florists.

Noll & Associates Seminar

Date: 12/09/2008

Description: Seminar on Award of Excellence. Seminar provided information on new ideas, promotions and selling opportunities from various television stations around the US and how to cater them to your market in order to increase sales and obtain new customers.

Noll & Associates Seminar

Date: 01/03/09

Description: Seminar on Time Management. Seminar provided information on how to take control of time and how to create a healthy work schedule. It taught to consider and respect others' time. This seminar focused on teaching AEs how to reinforce the pattern of prioritizing, planning, and protecting their personal and work schedules.

Softsel

Date: 01/22/2009

This is a sales management tool where AEs will be able to keep track of their schedule, advertiser/agency information and billing. They will also be able to run reports, project and load in prospects. Training was provided by Media Sales Management.

Paul Weyland Seminar

Date: 03/05/09

Description: Seminar on how to prospect and then get appointments with key local decision makers in the new economy. In this session Paul showed how to prospect new product/service categories that can and will advertise, even in a tough economy.

Job Fair

Date of Station Participation: April 14, 2009

Participating: Madeline Hernandez and Arlene Rivera

Sponsor of Activity: Tampa Bay Workforce Alliance and WTTA

WTTA-TV participated and talked to applicants about available opportunities with WTTA-TV and Sinclair Broadcast Group. Fair was open to the public. We received 0 resumes.

Job Fair

Date of Station Participation: April 20, 2009

Participating: Madeline Hernandez and Arlene Rivera

Sponsor of Activity: Tampa Bay Workforce Alliance and WTTA

WTTA-TV participated and talked to applicants about available opportunities with WTTA-TV and Sinclair Broadcast Group. Fair was open to the public. We received 20 resumes.

Job Fair

Date of Station Participation: May 19-20, 2009

Participating: Julie Nelson

Sponsor of Activity: Media Sales Institute sponsored by Florida A & M University (FAMU), the National Association of Broadcasters Education Foundation (NABEF), and the National Association of Black Owned Broadcasters (NABOB)

WTTA-TV participated and talked to applicants about available opportunities with WTTA-TV and Sinclair Broadcast Group. Fair was open to the public. We received 5 resumes.

Educational Events

Date of Station Participation: December 17, 2008

Participating: Julie Nelson, General Manager

Sponsor of Activity: Westchase Elementary – National Teach In – Spoke to a group of students about the importance of education. Julie shared her experience of the industry and her position. Students were allowed to ask questions at the end.

Educational Events

Date of Station Participation: January 28, 2009

Participating Employees: Julie Nelson – General Manager

Sponsor of Activity: Westchase Elementary - Educational Workshop

Spoke to students about the rewards of continued education. Julie answered questions about her position with the station. She also discussed the many departments and opportunities at a television station.

Educational Events

Date of Station Participation: April 16, 2009

Participating Employees: WTTA Department Heads

Sponsor of Activity: Job Shadow for 30 college students from the Tampa Bay area who were majors in TV & Media from University of South Florida, University of Tampa, St. Leo University, Art Institute and International Academy of Design

Educational Events

Date of Station Participation: August 7, 2009

Participating Employees: WTTA Department Heads

Sponsor of Activity: Job Shadow for 15 High School Students participating in Tampa Bay Work Force Alliance summer workshop.

Community Events:

Date of Station Participation: August 17, 2009

Participating Employees: Madeline Hernandez, Business Manager and Jeanne McGuinness – General Sales Manager

Sponsor of Activity: spoke to a group of unemployed individuals at a networking conference hosted by Tampa Bay Workforce Alliance. Provided individuals with advice on writing resumes and discussed do and don't on an interview from a hiring managers point of view.