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I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Weekday Morning Anchor	2-4, 6-7, 9, 11-13, 15-20, 22-24, 26-30, 32-33, 35-39, 41-46	41
Digital Marketing Services Sales Manager	2-4, 6-7, 9, 11-19, 22-27, 29-33, 35-38, 40-41, 43-46	25
Digital Marketing Services Sales Manager	2-4, 6-7, 9, 11-19, 22-27, 29-33, 35-38, 40-41, 43-46	12
Multimedia Journalist	2-4, 6-7, 9, 11-12, 14, 16-19, 22-24, 26-27, 29-30, 32, 34-39, 41, 43-46	12
Community Web Producer	2-7, 9, 11-12, 14, 16-19, 22-24, 26-27, 29-30, 32, 34-39, 41, 43-46	12
Sales Account Executive	2-7, 9, 11-13, 15-19, 22-24, 26-27, 29-30, 32, 34-39, 41, 43-46	12
Sales Account Executive	2-7, 9, 11-13, 15-19, 22-24, 26-27, 29-30, 32, 34-39, 41, 43-46	12
Multimedia Journalist	1-4, 6-7, 9-11, 13-19, 22-24, 26-27, 29-30, 32, 34-38, 41, 43-46	1
Associate Producer	2-4, 6-7, 9, 11-12, 16-24, 26-27, 29-32, 34-38, 41, 43-46	7
Assignment Editor	2-4, 6-7, 9, 11-20, 22-24, 26-27, 29-30, 32, 34-38, 41, 43-46	12
Digital Sales Specialist	2-4, 6-9, 11, 16-19, 22-24, 26-27, 29-32, 34-38, 41, 43-46	9
Weekday Morning Anchor/Reporter	2-4, 6-9, 11-12, 14, 16-19, 22-24, 26-27, 29-32, 34-38, 41, 43-46	9
Weekend Morning Anchor	1-4, 6-9, 11-19, 22-24, 26-27, 29-32, 34-38, 41, 43-46	1
Morning Associate Producer	2-4, 6-9, 11, 13, 15-19, 21-22, 24, 26-27, 29-30, 32, 34, 36-39, 41, 43-46	21
National Sales Manager	2-4, 6-9, 11, 13, 15-20, 22-24, 26-27, 29-32, 34, 36-39, 41-46	9

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Agency Referral	N	4
2	ASU – Dept of Communication P.O. Box 271 Montgomery, Alabama Phone : 334-229-4140 Email : etucker@alasu.edu Ella Tucker	N	0
3	Bay Area Media Network P.O. Box 20261 Tampa, Florida 33622 Phone : 813-555-1212 Url : bayareamedianetwork.org Email : contact@bayareamedianetwork.org Fax : 1-813-740-3228 Job Postings	N	0
4	Cable Television Ad Bureau 830 Third Avenue New York, New York Phone : (212) 508-1220 Email : evelyns@cabletvadbureau.com Evelyn Skurkovich	N	0
5	Call In	N	3
6	Call-In/Walk-In/Mail-In Florida Career Service Manual Posting	N	0
7	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Career Service Manual Posting	N	10
8	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
9	Current staff self-nomination Florida Career Service Manual Posting	N	3
10	E-mail Inquiry	N	1
11	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : ebfoundation@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0
12	Employee Referral	N	19
13	FAMU-Florida A&M University 100 Student Union Plaza Tallahassee, Florida 32307 Phone : (850) 599-3700 Email : deloresdean@famu.edu Fax : 1-850-599-3353 Delores Dean	N	0
14	Florida Southern College Career Center 111 Lake Hollingsworth Drive Lakeland, Florida Phone : 863-680-4390 Email : xcoso@slsouthern.edu Fax : 1-863-680-5121 Xuchitl Coso	N	0
15	Florida State University University Center 4100 Career Center Tallhassee, Florida 32306 Phone : (850) 644-6431 Email : jflora@fsu.edu Fax : 1-850-644-3273 Ms. Jamie Flora	N	0
16	Graeme Newell's MarketingIdeaNet Jobs 602 Communications – TV Training & Consulting New York, New York Url : www.vault.com. Email : slizik@602communications.com Career Services	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
17	Hillsborough Community College P.O. Box 5096 Tampa, Florida Phone : 813-259-6096 Url : www.collegecentral.com/hilsborough Email : akeaton@hccfl.edu Alisa Keaton	N	0
18	Hillsborough Community College Career Planning and Placement P.O. Box 30030 Tampa, Florida Phone : 813-253-7275 Url : www.collegecentral.com/hilsborough Email : lragsdale@hccfl.edu Fax : 1-813-259-6047 Laurie Ragsdale	N	0
19	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carlose@hispaniclink.org Carlos Ericksen-Mendoza	N	0
20	Internal Candidate	N	5
21	Internship Program	N	2
22	Langston University P.O. Box 907 Langston, Oklahoma Phone : 405-466-2009 Email : jawallace@lunet.edu Fax : 1-405-466-2976 James Wallace	N	0
23	Langston University, Tulsa 914 N Greenwood Ave Tulsa, Oklahoma Phone : 918-877-8149 Fax : 1-918-877-8101 Elaine Williams	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
24	Lincoln University 820 Chesnut Street Jefferson City, Missouri Phone : 573-681-5163 Email : ccsjobs@lincolnu.edu Fax : 1-573-681-5165 Career Counselor	N	0
25	Linked In	N	3
26	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
27	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
28	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : cwint@ncnw.org Cassandra Wint	N	0
29	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlaja.org Email : info@nlgja.org Career Service	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
30	National Urban League Black Executive Exchange Program 120 Wall Street, 8th floor New York, New York Phone : 212-558-5403 Email : dwest@nul.org Fax : 1-212-558-5497 Dale West	N	0
31	Organization of Chinese Americans 1322 18th Street NW Washington, District of Columbia Phone : 202-223-5500 Email : ssmith@ocanational.org Fax : 1-202-296-0540 Sarah Smith	N	0
32	Pinellas County Personnel Department 400 S. Ft. Harrison Avenue, County Annex Bldg., Rm 121 Clearwater, Florida Phone : 727-464-3367 Email : jowens@pinellascounty.org Fax : 1-727-464-3680 James Owens	N	0
33	Promax International 2029 Century Park East Los Angelos, Louisiana 90067 Phone : 310-788-7600 Fax : 310-788-7616 Rose Adkins	N	0
34	Promax International 2029 Century Park East Los Angelos, California 90067 Phone : 310-788-7600 Fax : 1-310-788-7616 Rose Adkins	N	0
35	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Url : www.rtnda.org Karen Gregory	N	0

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
36	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Career Service	N	0
37	Texas Southern University - Placement Office 3100 Cleburne Street Houston, Texas Phone : 713-313-7346 Email : robersonan@tsu.edu Fax : 1-713-313-7155 Antoinette Roberson	N	0
38	The Centre for Women 305 S. Hyde Park Tampa, Florida Phone : 813-251-8437 x272 Url : www.centreforwomen.org Email : amthompson@cfwtampa.org Fax : 1-813-259-1415 Alice Thompson	N	0
39	The University Of Tampa - Office of Career Placement 401 W. Kennedy Blvd Tampa, Florida Phone : 813-253-6236 Email : dnapoli@ut.edu Fax : 1-813-258-7271 Donna Napoli	N	0
40	Trade Website	N	1
41	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	10
42	Word of Mouth Referral	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
43	Worknet Pinellas 2312 Gulf to Bay Blvd Clearwater, Florida Phone : 727-608-2419 Email : pperkins@worknetpinellas.org Fax : 1-727-791-5891 Pam Perkins	N	0
44	Worknet Pinellas 624 1st Avenue, South St Petersburg, Florida Phone : 727-608-2527 Url : www.worknetpinellas.org Email : hloeun@worknetpinellas.org Fax : 1-727-329-1497 Haley Loeun	N	0
45	WTSP-TV Website Florida Url : tampabays10.com Career Service Manual Posting	N	0
46	WUSF-TV 4202 E. Fowler Avenue, TZB100 Tampa, Florida Phone : 813-974-8700 Url : www.wusf.usf.edu Fax : 1-813-974-5016 Director - TBA -	N	0
	TOTAL INTERVIEWS OVER REPORTING PERIOD:		**64**

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	9/21/2012	Establishment of training programs for station personnel	35 members of the News Department participated in Social Media training; 5 members of the Investigative News team participated in "How to excel at Investigative Reporting"; and the News and Promotions employees participated in "Converting CBS Prime audience into late news viewers" training. Sept. 21-24, 2012 Social Media Producer attended the Essential Skills for Digital Journalists seminar at the Poynter Institute for Media Studies. January 30-March 29, 2013 Nineteen members of the Sales Department participated in 10 hour Google Digital Sales training program. April 23-24, 2013 News Managers, Producers and Desk Editors, plus IT and Newscast Directors participated in Newsticker training. Training modules included Run level management, configuration and operations of the elections function, general News Ticker operation and data entry, template design and management, and trouble shooting techniques April 29-May 3, 2013 37 members of the News, IT and Sports Departments participated in Iphone News Gathering Training. June 18-20, 2013 Promotions Producer participated in the Gannett "Promax Bootcamp" training seminar in California. July 9-10, 2013 22 Sales Department Managers and Account Executives participated in the DMS Product and Positioning Training seminar let by Wilten Haynes, Trainer, Director, Digital Development & Training, Gannett.	35		1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			July 9-12, 2013 Two Investigative Reporters attended the 2 day nation conference of the Investigative Reporters and Editors Association in San Antonio, Texas. August 13, 2013 Two Investigative Reporters, the Managing Editor and News Desk Editor participated in Computer Assisted Research Training for Investigative Reporting training held in Melbourne, FL. September 3-6 and September 9, 2013 All newscast producers, directors, executive producers, operations, promotions and local program production staff participated in Miranda graphics training sessions.			

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
2	9/21/2012	Participation in other activities designed by the station employment unit	Station tour for 30 University of South Florida Mass Communications students. Activities included a tour of news and technical areas, live program production and an extensive Q &A discussion of careers in broadcasting. January 9, 2013 Station tour for 25 High School Students participating in the Youth Leadership Pinellas Business-Technology Day. Students from 7 Pinellas County High Schools toured the newroom, studios and technical facilities of the station. Activities included Q and A with Dept. Head, Executive Producer and Hosts of Studio 10. August 16, 2013 Station tour for 12 students the City College of Fort Lauderdale Broadcasting Department. Students and faculty toured the newroom, studios and technical facilities of the station. Activities included Q and A with Dept. Head, Executive Producer and Hosts of Studio 10.	5	Program Director Executive Producer Director and Crew	1.00
3	9/24/2012	Participation in job banks, internet programs and other programs designed to promote outreach	All high level job openings were posted on the tvjobs.com website, which is accessed by news media professionals on a regular basis.	2	Community Relations Director News Director	1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
4	9/27/2012	Provision of training to management	13 Managers from News, Promotions, Programming, Sales, and Business departments participated in training for the Success Factors online recruiting program. October 8-11, 2012 Assistant News Director and Director of Digital attended Gannett Leadership Program training in McLean, VA. GLP is designed to equip managers with leadership knowledge and skills in four key areas: Building Gannett Leadership Competencies, Engaging Employees, Leading Change and Leading Innovation. The program provides the opportunity to network and build strong career-based relationships. Other topics include HBR case study, the Orange Book and Michael Roberto's book Know What You Don't know: How Great Leaders Prevent Problems Before They Happen. December 10-12, 2013 General Sales Manager and Local Sales Managers attended Gannett Local Digital Sales Training in Phoenix, AZ. January 7-11, 2013 General Sales Manager participated in leadership training at the Center for Creative Leadership in Greensboro, NC. March 17-20, 2013 Digital Director attended the Mobile First News Gathering seminar at the Poynter Institute for Media Studies. March 18, 2013 General Manager led Anti Trust training seminar for all Department Heads. April 1-4, 2013 News Director and Marketing Director participated in Gannett's News Director and Marketing Manager Meetings in McLean, VA. Some of the topics	10	All Station Managers	1.00

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
			covered included growing and nurturing star employees, sales force growth, and the 9 Areas of Focus for news content. August 14, 2013 General Manager and Department Heads participated in team building management training.			
5	11/12/2012	Participation in scholarship programs	As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2012 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund. This grant provided general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1	Gannett Foundation	1.00
6	11/15/2012	Participation in events or programs sponsored by educational institutions	Eleven News Department Employees participated in The Great American Teach In activities supporting local school districts in the Tampa/St. Petersburg DMA. Anchors, Reporters, Photographers and Content Producers shared information about careers in broadcasting with students K-12.	11	News Dept. Employees	0.25

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
7	1/14/2013	Establishment of an intern program designed to assist members of the community	WTSP's commitment and dedication to educating future journalists includes reaching out to college students through our internship program. Students from The University of Florida, University of Central Florida, Florida A & M University, Florida State University, Syracuse University, the Connecticut School of Broadcasting and the University of South Florida served as News Department interns during the report period. News interns were exposed to all areas of broadcast and digital news gathering, including assignment desk duties, field work, social medial and content creation. Three interns from the University of South Florida were placed in our Program Production Department during the report period. These interns studied all facets of live program production, shooting and producing in the field and content editing. Skills mastered included program rundown creation, segment producing, package editing and line producing. All interns earned college credit for their participation in the programs. WTSP Internships last one semester.	9	All News Managers All Studio 10 Staff	1.00
8	1/14/2013	Establishment of training programs for station personnel	WTSP offers a tuition assistance program to encourage self development through undergraduate or graduate coursework. Two employees participated in this program during the reporting period. Participants included a News Reporter pursuing an advanced degree and a Promotions Producer participating in an MBA degree program.	2		1.00

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9	7/8/2013	Participation in scholarship programs	The Poynter Institute for Media Studies was selected to receive a grant to fund scholarships for local high school journalism students to attend a three day online and social media workshop. Poynter faculty and local journalists worked with teacher/advisers and students to improve the way the students report, write and present the news on their school websites. The group received instruction in writing for websites, crowdsourcing content for the sites and other ways to engage online with their classmates, teachers, staff and their local school community.	3	Grant Review Committee	1.00
10	8/1/2013	Participation in Job Fairs	The News Director spent three days participating in the job fair portion of the NABJ annual conference held in Orlando, Florida.	1	News Director	0.25
					TOTAL POINTS OVER REPORTING PERIOD:	**8.50**