

Alabama TV, LLC
 WAAY - TV
 1000 Monte Sano Blvd
 Huntsville, AL 35801

EEO Public File Report
 December 1, 2016 - November 30, 2017

WAAY-TV is an Equal Opportunity Employer

Full Time Job Vacancies/Interviewee Data

Position	Job Title	Date Filled	Total # of People Interviewed	Recruitment Source Used	No. of Interviewees Per Source	Hiree Referral Source
1	Multimedia Journalists (4)	1/16/2017	9	Sources 2-37, ABA, TV Jobs, Media Line, Youtube Tvjobs.com Youtube University of Alabama Internal Candidate / Referral / Recruited	2 3 1 3	Tvjobs.com & internal referral
2	Executive Producer	1/23/2016	11	Sources 2-37, ABA, Medialine, Tvjobs, Rick Gevers Rick Gevers TvJobs.com waaytv.com Internal Candidate / Referral / Recruited	1 3 1 6	Tvjobs.com
3	Producers (2)	2/21/2017	9	Sources 2-37, ABA, TVJobs.com, Medialine University of Alabama Alabama State University Tvjobs.com waaytv.com Internal Candidate / Referral / Recruited	4 1 1 1 1	waaytv.com
4	Producer	7/3/2017	5	Sources 2-37, TVJobs.com, ABA, Medialine, Penn State Univ, Syracuse Univ, Magid Penn State University Syracuse University Magid Internal Candidate / Referral / Recruited	2 1 1 1	Syracuse University
5	Account Executives	10/2/2017	10	Sources 2-37, ABA, Tvjobs.com, Indeed.com, SpotsNDots, LinkedIn Indeed.com LinkedIn waaytv.com Internal Candidate / Referral / Recruited	2 4 3 1	waaytv.com Referral
6	Multimedia Journalists (6)	10/16/2017	25	Sources 2-33, waaytv.com, TVJobs.com, ABA, MediaLine, Magid, Youtube Magid LinkedIn Tvjobs Youtube waaytv.com Agents	8 3 3 5 1 6	Magid waaytv.com Agent
7	Producers (2)	10/9/2017	7	waaytv.com, TVJobs.com, ABA, MediaLine, Youtube, Temple Univ, Ole Miss Univ www.waaytv.com TVJobs Temple University Ole Miss University Youtube Internal Candidate / Referral / Recruited	1 2 1 1 1 1	Youtube Ole Miss University

8	Anchor	9/18/2017	4	Sources 2-37, TVJobs.com, ABA, MediaLine, Magid www.waaytv.com Agent referral Magid Tvjobs.com	1 1 1 1	Agent referral
9	Chief Engineer	9/25/2017	9	Sources 2-37, TVJobs.com, ABA, MediaLine, SBE www.waaytv.com SBE Internal candidate/Referral/Recruited	2 4 3	waaytv.com
10	Graphic Artist	10/9/2017	5	Sources 2-37, TVJobs.com, ABA, MediaLine, LinkedIn LinkedIn Tvjobs.com waaytv.com Internal candidate/Referral/Recruited	1 1 2 1	
11	Associate Producer/Editor	11/17/2017	6	waaytv.com, TVJobs.com, ABA, MediaLine Tvjobs.com waaytv.com Internal candidate/Referral/Recruited	2 3 1	
			100	Total Interviewees	100	

WAAY - TV

EEO Master Source List used December 1, 2016 through November 30, 2017

WAAY - TV is an equal opportunity employer. Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request WAAY - TV to provide them with information about fulltime job openings at WAAY - TV. Such requests must include the organizations name, mailing address, email address if applicable, telephone number, contact person, and job categories of job openings for which it requests notices. Requests should be addressed to Kim Greene at station WAAY - TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

List of recruitment source(s) used to fill vacancies, including contact person, address and telephone number.

	Source	Contact Person	Address	Telephone	Total Interviewees by source
1	Huntsville Times	Classified Advertising	2317 Memorial Pkwy SW Huntsville, AL 35801	256-532-4227	
2	Alabama A&M University	James Powell, Vocational Coordinator Telecommunications Division	P.O. Box 157, Hwy 231 North, Normal, AL 35762	256-372-5387	
3	Alabama State University	Beverly Rudolph	P.O. Box 271 Montgomery, AL 36101-0271	334-229-4493	1
4	Alabama Media Professionals		735 Seventh Place, Pleasant Grove, AL 35127	205-822-1402	
5	Calhoun Community College	Chris Miller	PO Box 2216, Decatur, AL 35609-2216	256-350-2656	
6	Huntingdon College	Kelley Washburn	FAX TO: 334-833-4576	334-833-4313	
7	Jacksonville State University	Career Services	700 Pelham Road North Jacksonville, AL 36265	256-782-5482	
8	Mississippi State University	Scott Maynard, Director	300 Montgomery Hall, PO Box P, Mississippi State, MS 39762	662-325-3344	1
9	Oakwood College	Jorge Bartholomew	7000 Adventist Blvd Huntsville, AL 35896	256-726-8394	
10	Troy State University	Kate Rowinsky	Hall School of Journalism & Communications, 103 Wallace, Troy, AL 36079	334-670-3289	
11	Tuskegee University	Mary Turpin	Office of Telecommunications Kresge Center Tuskegee, AL 36088	334-727-8984	
12	University of Alabama Huntsville	Career Services	301 Sparkman Drive, Huntsville, AL 35899	256-824-6612	
13	University of Alabama	Dr. Pam Doyle Tran	P.O. Box 870152 Tuscaloosa, AL 35487	205-348-9684/ careers@ua.edu	
14	University of Alabama Resource Center		BOX 870293, Tuscaloosa, AL 35487	205-348-2428	
15	UAB Career Center	Job Listing	1400 University Blvd, HUC 532, Birmingham, AL 35294	205-934-4324	
16	University of Montevallo	Pat Ebrahimi	Station 6625 Montevallo, AL 35155	205-665-6626	
17	The University of North Alabama	Patricia Blum, Career Svs	UNA Box 5066 Florence, AL 35632-0001	256-765-4276	
18	University of Oklahoma		1000 Asp Ave. Dept of Meteorology Norman OK 73109	405-325-2252	
19	Foundation for Minority Interests	Cary Williams, Program Coord.	825 Seventh Avenue, 2nd Floor, New York, NY 10019	212-456-1992	
20	University of South Alabama	Dr. Gerald Wilson	1000 University Commons Mobile AL, 36688	251-380-2800	
21	Drake Community College	Rebecca Hamrick	3421 Meridian St N. Huntsville, AL 35811	256-551-3154	
22	Birmingham Southern University	Jane Seigel	P.O. Box 549010 900 Arkadelphia Rd Birmingham, AL 35254	205-226-4717	
23	Athens State University	Maurine Chemsak	300 North Beaty Rd. Athens, AL 35611	256-233-8285	
24	NAACP	ATTN: Employment Opportunit	PO Box 3237 Huntsville, AL 35810-0237	256-533-2618	
25	Miles College	Career Planning	PO Box 3800, Birmingham, AL 35208	205-929-1415	
26	Samford University	Career Development	800 Lakeshore Dr. Birmingham, AL 35229-2276	205-726-4182	
27	Stillman College	Jacqueline Currie	P.O. Box 1430 Tuscaloosa, AL 35403	205-366-8894	

28	Middle Tennessee State University	Dr. Robert Spires	Box 58 Murfreesboro, TN 37132	615-898-5628	
29	University of Memphis	Alisha Rose Henderson, Director	Career Services, 400 Wilder Tower, Memphis, TN 38152-3520	901-678-2239	
30	Florida Institute of Technology	Anna Burney	6767 Old Madison Pike, Bldg 7, Ste 720, Huntsville, AL 35806	256-881-7878	
31	Talladega College	Brenda Rhoden	627 W. Battle Street, Talladega, AL 35160	256-761-6204	
32	National Council of Negro Women	Nikiya Lee	633 Pennsylvania Ave, NW; Washington, DC 20004	202-737-0120	
33	American Association of University Women		1111 Sixteenth St. NW; Washington, DC 20036		

Affiliate Stations sent recruitment information & listings

34	WWSB	Tonya Freeman	1477 Tenth Street, Sarasota, FL 34236-4048	941-552-0777	
35	WTVL	Tonya Freeman	Tallahassee		
36	Calkins Media	Tom Spurgeon	Philadelphia, PA		

Internet Job listing sources

	Source	Web address	Email (if applicable)		
37	WAAY - TV website	www.waaytv.com			15
38	National Assoc of Broadcasters	www.nabef.org		\$250 per listing	
39	TV Jobs	www.tvjobs.com		Free	15
40	University of Alabama Birmingham	www.uab.edu	careercenter@uab.edu		
41	University of Alabama			Free	5
42	Auburn University	https://auburn-csm.symplicity.com/employers			
43	AL.com	www.al.com		Huntsville Times	
44	Alabama Broadcasters Assoc.	www.al-ba.com		Free	
45	Spots 'n Dots		selltv@aol.com		
46	Emma Bowen Foundation for Minority Interests in Media	www.emmabowenfoundation.com		Free	
47	Media Line	www.medialine.com		Free	
48	National Assoc of Black Journalists	www.nabj.org		\$150 per listing	
49	National Assoc of Hispanic Jrnalists	www.nahj.org	jobbank@nahj.org	Free	
50	Asian American Jrnlist Assoc	www.naja.com			
51	B-Roll - Photojournalist postings	www.b-roll.net	info@b-roll.net	\$30 per listing	
52	Alliance for Women in Media	www.awrt.org		\$250 & up	
53	Society of Professional Journalists	www.spj.org		\$250	
54	Craigslist - Huntsville	huntsville.craigslist.org		Free	
55	Huntsville Chamber of Commerce	www.hsvchamber.chambermaster.com		Free	
56	Media - Match	www.media-match.com		Free	
57	Journalism Next - Unity postings	www.journalismnext.com			
58	Society of Broadcast Engineers	www.sbe.org		\$74.95	4
59	Broadcasting & Cable magazine	www.broadcastingcable.com			
60	University of Alabama Alumni	jobs.tideslist.com		\$495 30 days	
61	Rick Geeves Newsletter	www.rickgeeves.com			1
62	Investigative Reporters & Editors	www.ire.org	jobpostings@nicar.org	\$150.00	
63	602 Communications (promotions)	www.602communications.com			
64	American Meteorological Society	http://careercenter.ametsoc.org		\$400.00	
65	indeed.com	www.indeed.com		Google spend	2
66	LinkedIn.com	www.linkedin.com		varies	8
67	Youtube	www.youtube.com			9
68	Magid Research				10

Source

69	Internal Applicants or Referrals				18
70	Agent Referrals				7
71	Other Sources				4

Total number of interviewees for all positions:

100

WAAY - TV

Outreach Programs

December 1, 2016 thru November 30, 2017

WAAY - TV actively encourages college students to visit the station to learn more about broadcasting. In October 2017, a student from Huntsville High School shadowed employees in News for a day. The student was able to observe newsgathering in a 'hands-on' environment and better understand a potential broadcast career path.

WAAY - TV actively encourages all employee's to cross-train, job shadow or intern in the various departments. In 2017, a Production Assistant cross trained with Editors in the newsroom and was subsequently promoted to a full time Editor position.

In March, 2017, News Director Matt Stein and Anchor Demetria McClenton attended the University of Alabama Career Expo. They represented WAAY - TV in a booth, spoke to students and accepted resumes for open positions. Both participated in mock interviews with Communications students to better prepare them for job searches after graduation.

WAAY - TV's entire staff participated in Equal Opportunity Training in December, 2016 presented by HR professional Bridgette Drelling. The focus of the seminar training was protecting EEO opportunities for everyone, Maintaining a Harrassment-Free Work Environment and how to treat fellow employees with Respect and Dignity. Managers from all departments participated in manager specific training in each of these topics as well.

WAAY - TV was represented by Paul Dughi, General Manager and Susan Craft, General Sales Manager at the ABA Conference in Birmingham, AL August 19-20, 2017. They participated in the forum for Hiring: Understanding General Diversity which discussed hiring strategies and issues in the broadcast industry.

WAAY - TV was represented by Brad King, Topical Editor and Will Harkins, Meteorologist at the Jackson County Career Expo in October, 2017. The expo was geared towards high school seniors in the career path decision process. They spoke to students and discussed jobs in the broadcast industry.

WAAY - TV anchor Demetria McClenton is teaching a broadcast journalism class at Calhoun Community College. Anchors Bill Young and Dan Shaffer have visited the class to discuss the broadcast profession, journalism standards and education goals for pursuing a career in journalism.

WAAY - TV hosts numerous tour groups throughout the year. They range from school groups, boy/girl scouts, professional organizations, church groups and other civic organizations. Tour leaders host guests in the studio and discuss what it takes to 'make tv' and how to become a broadcast journalist or technical specialist. The groups are allowed to sit on the desk or stand on the weather wall and produce a mock newscast using all of the studio elements.

The WAAY - TV News and Weather Teams regularly lead seminars in the Huntsville, AL DMA for Elementary, Middle and High Schools, various civic organizations and other leadership councils. They discuss all aspects of broadcast news, as well as, speaking on what it takes to become a broadcast journalist or meteorologist.