

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

**EEO Public File Report**  
 December 1, 2017 - November 30, 2018

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 Journalist	1/3/2018	12	Sources 2-37, ABA, TV Jobs, Media Line, Youtube, Magid, LinkedIn LinkedIn Magid waaytv.com Internal Candidate / Referral / Recruited	2 3 1 6	Referral
2	Local Sales Manager	2/28/2018	3	Sources 34, 37, ABA, Medialine, Tvjobs waaytv.com Internal Candidate / Referral / Recruited	1 2	Referral
3	Producers (3)	6/11/2018	6	Sources 2-37, ABA, TVJobs.com, Medialine Tvjobs.com waaytv.com Internal Candidate / Referral / Recruited	4 1 1	Tvjobs & recruited
4	MMJ (3)	6/27/2018	12	Sources 34, 37, TVJobs.com, ABA, Medialine, Magid, LinkedIn LinkedIn Heartland Media Tvjobs Magid waaytv.com Internal Candidate / Referral / Recruited	2 1 2 1 1 5	waaytv.com Referral Recruited
5	Traffic Assistant	7/16/2018	3	Sources 1, 34, WAAYTV.com, ABA, Tvjobs.com, Indeed.com, al.com Indeed.com waaytv.com	1 2	waaytv.com
6	Sports MMJ/Anchor (2)	9/4/2018	8	Sources 34, 41, 42, waaytv.com, TVJobs.com, ABA, MediaLine, Media-Match, Magid Magid Tvjobs waaytv.com Internal Candidate / Referral / Recruited	2 4 1 1	waaytv.com & Magid
7	Digital Content Producer	9/10/2018	5	Sources 2-33, waaytv.com, TVJobs.com, ABA, MediaLine, Indeed <a href="http://www.waaytv.com">www.waaytv.com</a> Indeed	2 3	waaytv.com
8	National Sales Manager	10/8/2018	2	Sources 34, 37, TVJobs.com, ABA, MediaLine Internal Candidate / Referral / Recruited Tvjobs.com	1 1	Referral

9	Assistant News Director	10/8/2018	5	<b>Sources 37, TVJobs.com, ABA, MediaLine, Rick Gevers</b>	
				Rick Geeves	2
				Tvjobs.com	3
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10	Account Executive	11/5/2018	5	<b>Sources 34, 37, TVJobs.com, ABA, MediaLine, LinkedIn</b>	
				LinkedIn	2
				waaytv.com	1
				Internal candidate/Referral/Recruited	2
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			<b>61</b>	<b>Total Interviewees</b>	<b>61</b>

WAAY - TV

EEO Master Source List used December 1, 2017 through November 30, 2018

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	
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	
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	Heartland Media Group	Lisa Bishop	<a href="http://www.heartlandtv.com">www.heartlandtv.com</a>		1
35					
36					

**Internet Job listing sources**

Source	Web address	Email (if applicable)		
37	<a href="http://www.waaytv.com">www.waaytv.com</a>			10
38	<a href="http://www.nabef.org">www.nabef.org</a>		\$250 per listing	
39	<a href="http://www.tvjobs.com">www.tvjobs.com</a>		Free	14
40	<a href="http://www.uab.edu">www.uab.edu</a>	<a href="mailto:careercenter@uab.edu">careercenter@uab.edu</a>		
41	University of Alabama		Free	
42	<a href="https://auburn-csm.symplicity.com/employers">https://auburn-csm.symplicity.com/employers</a>			
43	<a href="http://www.al.com">www.al.com</a>		Huntsville Times	
44	<a href="http://www.al-ba.com">www.al-ba.com</a>		Free	
45	Spots 'n Dots	<a href="mailto:selltv@aol.com">selltv@aol.com</a>		
46	Emma Bowen Foundation for Minority Interests in Media	<a href="http://www.emmabowenfoundation.com">www.emmabowenfoundation.com</a>	Free	
47	Media Line	<a href="http://www.medialine.com">www.medialine.com</a>	Free	
48	<a href="http://www.nabi.org">www.nabi.org</a>		\$150 per listing	
49	<a href="http://www.nahj.org">www.nahj.org</a>	<a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>	Free	
50	<a href="http://www.naja.com">www.naja.com</a>			
51	<a href="http://www.b-roll.net">www.b-roll.net</a>	<a href="mailto:info@b-roll.net">info@b-roll.net</a>	\$30 per listing	
52	<a href="http://www.awrt.org">www.awrt.org</a>		\$250 & up	
53	<a href="http://www.spi.org">www.spi.org</a>		\$250	
54	<a href="http://huntsville.craigslist.org">huntsville.craigslist.org</a>		Free	
55	<a href="http://www.hsvchamber.chambermaster.com">www.hsvchamber.chambermaster.com</a>		Free	
56	<a href="http://www.media-match.com">www.media-match.com</a>		Free	
57	<a href="http://www.journalismnext.com">www.journalismnext.com</a>		\$74.95	
58	<a href="http://www.sbe.org">www.sbe.org</a>			
59	<a href="http://www.broadcastingcable.com">www.broadcastingcable.com</a>			
60	<a href="http://jobs.tideslist.com">jobs.tideslist.com</a>		\$495 30 days	
61	<a href="http://www.rickgevers.com">www.rickgevers.com</a>			2
62	<a href="http://www.ire.org">www.ire.org</a>	<a href="mailto:jobpostings@nicar.org">jobpostings@nicar.org</a>	\$150.00	
63	<a href="http://www.602communications.com">www.602communications.com</a>			
64	<a href="http://careercenter.ametsoc.org">http://careercenter.ametsoc.org</a>		\$400.00	
65	<a href="http://www.indeed.com">www.indeed.com</a>		Google spend	4
66	<a href="http://www.linkedin.com">www.linkedin.com</a>		varies	6

**Source**

67	Internal Referral/Recruited			18
68	Agent Referrals			
69	Magid Talent Referrals			6

**Total number of interviewees for all positions:**

**61**

## **WAAY - TV**

### **Outreach Programs**

**December 1, 2017 thru November 30, 2018**

WAAY - TV actively encourages all employee's to cross-train, job shadow or intern in the various departments. In 2018, a Production Assistant cross trained with Producers in the newsroom and was subsequently promoted to a full time Producer position.

On February 7, 2018, Controller Kim Greene and MMJ Breken Terry attended the University of North Alabama Career Expo. They represented WAAY - TV in a booth, spoke to students and accepted resumes for open positions. WAAY hired two part time positions from candidates that were interviewed at the career expo.

On March 7, 2018, Controller, Kim Greene and General Sales Manager, Susan Craft attended the Auburn University Communication and Media Career Day. They represented WAAY - TV in a booth, spoke to students and accepted resumes for open positions. Both then interviewed interested students for open positions at WAAY and also mentored students on the broadcast industry in general.

WAAY - TV was represented by News Director, Mike Raffaele of WTVA at the NABJ Conference in Detroit, MI on August 15, 2018. He accepted resumes and spoke with candidates interested in the various Heartland Media open positions. From the NABJ candidates, WAAY hired an MMJ.

WAAY - TV was represented by Creative Services Director, Suzanne Sullivan and Shaun Jarrett, Photographer at University of Alabama - Huntsville 2018 College & Career Fair on August 30, 2018. The expo was geared towards high school seniors in their college career path decision process. They spoke to students and discussed jobs in the broadcast industry and the education paths for becoming a journalist. It was estimated that 3,400 Madison County high school students would be in attendance.

WAAY - TV anchor Demetria McClenton teaches a broadcast journalism class at Calhoun Community College. News Director, Matt Stein, 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.

TVB (Television Bureau of Advertising) presented marketing research and intelligence to all Huntsville broadcast sales representatives and advertisers on November 14, 2018. WAAY - TV Account Executive, Leslie Moody hosted 3 Huntsville High School students at the presentation. They were the HHS newspaper editor and senior staff members. All three are interested in broadcast/marketing careers and the TVB presentation gave them insight into the sales and marketing side of television broadcast.

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.