

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

**EEO Public File Report**  
December 1, 2019 - November 30, 2020

WAAY-TV is an Equal Opportunity Employer

Full Time Job Vacancies/Interviewee Data

| Position | Job Title         | Recruitment Source Used         | Hiree Referral Source |
|----------|-------------------|---------------------------------|-----------------------|
| 1        | Account Executive | 11, 12, 14, 19, 20, 31, 34      | 34                    |
| 2        | MMJ               | 2-12, 14, 16, 17, 19, 20, 33-36 | 12                    |
| 3        | MMJ               | 2-12, 14, 16, 17, 19, 20, 33-36 | 16                    |
| 4        | Producer          | 2-12, 14, 16, 17, 19, 20, 33-36 | 14                    |
| 5        | General Manager   | 34*                             | 34                    |

*\*Exigent Circumstances*

**WAAY-TV**  
**EEO Master Source List used December 1, 2019 through November 30, 2020**

|    | Source   | Contact Person or Website/Email   | Address   | Telephone    | Total Interviewees by source |
|----|--|---|---|--------------|------------------------------|
| 1  | Huntsville Times   | Classified Advertising  | 2317 Memorial Pkwy SW<br>Huntsville, AL 35801                                 | 256-532-4227 | 0                            |
| 2  | Alabama A&M University                                   | James Powell, Vocational Coordinator<br>Telecommunications Division                                 | P.O. Box 157, Hwy 231 North,<br>Normal, AL 35762                              | 256-372-5387 | 1                            |
| 3  | Alabama State University                                 | Beverly Rudolph   | P.O. Box 271 Montgomery, AL<br>36101-0271                                     | 334-229-4493 | 0                            |
| 4  | Jacksonville State University                            | Career Services   | 700 Pelham Road North<br>Jacksonville, AL 36265                               | 256-782-5482 | 0                            |
| 5  | Mississippi State University                             | Scott Maynard, Director   | 300 Montgomery Hall, PO Box<br>P, Mississippi State, MS 39762                 | 662-325-3344 | 0                            |
| 6  | Oakwood College  | Jorge Bartholomew   | 7000 Adventist Blvd Huntsville,<br>AL 35896                                   | 256-726-8394 | 0                            |
| 7  | Troy State University                                    | Kate Rowinsky   | Hall School of Journalism &<br>Communications, 103 Wallace,<br>Troy, AL 36079 | 334-670-3289 | 0                            |
| 8  | University of Alabama Huntsville                         | Career Services   | 301 Sparkman Drive, Huntsville,<br>AL 35899                                   | 256-824-6612 | 0                            |
| 9  | The University of North Alabama                          | Patricia Blum, Career Svcs  | UNA Box 5066 Florence, AL<br>35632-0001                                       | 256-765-4276 | 0                            |
| 10 | University of South Alabama                              | Dr. Gerald Wilson   | 1000 University Commons<br>Mobile AL, 36688                                   | 251-380-2800 | 0                            |
| 11 | Heartland Media Group                                    | <a href="http://www.heartlandtv.com">www.heartlandtv.com</a>  |   |              | 0                            |
| 12 | WAAY - TV website  | <a href="http://www.waaytv.com">www.waaytv.com</a>  |   |              | 7                            |
| 13 | National Assoc of Broadcasters                           | <a href="http://www.nabef.org">www.nabef.org</a>  |   |              | 0                            |
| 14 | TV Jobs  | <a href="http://www.tvjobs.com">www.tvjobs.com</a>  |   |              | 7                            |
|    |  | <a href="http://www.uab.edu">www.uab.edu</a>  |   |              |                              |
| 15 | University of Alabama Birmingham                         | <a href="mailto:careercenter@uab.edu">careercenter@uab.edu</a>                                      |   |              | 0                            |
| 16 | University of Alabama                                    | <a href="http://www.ua.edu">www.ua.edu</a>  |   |              | 2                            |
| 17 | Auburn University  | <a href="https://auburn-csm.symlicity.com/employers">https://auburn-csm.symlicity.com/employers</a> |   |              | 0                            |
| 18 | AL.com   | <a href="http://www.al.com">www.al.com</a>  |   |              | 0                            |
| 19 | Alabama Broadcasters Assoc.                              | <a href="http://www.al-ba.com">www.al-ba.com</a>  |   |              | 0                            |
| 20 | Media Line   | <a href="http://www.medialine.com">www.medialine.com</a>  |   |              | 0                            |
| 21 | National Assoc of Black Journalists                      | <a href="http://www.nabj.org">www.nabj.org</a>  |   |              | 0                            |
|    |  | <a href="http://www.nahj.org">www.nahj.org</a>  |   |              |                              |
| 22 | National Assoc of Hispanic Jrnalists                     | <a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>  |   |              | 0                            |
| 23 | Society of Professional Journalists                      | <a href="http://www.spj.org">www.spj.org</a>  |   |              | 0                            |
| 24 | Huntsville Chamber of Commerce                           | <a href="http://www.hsvchamber.chambermaster.com">www.hsvchamber.chambermaster.com</a>              |   |              | 0                            |
| 25 | Society of Broadcast Engineers                           | <a href="http://www.sbe.org">www.sbe.org</a>  |   |              | 0                            |
| 26 | University of Alabama Alumni                             | <a href="http://jobs.tideslist.com">jobs.tideslist.com</a>  |   |              | 0                            |
| 27 | Rick Gevers Newsletter                                   | <a href="http://www.rickgevers.com">www.rickgevers.com</a>  |   |              | 0                            |
|    |  | <a href="http://www.ire.org">www.ire.org</a>  |   |              |                              |
| 28 | Investigative Reporters & Editors                        | <a href="mailto:jobpostings@nicar.org">jobpostings@nicar.org</a>                                    |   |              | 0                            |
| 29 | American Meteorological Society                          | <a href="http://careercenter.ametsoc.org">http://careercenter.ametsoc.org</a>                       |   |              | 0                            |
| 30 | indeed.com   | <a href="http://www.indeed.com">www.indeed.com</a>  |   |              | 0                            |
| 31 | LinkedIn.com   | <a href="http://www.linkedin.com">www.linkedin.com</a>  |   |              | 0                            |
| 32 | Youtube ( <i>active candidate sourcing</i> )             | <a href="http://www.youtube.com">www.youtube.com</a>  |   |              | 0                            |
|    |  | <a href="http://www.careerservices.syr.edu">www.careerservices.syr.edu</a>                          |   |              |                              |
| 33 | Syracuse University                                      | <a href="mailto:csrecept@syr.edu">csrecept@syr.edu</a>  |   |              | 1                            |
| 34 | Internal Referral/Recruited                              |   |   |              | 2                            |
| 35 | Agent Referrals ( <i>not directly contacted by SEU</i> ) |   |   |              | 0                            |
|    |  | <a href="http://www.magid.com">www.magid.com</a>  |   |              |                              |
| 36 | Magid Talent Referrals                                   | <a href="mailto:pmaday@magid.com">pmaday@magid.com</a>  |   |              | 0                            |

|    |                 |   |  |  |   |
|----|-----------------|---|--|--|---|
| 37 | Future TV Stars | Teresa Hein, President<br>thein@mymediajobs.com<br><br>www.mymediajobs.com/futuretelevisionstars.html |  |  | 0 |
|----|-----------------|---|--|--|---|

Total number of interviewees for all positions:

20

**WAAY - TV  
Recruitment Initiatives  
December 1, 2019 - November 30, 2020**

|   | <b>Date</b>            | <b>Type of Recruitment Initiative<br/>(Menu Selection)</b>  | <b>Brief Description of Activity</b>   |
|---|------------------------|---|--|
| 1 | Ongoing                | Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions  | WAAY - TV actively encourages all employee's to cross-train, job shadow or intern in the various departments. In 2020, a Production Assistant cross trained as a Director and was subsequently promoted to a Director position.  |
| 2 | 2/24/2020              | Participation in events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities | Our Assistant Manager attended Oakwood University's Communication Department's "Communication: Endless Possibilities" workshop as a facilitator. At the event our manager discussed aspects of broadcast journalism with students, critiqued resume tapes and applications, networked with potential job candidates. |
| 3 | 4/2/2020               | Participation in job fairs by station personnel who have substantial responsibility in making of hiring decisions   | Our News Director, Assignment Manager, Executive Producer and Controller participated in the SEC & ACC Virtual Career Fair for Broadcast. Station staff managed a chat room and met potential job candidates.  |
| 4 | 08/31/20 -<br>09/04/20 | Participation in job fairs by station personnel who have substantial responsibility in making of hiring decisions   | Our News Director, Assignment Manager, and Executive Producer participated in the Alabama Association of Broadcasters Virtual Career Fair and which we met with and interviewed participants, including for open MMJ and producer positions. The fair was promoted on WAAY's website and social media accounts.      |