

EEO Public File Report

WFTV/WRDQ-TV

Orlando, Florida

10/01/2006 thru 09/30/2007

22 Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	*Recruitment Source(s) utilized to fill every open position	Number Interviewed	Number Hired
1	Reporter	12/1/2006	01/02/2007	Employee Referral	1	1
				Talent Dynamics	4	
				TV jobs.com	2	
2	Producer	12/1/2006	01/02/2007	Internal/Employee Referral	1	1
				Talent Dynamics	4	
				TVjobs.com	2	
3-4	Account Exec	12/15/2006	01/08/2007-	Spots N Dots	6	
		01/01/2007	1/15/2007	Employee Referral	5	1
				Former Employee	1	1
5-6	Reporter	12/1/2006	1/08/2007	Internal/Employee Referral	1	
				Talent Dynamics	4	1
				TV jobs.com	2	1
				* See Attached List of Recruitment Sources and Contact Information for Each Vacancy		

Full-Time Position	Position Title	Date Open	Date Filled	*Recruitment Source(s) used to fill every open position	Number Interviewed	Number Hired
7	Photojournalist	1/1/2007	3/12/2007	BRoll.net	7	
				Internal/Employee Referral	2	1
8	Reporter	01/03/2007	2/19/2007	TVJobs.com	1	
				Talent Dynamics	2	1
				WFTV.com	1	
9	Photojournalist	01/10/2007	02/19/2007	Employee Referral	2	
				BRoll.net	8	1
10	Anchor/Reporter	12/8/2006	3/13/2007	Talent Dynamics	1	
				Agent	1	1
11	Sales Assistant	5/1/2007	6/18/2007	Former Intern	1	1
				Employee Referral	5	
				Craigslist	1	
12-13	Account Exec	4/1/2007	5/29/2007	Employee Referral	3	1
				Cox Career	2	
		4/1/2007	6/25/2007	Spots N Dots	4	1
14-15-16	Reporter	5/1/2007	7/9/2007 8/6/2007	Talent Dynamics	6	3
				Employee Referral	1	
16-17	Meteorologist	4/1/2007	7/16/2007 8/13/2007	Talent Dynamics	2	2
				Internal/Employee Referral	2	
				Napoli Management	1	

Full-Time Position	Position Title	Date Open	Date Filled	*Recruitment Source(s) utilized to fill every open position	Number Interviewed	Number Hired
18	General Sales Manager	4/10/2007	08/09/2007	Broadcasting & Cable	1	
				Cox Career	1	
				Internal/Promotion	3	1
				Spots N Dots	4	
19	Reporter	6/1/2007	8/8/2007	Talent Dymanics	4	1
				Internal/Employee Referral	2	
20	Traffic Clerk	6/21/2007	8/20/2007	Cox Career Network	2	
				Craigslist	8	1
21	Admin/Asst.	8/6/2007	09/16/2007	Internal	3	1
				Craigslist	5	
				* See Attached List of Recruitment Sources and Contact Information for Each Vacancy		

Prong 3 Longer-Term Recruitment Initiatives
WFTV/WRDQ Orlando, October 1, to September 30, 2007

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	per semester: summer,2007 fall, 2007	College Intern Program	Expose college students to broadcasting environment. Host interns from colleges who are majoring in broadcasting for credit hours.	Students from all over the U.S. including local colleges, Valencia Community College and the University of Central Florida, Orlando. Sales, Production, Promotions and News departments participating.	Julie Szulzewski, Executive Producer,Roger Docking, Writer/Producer Renee Driscoll, HR Coordinator Ted Eson, Production Manager
2	June 2007	COX, HR Conference	General human resource subjects, with a focus on diversity and equal employment opportunity practices	Company Wide Controllers and H/R Professionals	Scot Post, Controller
3	On-going 2007	EEO Talent Recruiting	To diversify the search of News Department Talent	News Director traveling to several agencies across the county to locate and scout the most qualified and diverse reporters in the market	Bob Jordan, News Director
3	On-going 2007	In-house “cross training”	Allowing employees to “practice direct” newscasts, improving their “marketability.”	Any employees who might be interested in directing newscasts as a part of on-going training and experience, or as a way to move into a better job.	personnel from engineering and production departments. John Demshock, Chief Engineer; Chip Reif, Production Manager
4	August 2007	NABJ Conference/Las Vegas	Assistant News Director represented to network and recruit African American Journalists	Cox Enterprises hiring managers from television locations throughout the country	Joel Davis, Managing Editor of WFTV News Department

*Recruitment Sources contacted for every open position		
Recruitment Source	Contact	Entitled to Notification
Center for Continuing Education/Valencia Community College PO Box 3028 Orlando, FL 32802	407-582-2535 Attn: Career Center	N
Florida Job Service 1001 Executive Center Drive Orlando, FL 32803	Ms. Pat Schwab 407-897-2880	N
Bethune –Cookman College Daytona Beach, FL 32015	Dr. Oswald Bronson 386-481-2000	N
Career Resource Center University of Central Florida Adm. Bldg. Suite 125 4000 Central Florida Blvd. Orlando, FL 32816	407-823-2361 Xavier Humphrey	N
Full Sail 3300 University Blvd. Winter Park, FL 32792	407-679-0100 Ms. Tammy Gilber	N
NAACP PO Box 555643 Orlando, FL 32855-5643	Mr. Rufus Books 352-357-6811	N
Edward Waters College Jacksonville, FL 32209	904-355-3030 Attn: Human Resources	N
Rollins College Career Services Campus Box 2587 Winter Park, FL 32789-4499	John Gallagher 407-646-2195	N
Professional Employment Network 1001 Executive Center Drive Orlando, FL 32803-3520	Ms. Elizabeth Rowe 407-897-2886	N
Florida A&M University Tallahassee, FL 32307	850-599-3027 Dr. James Hawkins	N

*Recruitment Source contacted for every open position	Contact	Entitled to Notification
Vocational Rehabilitation 3191 Maguire Blvd., Ste. 243 Orlando, FL 32803	Mr. Don Simpson 407-897-2700	N
Seminole Community College Career Center 100 Weldon Blvd. Sanford, FL 32773	407-328-2050 Randy Posky	N
Stetson University Career Services 421 North Woodland Blvd. Unit #8395 Deland, FL 32723	386-822-7315 Robin Kazmarkek	N
Displaced Homemaker Program PO Box 3028 Orlando, FL 32802	Ms. Carolyn Strandquest 407-897-6360	N
Brevard Community College Career Center, Bldg. 1 3865 N. Wickham Road Melbourne, FL	321-433-7325 Payne Beverly	N
City College 1401 W. Cypress Creek Road, Ft. Lauderdale, FL 33309 *Recruitment source used for each vacancy	954-492-5353 Claire Brown/Career Center	N
Minority Womens Alliance, Inc 135 East Colonial, 2 nd Floor Orlando, FL 32801	407-428-5860 Attn:Tanya	N
City of Orlando Unemployment Office 440 South Orange Avenue Orlando, FL 32801	407-246-2559 General Office Posting	N
HOPE2 GNHMBC 3099 Orange Center Blvd. Orlando, FL 32805	407-843-8686 Attn: Sara	N
In-House Bulletin Boards/Internal	407-822-5910 Renee Driscoll	N
Cox Career Network 6205 Peachtree Atlanta, GA 30319	678-645-000 Christina Harris	N

Below is the List of Recruitment Sources Contacted for Selected Open Positions		
Orlando Weekly 100 West Livingston Street Orlando, FL 32801	407-377 -0415 James Morrow	N
WFTV.com 490 East South Street Orlando, F L 32801	407-822-5600 Brett Bowman	N
Orlando Sentinel Career Builder 633 North Orange Avenue Orlando, FL 32801	1-800-669-6378	N
Napoli Management 8844 West Olympic Blvd. Suite 100 Beverly Hills, CA 90211-3697	310-385-8222 Laurie Gakobee Menez Napoli Liz Hart Gene Sage	N
Craigslist.com Orlando, Florida	Orlando Craigslist	N
MediaRecruiter.com 20456 E. Orchestra Centennial, OH 80016	Jim Birschbach 303-400-5150	N
Broadcast & Cable 5700 Wilshire Blvd., Suite 120 Los Angeles, CA 90036-5804	Katie Rosa 323-965-2089	N
Television Bureau of Advertising 3 East 54 th Street, 10 th Floor New York, NY	TVB.com Arleen Fong (212) 486-1111	N
Frank Magid & Associates One Research Center Marion, IA 52302	319-377-7345 Paul Baldwin	N
Spots N Dots 167 Oakdale Road	1-888-884-2630 X1 April Causey	N

Johnson City, NY 13790	april@spotsndots	
Ideanet.lcom 6839 Charter Hills Road Charlotte, NC	Graehm Newell 704-543-1426	N
Talent Dynamics 8828 Stemmons Freeway Ste 510 Dallas, TX 75247	Sandra Cannel 214-630-9590	N
B-Roll.net 243 17t Street S.E. Washington, D.C. 20003	Kevin Johnson 202-486-8842	N