

**WHNT Television**  
**2013 EEO Public File Report**  
**EEO (Equal Employment Opportunity) Report**  
**December 1, 2012 – November 30, 2013**

Recruitment Sources used to advertise each job vacancy including address, contact person, and telephone number of source. No sources are Entitled to Notification.

	<b>Source</b>	<b>Contact Person</b>	<b>Address</b>	<b>Telephone #</b>
1	Alabama State University	Ella Tucker	915 South Jackson St. Montgomery, AL 36195	334-229-4140
2	Alabama State University	David Okeowo	915 South Jackson St. Montgomery, AL 36195	334-229-4493
3	Athens State University	Laura Allen	Sandridge Student Center 300 N. Beaty St Athens, AL 35611	256-233-8141
4	Birmingham Southern	Jane Seigel	Norton Campus Ctr Rm 241 900 Arkadelphia Rd. Birmingham, AL 35254	205-226--4719
5	Calhoun Community College	Nancy Smith	6520 US Hwy 31 N. Tanner, AL 35671	256-306-2907
6	Drake Technical	Dana Moore	3421 Meridian Street Huntsville, AL 35811	256-551-3110
7	First Missionary Baptist Church	Carolyn Landry	3509 Blue Spring Rd NW Huntsville, AL 35801	256-852-2907
8	Florida Institute of Technology	Michelle Farquarson	150 W. University Blvd. Melbourne, FL 32901	321-674-8102
9	Fox 6/ WITI TV	Parveen Hughes	9001 N Green Bay Rd Milwaukee, WI 53209	404-566-2230
10	KDVR TV	Mercedes Romeo	100 E. Speer Blvd. Denver, CO 80203	303-595-3131
11	KFOR/KAUT TV	Alecia Metscher	444 E. Britton Rd. Oklahoma City, OK 73114	405-424-4444
12	KFSM	Debby Etzkorn	318 North 13 <sup>th</sup> Street Ft. Smith, Ak 72911	479-783-3131
13	KSTU TV	Janet Gray	5020 W Amelia Earhart Dr. Salt Lake City, UT 84116	801-536-1379 Fax
14	Huntsville Educational Television	Keith Ward	706 Read Dr. Huntsville, AL 35801	256-428-7860
15	KTVI TV	Kristal Pruett	2250 Ball Drive St. Louis, MO 63146	314-213-2222
16	Middle TN State University	Dennis Oneal	1301 E. Main Street Murphreesboro, TN 3713	615-898-2105
17	NAACP	Julia Small	PO Box 36893 Shreveport, LA 71133	318-621-0716
18	NAACP	Carol Hunt	PO Box 951 Savannah, GA 31402	912-233-4161
19	NAACP	Prince Jackson	PO Box 951 Savannah, GA 31402	912-233-3088
20	NAACP	Career Service	PO Box 6452 Macon, GA 31208	478-745-9944
21	NAACP	Lloyd Thompson	1315 Milam Street Shreveport, LA 71101	318-828-1905
22	NAACP	Al Scott	1204 Martin Luther King Jr Blvd Savannah, GA 31415	912-233-4161
23	NAACP	Antoinette Mallet	2474 Canal St, Ste. 308 New Orleans, LA 70119	504-821-3221
24	NE AL Community College	Nancy Griggs	<a href="#">PO</a> Box 159	256-638-4418

			Rainsville, AL 35086	
25	NW Shoals Community College	Susan sockwell	800 George Wallace Blvd. Muscle Shoals, AL 35601	256-331-5286
26	Oakwood University	Sonia Paul	7000 Adventist Blvd NW Huntsville, AL 35811	256-726-7134
27	Stillman College	Jacqueline Currie	PO Box 1430 Tuscaloosa, AL 35403	205-366-8894
28	Talladega College	Brenda Rhoden	627 West Battle St. Talladega, AL 35160	256-362-0206
29	Troy State University	Kenny Marcum	2605 University Place Department of Business Phenix City, AL 36869	334-448-5113
30	Troy State University	Tracy Roberts	One University Place Phenix City, AL 36877	334-448-5204
31	Tuskegee Institute	Sarah Stringer	1200 w. Montgomery Rd. Tuskegee, AL 36088	334-727-8255
32	University of AL – Huntsville	Carrie Gentry	Office of Career Development Madison Hall, Ste 111 Huntsville, AL 35899	25824-6741
33	University of Alabama	Chad Gentry	330 Ferguson Center 751 Campus Drive Tuscaloosa, AL 35487	205-348-5848
34	University of Memphis	Jackie Webb	400 Wilder Tower Memphis, TN 38152	901-678-2239
35	University of Memphis	Curt Guenther	400 Wilder Tower Memphis, TN 38152	901-678-2843
36	University of Montevallo	Lori Edwards	Station 6001 Montevallo, AL 35115	205-665-6262
37	University of South Alabama	Delia Ingram	Meisler Hall Ste 2500 Mobile, AL 36688	251-460-6188
38	Huntsville Times	Classified Advertising	2317 Memorial Parkway S.W. Huntsville, AL 35801	256-532-4222
40	Spots-N-Dots.com	Online postings	ads@spotsndots.com	1-888-884-2630

WHNT Television Recruitment Sources used to advertise each job vacancy.

Source	Address	Contact Person	Telephone #
WDAF	Thernal Stewart	3030 Summit Kansas city, Missouri 64108	816-753-4576
WGAD	Molly Mayfield	3003 park 16 <sup>th</sup> Street Moline, IL 61205	309-764-8888
WGHP	Becky Austin	2005 Francis St High Point, NC 27263	336-821-1207
WHO	Mary Phares	1801 Grand Ave Des Moines, IA 50309	515-242-3500
WJW	Susan Pace	3800 S. Marginal Rd Cleveland, OH 44103	216-43-18888
WNEP	Debbie Drechin	16 Montage Mtn Rd Moosic, PA 18507	570-346-7474
WREG	Tracey Whitaker	803 Channel 3 Drive Memphis, TN 38103	904-543-2333
WTKR	Pamela Hall	720 Boush Street Norfolk, VA 23510	757-446-1000
WTVR	Betty Muolo	3301 West Broad Street Richmond, VA 23230	804-254-3600



List the recruitment sources that referred the people hired for each full-time vacancy.

<b>Producer</b>	<b>Internal Referral</b>	<b>Station Employee (2) Internal Referral (3) WHNT.com (3) Walk In (1)</b>
Multimedia Journalist	WHNT.com	Internal Referral (2) WHNT.com (1) Walk In (1) TVJobs.com (4) Local University (1)
Multimedia Journalist	WHNT.com	Internal Referral (1) WHNT.com (3) Walk In (1) TV Jobs.com (2)
Sports Reporter	Internal Referral	Internal Referral (2) WHNT.com (1) MediaLine (1) TV Jobs.com (3)
Producer	TVJobs.com	Station Employee (2) Internal Referral (2) WHNT.com (2) TV Jobs.com (2)
Account Executive	WHNT.com	Station Employee (1) Internal Referral (5) WHNT.com (7) Huntsville Times (2)
Interactive Content Producer	Twitter	Station Employee (1) Internal Referral (2) WHNT.com (2) Twitter (1)
Administrative Assistant	AL.Com	Station Employee (1) WHNT.com (4) AL.com (3)
Producer	Station Employee	Station Employee (2) Internal Referral (2) WHNT.com (2) TV Jobs.com (2)
Sports Reporter	TVJobs.com	Internal Referral (3) TV Jobs.com (9)

### **Internship Program**

WHNT continues with its efforts to teach children about our weather initiatives by hosting a monthly “Sketch the Sky” program where children are encouraged to send in Weather drawings that are highlighted during our Newscasts every day. Monthly there is a gathering at SciQuest where all the winners learn about being a meteorologist and learn about the science behind forecasting the weather. There are also interactive computer games that focus on educating children about the weather. Our Meteorologist staff shows the guests the art of working the green wall and chat about weather in general.

WHNT Television has an internship program with Calhoun Community College, The University of Alabama in Huntsville, The University of Alabama, Auburn University, The University of North Alabama and Jacksonville State. All journalism, communication, and marketing majors can intern in the news room, Creative Services department and Sales and marketing department to develop hands-on skills for today's working environment. Students work the number of hours required for credit by the school...usually 15 hours per credit hour. Other departments offer job shadowing which allows the student to watch and participate in daily activities and conclude if that is something they wish to pursue. Our Fall 2012/2013 program brought us two students wanting a news experience. The Spring/Summer 2013 brought two students looking for experience in Sports, Weather, News.

### **Scholarships**

WHNT has partnered with Athens State University for a scholarship program to be used in the education of Journalism.

### **Employee Training**

WHNT Television tries to encourage employees to continue learning and sharing their knowledge with others. WHNT Assistant News Director finished up his year long training with the Leadership of Huntsville Program and our General Sales Manager kicked off her year in the Leadership of Huntsville program which is a yearlong venue of learning where the needs of the community are. Our Meteorologist team continue to increase their knowledge attending 2 weather conferences during the year. Our Sales Team took advantage of a Jim Doyle Conference, along with hosting a Marketing Event for Clients and Leaders of the community to see more about Marketing and Social Media also attended the NAB Small Market Exchange. WHNT completed 16 Webinar's on different aspects of Clients, Internet, etc and we were involved in Wide Orbit training along with a GSM Conference and LinkedIn 101 for Business for all of our Account Executives, we also do a Face Book 101 Business Class teaching the participants effective ways to promote their business through Face Book. Creative Service Team was involved in Brutus training in March 2013, Staff Training of Best Practices and Lynda.com was used by our Creative Producers to learn new techniques and our Creative Service Director was able to attend the ABA Conference training, while our Interactive Producer went through the Social Media – SoMET13US in November of this year. There is constant cross training going on between employees learning other job skills. We had our Department Heads all attended the ABA convention and went to a variety of the workshops. News training consisted of "Saturday for our Success" Workshops – a 5 hour internal training focusing on writing, producing, storytelling, shooting etc, Brutus Staff Training, Facebook 101 training for our staff. We attended the FBI Citizens Academy where a reporter went thru 9 weeks of working with the FBI. Talent Coaching for WHNT anchors, Connect Class 16 where our Assignment Desk staff participated in a Leadership of Huntsville program, a session on Marketing at the Governor's Conference on Tourism and Corp training from another Stations News Director on key points of our on air. WHNT also had a Producer Boot Camp, and attended the John O'Leary Leadership Seminar.

### **Career Fairs**

WHNT Television attended 5 career fairs this year. We attended career fairs at University of Alabama, Athens State Job Fair, WBCNA/SSV Empowering Veterans Job Fair, University of Alabama Huntsville, Oakwood College along with 3 Virtual job fairs put on by Alabama Broadcasters. These fairs are a great way to recruit future employees and to help young adults follow the right paths to work in an environment such as ours. We spoke with over 50 or more students with an interest in the facets of Television.

### **Job Postings**

All full time positions are posted on our website—[www.whnt.com](http://www.whnt.com). The following statement also resides on our website: Local Community Groups that are interested in being notified when WHNT has Employment Opportunities should notify [nonda.sloan@whnt.com](mailto:nonda.sloan@whnt.com) to be placed on our recruitment Source List.

