

**WHNT Television**  
**2011 EEO Public File Report**  
**EEO (Equal Employment Opportunity) Report**  
**December 1, 2010 – November 30, 2011**

Recruitment Sources used to advertise each job vacancy including address, contact person, and telephone number of source.

|    | Source                                      | Contact Person   | Address  | Telephone #                     |
|----|---|--|--|---------------------------------|
| 1  | University of Memphis                       | Professor Babajide   | Electrical Engineering<br>Memphis, TN 38152                              | 901-678-2171                    |
| 2  | University of Memphis                       | Professor Bob Lewis<br>Department of Art                                     | 201 Jones Hall<br>Memphis, TN 38152                                      | 901-678-2216                    |
| 3  | University of Memphis                       | Laurie Snyder<br>Communications & Fine Arts                                  | CFA Building 232<br>Memphis, TN 38152                                    | 901-678-2350                    |
| 4  | University of Memphis                       | Carrie Allison<br>Placement Counselor  | Scates Hall, Room 315<br>Memphis, TN 38152                               | 901-678-2016 or<br>901-678-2239 |
| 5  | Mississippi State<br>University             | Sandra McDonald<br>Career Placement Officer                                  | P. O. Box 5266<br>Mississippi State, MS 39762                            | 662-325-3344                    |
| 6  | Birmingham Southern<br>University           | Jane S. Siegel<br>Director of Career<br>Counseling                           | Box 549010<br>900 Arkadelphia Rd<br>Birmingham, AL 35254                 | 205-226-4717                    |
| 7  | The University of North<br>Alabama          | Patricia L. Blum<br>Director, Career Services                                | 107 Guillot University Center<br>UNA Box 5066<br>Florence, AL 35632-0001 | 256-765-4276                    |
| 8  | The University of<br>Alabama in Huntsville  | Tammy Haney  | 117 Engineering Building<br>Huntsville, AL 35899                         | 256-824-6612                    |
| 9  | The University of<br>Alabama                | Dr. Pam Doyle<br>Telecommunications & Film<br>Department                     | P. O. Box 870152<br>Tuscaloosa, AL 35487-0152                            | 205-348-9684                    |
| 10 | Oakwood College                             | Jorge Bartholomew  | 7000 Adventist Blvd.<br>Huntsville, AL 35896                             | 256-726-8394                    |
| 11 | National Council of Negro<br>Women          | Nikiya Lee   | 633 Pennsylvania Ave., N.W.<br>Washington, D.C. 20004                    | 202-737-0120                    |
| 12 | NAACP                                       | Alice Sams   | 224 Church Street<br>Huntsville, AL 35801                                | 256-533-2618                    |
| 13 | J. F. Drake Technical<br>College            | Rebecca Hamrick<br>Job Placement Director                                    | 3421 Meridian St. N.<br>Huntsville, AL 35811                             | 256-551-3154                    |
| 14 | Huntsville Educational<br>Television        | Keith Ward   | 706 Read Dr.<br>Huntsville, AL 35801                                     | 256-428-7860                    |
| 15 | Florida Institute of<br>Technology          | Jack Marcris   | Sparkman Complex<br>Building 5304, Room 4326<br>Redstone, Arsenal 35898  | 256-881-7878                    |
| 16 | First Missionary Baptist<br>Church          | Angela Benson  | 3509 Blue Spring Rd.<br>Huntsville, AL 35810                             | 256-852-6665                    |
| 17 | Athens State University                     | Maurine J. Chemsak<br>Director, Counseling &<br>Career Services              | 300 North Beatty Rd.<br>Athens, AL 35611                                 | 256-233-8285                    |
| 18 | American Association of<br>University Women | Pam Smith  | 12018 Huntcliff Rd.<br>Huntsville, AL 35803                              | 256-882-2422                    |
| 19 | Alabama Broadcasters<br>Association         | Cindi McGee<br>Job Bank Newsletter   | 1316 Alford Ave.<br>Birmingham, AL 35226                                 | 205-979-1690                    |
| 20 | Alabama A & M<br>University                 | James Powell, Jr.<br>Vocational Coordinator<br>Telecommunications<br>Program | P. O. Box 157<br>Normal, AL 35762  | 256-372-5387                    |
| 21 | University of South<br>Alabama              | Dr. Gerald L. Wilson<br>Department of<br>Communication                       | 1000 University Commons<br>Mobile, AL 36688                              | 251-380-2800                    |
| 22 | Tuskegee University                         | Mary Turpin  | Office of Telecommunications<br>Kresge Center                            | 334-727-8984                    |

|    |                                   |  |   |                |
|----|-----------------------------------|--|---|----------------|
|    |                                   |  | Tuskegee, AL 36088  |                |
| 23 | University of Montevallo          | Pat Ebrahimi                               | Station 6625<br>Montevallo, AL 35155  | 205-665-6626   |
| 24 | Samford University                | Career Development Center<br>Tinisha Glenn | 800 Lakeshore Dr.<br>Birmingham, AL 35229-2276                                      | 205-726-2950   |
| 25 | Stillman College                  | Jacqueline Currie                          | P. O. Box 1430<br>Tuscaloosa, AL 35403  | 205-366-8894   |
| 26 | Talladega College                 | Brenda Rhoden                              | 627 W. Battle St.<br>Talladega, AL 35160  | 256-761-6204   |
| 27 | Alabama State University          | Beverly Rudolph                            | P. O. Box 271<br>Montgomery, AL 36101   | 334-229-4667   |
| 28 | Middle Tennessee State University | Dr. Robert Spires, Depart.<br>Chair        | Department of Electronic Media<br>Communication<br>Box 58<br>Murfreesboro, TN 37132 | 615-898-5628   |
| 29 | Huntsville Times                  | Classified Advertising                     | 2317 Memorial Parkway S.W.<br>Huntsville, AL 35801                                  | 256-532-4222   |
| 30 | 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 #    |
|-----------------------------|---|---|----------------|
| WREG-TV                     | 803 Channel 3 Drive<br>Memphis, TN 38103              | Ron Walter, GM;<br>Brenda Futch                               | 901-543-2333   |
| KFOR-TV                     | 444 E. Britton Road<br>Oklahoma City, OK 73114        | Jim Boyer, GM;<br>Chris Way; Kay Ashley                       | 405-424-4444   |
| KSFM-TV                     | P.O. Box 369<br>Fort Smith, AR 72902                  | Van Comer, GM;<br>Debby Eitzkorn                              | 479-783-3131   |
| WHO-TV                      | 1801 Grand Ave<br>Des Moines, IA 50309                | Dale Woods, GM<br>Kris Ward                                   | 515-242-3500   |
| WNEP-TV                     | 16 Montage Mountain Road<br>Moosic, PA                | Chuck Morgan, GM;<br>Denise Slack                             | 570-346-7474   |
| WQAD-TV                     | 3003 Park 16 <sup>th</sup> Street<br>Moline, IL 61265 | Larry Rosmilso, GM;<br>Kim Hartman                            | 309-764-8888   |
| WTKR-TV                     | 720 Boush Street<br>Norfolk, VA 23510                 | Jeff Hoffman, GM;<br>Carol Sutton                             | 757-446-1000   |
| Digital<br>Operating Center | 720 Boush Street<br>Norfolk, VA 23510                 | Sperry Davis, Director of<br>Engineering; Claudia<br>Chadwick | 757-446-1306   |
| WJW – Fox 8                 | 5800 S. Marginal Road<br>Cleveland, OH 44103          | Zoe Smith, HR Director  | 216-431-8888   |
| KDVR – Fox 31               | 100 East Speer Blvd.<br>Denver, Colorado 80203        | Dennis Leanard,<br>General Manager                            | 303-595-3131   |
| KTVI – Fox 2                | 5915 Berthold Avenue<br>St. Louis, MO 63110           | Jason Woodrow, HR<br>Director                                 | 314-647-2222   |
| WDAF – Fox 4                | 3030 Summit St. Signal Hill<br>Kansas City, MO 64108  | Gail Lang, HR Director  | 816-753-4567   |
| WITI – Fox 6                | 9001 N Green Bay Road<br>Milwaukee, WI 53209-1297     | Marcia Mikich, HR<br>Director                                 | 414-355-6666   |
| KSTU – Fox 13               | 5020 W Amelia Earhart Dr.<br>Salt Lake City, UT 84116 | Karen Hart, HR<br>Director                                    | 801-532-1300   |
|                             |   |   |                |
| WGHP – Fox 8                | 2005 Francis Street<br>High Point, NC 27263           | Carol Huff, HR Director                                       | 336-841-8888   |
| TVJobs.com                  | Broadcast Employment<br>Services                      | Mark C. Holloway  | 1-800-374-0119 |

|                      |   |                                   |              |
|----------------------|---|-----------------------------------|--------------|
|                      | P. O. Box 4116<br>Oceanside, CA 92052       |                                   |              |
| Media Line           |   |                                   |              |
| CollectiveTalent.com |   | Michael Bille & Mike<br>Von Ende  | 813-254-9695 |
| NAB.org              | 1771 N. Street NW<br>Washington, DC 20036   |                                   | 202-429-5498 |
| AL.com               | 2180 Parkway Lake Drive<br>Hoover, AL 35244 | Tina Currier, Business<br>Manager | 205-982-5001 |
| TVAF.com             | P. O. Box 889<br>Huntsville, AL 35804       |                                   |              |
| Graeme Newell        |   |                                   |              |

Below is a list of all the full-time vacancies that were filled during the preceding year (this period represents December 1, 2010 through November 30, 2011.) identified by job title?

| Job Title/Position       | # of People Interviewed | Recruitment Sources Used |
|--------------------------|-------------------------|--------------------------|
| Meteorologist            | 6                       | All                      |
| Multi Media Journalist   | 9                       | All                      |
| Producer                 | 9                       | All                      |
| Producer                 | 7                       | All                      |
| Editor                   | 8                       | All                      |
| Producer                 | 14                      | All                      |
| Anchor/Reporter          | 7                       | All                      |
| Editor                   | 10                      | All                      |
| Editor                   | 10                      | All                      |
| Associate Director       | 7                       | All                      |
| Assistant Chief Engineer | 9                       | All                      |
| Engineer                 | 9                       | All                      |
| Sales Assistant          | 10                      | All                      |
| Creative Producer        | 9                       | All                      |
| Receptionist             | 9                       | All                      |
| Production Tech          | 8                       | All                      |
| Producer                 | 14                      | All                      |
| Producer                 | 7                       | All                      |
| Multi Media Journalist   | 12                      | All                      |
| Assignment Desk          | 9                       | All                      |
| Administrative Assistant | 13                      | All                      |
| Creative Producer        | 12                      | All                      |

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

| Job Title/Position     | Recruitment Source for Person Hired | Total Number Interviewed by Source   |
|------------------------|-------------------------------------|--|
| Meteorologist          | TV Jobs.com                         | TV Jobs.com – 2<br>WHNT.com – 1<br>Employee Referral - 3   |
| Multi Media Journalist | University of Alabama               | Employee Referral – 2<br>University/College - 1<br>Medialine – 3<br>Station Employee - 1<br>TVJobs.com – 2 |

|                          |                           |  |
|--------------------------|---------------------------|--|
| Producer                 | WHNT Website              | Employee Referral - 3<br>Alabama Broadcasters - 1<br>Station Employee - 1<br>WHNT.com - 1<br>TVJobs.com - 3                    |
| Producer                 | Employee Referral         | Local College - 1<br>TVJobs.com - 1<br>Alabama Broadcasters - 1<br>Employee Referral - 2<br>Station Employee - 2               |
| Editor                   | Station Employee          | Employee Referral - 1<br>Station Employee - 2<br>WHNT.com - 4<br>TVJobs.com - 1  |
| Producer                 | Employee Referral         | Employee Referral - 9<br>TVJobs.com - 1<br>Station Employee - 4  |
| Anchor/Reporter          | Employee Referral         | Employee Referral - 1<br>WHNT.com - 2<br>TVJobs.com - 4  |
| Editor                   | Employee Referral         | WHNT.com - 2<br>Employee Referral - 3<br>TVJobs.com - 1<br>Station Employee - 4  |
| Editor                   | Station Employee          | Employee Reference - 3<br>WHNT.com - 2<br>TVJobs.com - 1<br>Station Employee - 4   |
| Associate Director       | Station Employee          | Employee Reference - 2<br>Station Employee - 2<br>WHNT.com - 2<br>TVJobs.com - 1   |
| Assistant Chief Engineer | WHNT.com                  | Employee Reference - 5<br>Huntsville Times - 3<br>WHNT.com - 1   |
| Engineer                 | Huntsville Educational TV | Station Employee - 1<br>Employee Referral - 1<br>Huntsville Times - 6<br>Huntsville Education TV - 1                           |
| Sales Assistant          | Employee Referral         | Station Employee - 1<br>Employee Reference - 1<br>Huntsville Times - 1<br>WHNT.com - 2<br>Al.com - 3<br>University/College - 2 |
| Creative Producer        | Employee Referral         | Employee Reference - 1<br>Station Employee - 1<br>Resume - 4<br>TVJobs.com - 2<br>WHNT.com - 1                                 |
| Receptionist             | WHNT Website              | WHNT.com - 4<br>University/College - 5   |
| Production Tech          | Station Employee          | Station Employee - 2<br>Employee Referral - 1<br>WHNT.com - 4<br>University/College - 1  |

|                          |                  |  |
|--------------------------|------------------|--|
| Producer                 | Station Employee | Station Employee – 4<br>Employee Referral – 9<br>TVJobs.com – 1  |
| Producer                 | Station Employee | Station Employee – 2<br>Employee Referral - 2<br>Alabama Broadcasters – 1<br>TVJobs.com – 1<br>University/College – 1  |
| MultiMedia Journalist    | Station Employee | Station Employee – 2<br>WHNT.com – 2<br>Agent Referral – 1<br>Medialine - 2<br>TVJobs.com – 2<br>Employee Referral - 3 |
| Assignment Desk          | Station Employee | Station Employee – 3<br>Employee Referral - 1<br>WHNT.com – 3<br>TVJobs. Com – 2                                       |
| Administrative Assistant | Station Employee | Station Employee – 1<br>Huntsville Times - 6<br>WHNT.com – 3<br>Huntsville Chamber - 2<br>Employee Referral – 1        |
| Creative Producer        | Station Employee | Station Employee – 2<br>Huntsville Times – 1<br>WHNT.com – 5<br>University/College – 1<br>TVJobs.com - 3               |

### **Internship Program**

WHNT News Director sponsored a Media and Government panel during the Leadership Class 24 with the topic focused on the role of the Media as a “watchdog” for the community.

In July we sponsored a foreign journalist Tour where a handful of foreign journalists toured the WHNT News 19 studios. The group represented 7 different countries ranging from Bulgaria to Brazil, Japan and Jordan. The group was allowed to have a candid question and answer session about the similarities and differences between what they do in their country compared to what we do at our station. They were surprised as to the importance of weather coverage in the market.

WHNT hosted a Grand Opening of the Weather Exhibit at Sci-Quest an organization for teaching children hands on Science applications. WHNT donated our old weather set to the museum and created an exhibit where children can pretend they are a broadcast meteorologist and learn about the science behind forecasting the weather. It also has interactive computer games that focus on educating children about the weather. Our Meteorologist staff showed the guests the art of working the green wall and chatted 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.

### **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. Two employees have had training associated with OPUS – a new Newsroom system that is currently being installed in the station. After their training they were responsible for training the rest of the news staff that deals with OPUS daily. News Director and Investigative Reporter attended a FBI Citizenship training session. Anchor/Reporter attended one of the Leadership program called Connect which allows them to have a better understanding of our community. Our News Director is also enrolled in the Leadership of Huntsville program that is a yearlong venue of learning where the needs of the community are. Our Meteorologist team was also trained on Weather Central HD Conversion. Employees in the Sales department took part in training with TVB for Political, Web Sales and New Business, 4 days of Wide Orbit training for Software Upgrades and NAB small market conference.

### **Career Fairs**

WHNT Television attended 3 career fairs this year. Athens State University spotlighted us at their events. We also attended career fairs at Birmingham Southern and Calhoun Community College. 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 75 or more students with an interest in the facets of Television and were able to obtain around 49 resumes for us to use in future job opportunities.

### **Job Postings**

All openings are posted on our website—[www.whnt.com](http://www.whnt.com).