
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, 2010 to and including September 30, 2011 (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, 2010 to September 30, 2011

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	Long Form Account Executive	SBGI	5
2	Sales Manager	Referral	4
3	Paid Programming Coordinator	Internal	5
4	Sales Assistant	Internal	1
5	Account Executive	Referral	4
6	Long Form Account Executive	Internal	3
7	Account Executive (2)	Referral (1) Spots-N-Dots (1)	11
8	Long Form Account Coordinator	Referral (1) Spots-N-Dots (1)	7
9	Research & Marketing Coordinator	SBGI	6
10	Account Executive (3)	Careerbuilder (3)	13
11	National Sales Assistant	Internal	1
12	Receptionist	Internal	1

Total Number of Persons Interviewed During Applicable Period: 61

Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 10/01/2010 to 09/30/2011

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 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
2	Careerbuilder Allison Weitsman 8401 Greensboro Dr Mclean, VA 22102	3 0 1 0 0 0 2 0 1 6 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
3	Connecticut School of Broadcasting Tampa LLC. 3901 Coconut Palm Drive Suite 105 Tampa, Fl 33619 Steve Clark	0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist

4	Corporation to Develop Communities of Tampa 2631 E. Lake Ave. Tampa, FL 33610 Attn: Virgil Perry	0 0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
5	Craigslist.com-added 04.2009	0 0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
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 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
7	East Carolina University 3016 Bate Building Greenville, NC 27858 Lee Brown Added: 04.19.2010	0 0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
8	Enable America 101 E. Kennedy Blvd. Suite 250 Tampa, FL 33602 813.222.3212 richard.salem@enableameric a.com	0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator

		0 0 0 0	Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
9	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 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
10	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 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
11	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 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
12	Hispanic Alliance for Career Enhancement 25 E. Washington Street #1500 Chicago, IL 60602 Attention: Rocio Mendez	0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
13	Hope Services Incorporated P.O. Box 7388 Wesley Chapel, FL 33544 813.994.2855	0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant

	Attn: Cindy Bray	0 0 0 0 0 0 0 0	Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
14	Indeed.com	0 0 0 0 1 0 1 0 1 1 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
15	Internal Applicants WTTA-TV 7622 Bald Cypress Tampa, FL 33614 813.886.9882	0 0 1 1 0 1 0 0 2 0 1 1	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
16	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 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
17	Jobfair HCC Dale Mabry 4001 W. Tampa Bay Blvd Tampa, Fl 33614 April 12, 2010	0 0	Account Executive (2) Long Form Account Coordinator
18	Jobfair HCC Ybor 2112 N. 15 th Street Tampa, Fl 33605 April 18, 2010	0 0	Account Executive (2) Long Form Account Coordinator

19	Jobfair HCC Brandon 10414 E. Columbus Drive Tampa, Fl 33619 March 24, 2011	0 0	Account Executive (2) Long Form Account Coordinator
20	Jobfair Bayanihan Arts & Event Center 14301 Nine Eagles Drive Tampa, Fl 33626 April 27, 2011	0 0	Account Executive (2) Long Form Account Coordinator
21	Keiser University 5225 Memorial Highway Tampa, Fl 33634 813.885.4900 813.885.4900 Attn: Eddy Tamayo	0 0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
22	National Hispanic Media Coalition Email: Info@NHMC.org	0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
23	Referral	1 4 1 0 3 2 6 4 1 6 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
24	Remington College 6302 E. Martin Luther King Blvd. Suite 400 Tampa, Fl 33619	0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive

	Phone 813.333.7939	0 0 0 0 0 0	Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
25	Schiller International University 8560 Ulmerton Road Largo, FL 33771 Phone: 727.736.5082 Fax: 727.738.8405 Attention: Helen Lafever	0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
26	Sinclair Broadcast Group 10706 Beaver Dam Road Cockeysville, MD 21030 Sharon Pickeral www.sbgj.net 410.568.1517	1 0 2 0 0 0 0 0 1 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
27	Spots-N-Dots 167 Oakdale Road Johnson City, NY 13790 888.884.2630 www.spotsndots.com	1 3	Account Executive (2) Long Form Account Coordinator
28	Station Website www.mytvtampabay.com 7622 Bald Cypress Place Tampa, FL 33614 813.886.9882 Madeline Hernandez	0 0 0 0 0 0 0 1 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
29	Tampa Association of Black Comm. P.O Box 172092 Tampa, FL 33672 Phone: 813.259.7630 Fax: 813.259.7676 Ken Knight	0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator

		0 0 0 0	Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
30	Tampa Bay Workforce Alliance 9215 N. Florida Ave. Tampa, FL 33612 Phone: 813.930.7476 Fax: 813.930.7486	0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
31	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 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
32	TVJobs.com	0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
33	University of South Florida Career Center 4202 E. Fowler Ave. Tampa, FL 33612 Phone: 813.974.2171 Fax: 813.974.0998	0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
34	University of Tampa Career Center 401 W. Kennedy Blvd. Tampa, FL 33606	0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant

	Phone : 813.258.6236 Fax: 813.258.7271 Donna Napoli	0 0 0 0 0 0 0 0	Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
35	Unlimited Work Opportunities P.O. Box 2785 Pinellas Park, FL 33780 740.707.3832 Telephone Attn: Hillary Morris	0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
36	Valdosta State University 1500 North Patterson Street Valdosta, Ga 31698 Delois Hargett Added 10.09.2009	0 0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
37	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 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist
37	WTTA-TV Commercial	0 0 0 0 0 0 0 0 0 0 0 0	Long Form Account Executive Sales Manager Paid Programming Coordinator Sales Assistant Account Executive Long Form Account Executive Account Executive (2) Long Form Account Coordinator Research & Marketing Coordinator Account Executive (3) National Sales Assistant Receptionist

*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: No request made

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 10/01/2010 to 09/30/2011
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 10/01/2011-9/30/2012 WTTA had (4) student(s) participate in our internship program. Participating students attended the following:

3 University of South Florida
1 International Academy of Design

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

Training

SBG Inc. is an equal opportunity employer. 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.

June 8, 2011 - all Master Control and Engineering Supervisor's attended training on Managing Employees. Training was provided by Skill Path-Tampa.

Job Fair

Date of Station Participation: March 24, 2011

Participating: Madeline Hernandez

Sponsor of Activity: HCC Brandon

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 12, 2011

Participating: Madeline Hernandez

Sponsor of Activity: HCC Dale Mabry

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 10 resumes.

Job Fair

Date of Station Participation: April 18, 2011

Participating: Madeline Hernandez

Sponsor of Activity: HCC Ybor

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.

Job Fair

Date of Station Participation: April 27, 2011

Participating: Madeline Hernandez

Sponsor of Activity: Rep. Bilirakis and Tampa Bay work Force Alliance

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 15 resumes.