

PUBLIC FILE REPORT

Bay News 9 August 16, 2010 - August 15, 2011

1) The following is a list of all full-time vacancies filled by Bay News 9 of the Bright House Networks Local Programming Division, from August 16, 2010 through August 15, 2011, identified by job title:

- a) Assignment Desk Editor
- b) Director / TD
- c) Executive Producer (2)
- d) Marketing Producer
- e) Medical Anchor / Reporter
- f) Producer (4)
- g) Production Specialist
- h) Production Specialist I
- i) Reporter
- j) Reporter (VJ) (2)
- k) Reporter (VJ)/Producer BN9e (2)
- l) Senior Graphic Designer
- m) Senior Producer (2)
- n) Senior Producer / Enhanced Programming
- o) Photojournalist
- p) Web Content Editor (3)

2) a) The following is a list of recruitment sources used to fill each vacancy identified in number 1 above, if the postings were not internal only:

- a) News Channel web site (baynews9.com)
- b) Company Internet site (www.brighthouse.com)
- c) Company Referral Program (administered by Human Resources)
- d) Florida Job Service-WorkNet Pinellas/2312 Gulf-to-Bay Blvd, Clearwater, FL 33755/fax 727.791.5891/727.524.4344
- e) Asian American Journalists Association – Florida Chapter/1182 Market Street Suite 320, San Francisco, CA 94102/Vicki Lim/(not used for administrative positions) / posting online
- f) CareerBuilder.com
- g) Columbia University Graduate School of Journalism/2950 Broadway Rm. 201E, New York, NY 10027/Ernest Sotomayor/212.854.4922 (not used for administrative positions)
- h) Emerson College Career Services/120 Boylston St., Boston, MA 02116/Matt Cardin/617.824.8586 (not used for administrative positions)
- i) Florida A&M University Career Development Service/Florida A&M University, Tallahassee, FL 32307/Barbara Sutton/850.599.3700 (not used for administrative positions)
- j) Florida International University/Career Services, University Park, GC 230, Miami, FL 33199/Lenroy Jones/305.348.6725 (not used for administrative positions)

- k) Graeme Newell 1011 Lyndhurst Falls Lane, Knightdale, NC 27545 (919) 217-4438/ posting online
- l) MediaLine.com/PO Box 51909, Pacific Grove, CA 93950/Mark Shilstone/800.237.8073 (not used for administrative positions)
- m) Medill School Northwestern University 1845 Sheridan Road Evanston, IL 60208-2101 (847) 467-1882 / posting online
- n) National Association of Black Journalists, 1100 Knight Hall, Suite 3100 | College Park, Maryland 20742 :: Phone: (301) 405-0248 | Fax: (301) 314-1714 / posting online
- o) National Association of Hispanic Journalists – Orlando Chapter/Arelys Escalera/arelysescalera@hotmail.com (not used for administrative positions)
- p) Syracuse University, S.I. Newhouse School of Public Communications/215 University Place, Syracuse, NY 13244/Karen McGee/315.443.3270 (not used for administrative positions)
- q) Tampa Bay Association of Black Journalists/Camille C. Spencer / camillecspencer@gmail.com
- r) TVJobs.com/PO Box 4116,Oceanside, CA 92052/Mark Holloway/800.374.0119 (not used for administrative positions)
- s) TVSpy.com/150 West 22nd Street, 5th Floor, New York, NY 10011/Andrew Gauthier/212.366.4212 (not used for administrative positions)
- t) University Of Central Florida, 4000 Central Florida Blvd. CSEL Building 140 Orlando, FL 32816-0165, Phone: (407) 823-2361
- u) University of Florida, Knight Division, College of Journalism and Communications/PO Box 118400, Gainesville, FL 32611/Charles Harris/352.392.5968 (not used for administrative positions)
- v) University of Missouri-Columbia, Missouri School of Journalism Career Services Office/120 Neff Hall, University of Missouri-Columbia, Columbia, MO 65211-1200/Phou/573.882.0373 (not used for administrative positions)
- w) University of Miami, Toppel Career Center - 1306 Stanford Dr., Coral Gables, FL 33124, Telephone: 305-284-5451 / posting online
- x) University of South Florida St. Petersburg Counseling & Career Center/USF St. Petersburg 140 7th Avenue South, Bay 119/Terry Dowling/727.873.4114 (not used for administrative positions)
- y) University of South Florida Tampa Career Center 4202 E Fowler Ave SVC 2088 Tampa, FL 33620-6930: Ph. (813) 974-2171 / posting online

b) The following is a list of the recruitment sources, if any, who requested notification of vacancies this period: -None-

3. The following is a list of recruitment sources that referred any employees that were hired since August 16, 2010:

- Bright House Networks Website
- Career Builder
- Employee Referral
- Internal

4. a) The total number of persons that were interviewed for full-time vacancies since August 16, 2010 was 25.

b) Of those persons interviewed, the following is each recruitment source utilized in connection with the vacancies that existed since August 16, 2010:

- **Bright House Networks Web Site**
 - Executive Producer; Marketing Producer; Producer; Production Specialist; Production Specialist I; Reporter (VJ); Reporter (VJ)/Producer BN9e; Web Content Editor
- **CareerBuilder**
 - Sr. Producer Enhanced programming
- **Employee Referral**
 - Photojournalist; SR. Graphics Designer ; SR. Producer; Reporter (VJ); Web Content Editor
- **Internal**
 - Assignment Editor; Executive Producer; Medical Anchor/ Reporter; Producer; Reporter; Director/ TD

5. Since August 16, 2010, the following are the longer-term recruitment initiatives engaged in by Bay News 9:

- Participation in job fairs aimed at attracting candidates for full-time employment at Bay News 9, and to also establish a database of candidates for future openings. Job fair attendees are encouraged to submit samples of their work in order to obtain constructive feedback.
- Outreach to universities, colleges and technical schools located in Florida. Bay News 9 was represented in college-sponsored internship and job fairs, including the USF St Petersburg Career Fair held on February 11, 2011, the University of Tampa Virtual Job Fairs on November 29, 2010 & April 25, 2011, The Art Institute of Tampa on March 24, 2011, University of Florida Knight Division spring job and internship fair on March 24, 2011, Embry-Riddle Aeronautical University Virtual Job Fairs on October 20, 2010, November 15, 2010 & March 7, 2011, UCF Alumni job fair on May 11, 2011 and NAHJ Convention on June 16 & 17, 2011.
- allowed students to shadow Bay News 9 employees at work, and hosted tours for student groups.
- Outreach to high school students in the Tampa Bay area. Bay News 9 employees contact students who have requested a station tour, job shadowing or volunteering opportunities. Dialogue between the Bay News 9 employees and high school students normally consists in answering questions about a typical day in a newsroom and how much education is needed in order to pursue a career in television. Bay News 9 employees participate in the annual Great America Teach-In event. Bay News 9 has also allowed high school students to job shadow our newsroom, weather and marketing personnel.
- The Project Weather Scholarship is a one-time award of \$1,000 presented to seven high school seniors who excel in science. The scholarship is granted as

a part of Bay News 9's commitment to education children about science and weather.

- Bay News 9 has an internal training program designed so employees can acquire skills that could qualify them for higher-level positions. Anchors and reporters receive individualized talent coaching. A representative from a leading media consultant company visits the station every quarter for ongoing group training and critiquing of the news team, in addition to on-air talent coaching. Photojournalists, graphics, marketing, traffic and engineering employees received specialized training provided by the vendors of systems utilized by the station. Bay News 9 participates in the Bright House Networks Women's Leadership Circle, a program that provides mentors from within the company for women who aspire to attain and/or grow in a management role. Employee relations and management training was provided to Bay News 9 managers and supervisors.
- Bay News 9 also provides tuition reimbursement as a company benefit.
- External training is also offered to Bay News 9 employees in order to help them improve and broaden their skills, and to help them become leaders at Bay News 9.
- Bay News 9 funds membership to professional organizations that advance skills in diverse function areas of the station, such as the National Press Photographers Association.
- Outreach to community. Employees are encouraged to enhance the community Bay News 9 serves and several employees are board members for a wide variety of non-profit organizations in the Tampa Bay area. Bay News 9 participates in local events, forums and expos enhancing communication and coverage of the diverse community served by Bay News 9, Tampa Bay On Demand and InfoMás/Bay News 9 en español.