

EEO Public File Report

WFTV/WRDQ-TV

Orlando, Florida

10/01/2007 thru 09/30/2008

24 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	Account Execu	9/1/2007	10/22/2007	Cox Career Network	5	
				Agency Referral/Apple One	2	1
				Spots n Dots	3	
2	Research Analyst	7/31/2007	11/26/2007	Cox Career Network	7	1
				Gary Corbitt/WJXT	2	
				TVjobs.com	1	
3	Assign/Reporter	11/01/2007	12/03/2007	Wftv.com	1	
				Employee Referral	1	1
4-5	Producer	10/01/2007	11/10/07	Wftv.com	1	
				Employee Referral	1	1
				Wftv.com	1	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
6	Writer/producer	10/01/2007	12/10/2007	Wftv.com	1	
				Internal/Employee Referral	2	1
7	Photojournalist	1/15/2008	2/18/2008	TVJobs.com	5	1
				TVspy.com	1	
8	Account Exec	1/1/2008	3/10/2008	Client Referral Bogin Munns & Munns	1	1
9	Tech Director	1/1/2008	3/24/2008	Cox Career Network	7	
				Broadcast & Cable Magazine Ad	5	1
10	Reporter	3/1/2008	3/31/2008	Talent Dynamics	4	1
				Napoli Management	3	
11-12	Account Exec	3/1/2008	4/14/2008	Spots n Dots	2	1
				Associate Reference	1	
		3/1/2008	4/14/2008	Spots N Dots	4	1
13-14	Photojournalist	3/20/2008	4/14/2008	Tvjobs.com	5	2
		3/20/2008	6/18/2008	Tvspy.com	1	
15	Account Exec	3/1/2008	4/14/2008	Wftv.com	2	
				Internal/Employee Referral	1	1
				Cox Career Network	2	

Full-Time Position	Position Title	Date Open	Date Filled	*Recruitment Source(s) utilized to fill every open position	Number Interviewed	Number Hired
16-17	Sports Anchors	5/01/2008	7/18/2008 6/01/2008	Talent Dynamics	4	2
18	Photojournalist	5/1/2008	6/18/2008	Tvjobs.com Tvspy.com	2 1	1
19	Writer/Producer	3/1/2008	6/30/2008	Internal Employee Referral Cox Career Network	2 1	1
20	Account Exec	5/1/2008	6/30/2008	Wftv.com Internal/Employee Referral Cox Career Network	2 2 1	1
21	News Reporter	5/1/2008	7/21/2008	Internal/Employee Referral Napoli Management Cox Career Network	1 1	1
22	News Reporter	5/1/2008	8/06/2008	Internal/Employee Referral Cox Career Network	1 2	1
23	Account Exec	7/30/2008	8/25/2008	Craigslist Employee Referral	1 2	
24	Account Exec	6/1/2008	9/08/2008	Buntin Group Ad Agency Former Intern	1 1	1 1
				* See Attached List of Recruitment Sources and Contact Information for Each Vacancy		

Prong 3 Longer-Term Recruitment Initiatives
WFTV/WRDQ Orlando, October 1,2007 to September 30, 2008

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	per semester: summer,2008 fall, 2008	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.	Jason Balthazar, Executive Producer,Roger Docking, Writer/Producer Renee Driscoll, HR Coordinator Ted Eson, Production Manager
2	May, 2008	COX, HR Conference/ Recruitment Efforts	Recently graduated college students go through intense one week exposure to multiple media companies for employment opportunities	Company Wide Managers and H/R Professionals—Graduates from a number of College Institutions with an emphasis on diversity	Mario Mendoza, WRDQ, GSM, Bill Funke, WFTV, GSM, Amy Dave,LSM,David Oshins LSM Broadcasting
3	On-going 2008	EEO Talent Recruiting	To diversify the search of News Department Talent	News Director traveling to several agencies across the country to locate and scout the most qualified and diverse reporters in the market	Bob Jordan, News Director
3	On-going 2008	In-house “cross training”	Allowing employees to “practice direct” newscasts, improving their “marketability.”	Any employees who might be interested in cross-training as part of on-going training and experience, or as a way to move into a better/different job.	Personnel from engineering and production departments. John Demshock, Chief Engineer; Chip Reif, Production Manager
4	July 2008	UNITY Conference	Executive Producer attended and hosted recruiting efforts at broadcast conference	Cox Enterprises hiring managers from television locations throughout the country	Marilyn Vaca, Executive Producer 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 640 Mary McCloud Bethune Daytona Beach, FL 32114	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 1668 South MLK Blvd. 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	954-492-5353 Claire Brown/Career Center	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

WFTV.com 490 East South Street Orlando, FL 32801	Brett Bowman	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 (9) 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 (11,12) 167 Oakdale Road Johnson City, NY 13790	1-888-884-2630 X1 April Causey april@spotsndots	N
Ideanet.lcom 6839 Charter Hills Road Charlotte, NC	Graehm Newell 704-543-1426	N
Talent Dynamics (10,16,17) 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
Gary Corbit Research Director WJXT – Channel 4 4 Broadcast Place Jacksonville, FL 32207	Gary Corbit 904-399-4000	N
Apple One Employment Agency (1) 4700 Millenia Blvd. Orlando, FL 32839	407-248-8129	N
The Buntin Group (23) 1001 Hawkins Street Nashville, TN 37203	615-244-5720 Jerry Buntin	N
TVspy.com	Tvspy.com	N
TVjobs.com (7,13-14,18) Broadcast Employment PO Box 4116 Oceanside, CA 92052	760-754-8177	N
Bogin Munns & Munns 1524 N John Young PKWY Kissimmee, Fl 34741-3219	407-578-1334 Denise Singler	N

