

WHNT Television
2012 EEO Public File Report
EEO (Equal Employment Opportunity) Report
December 1, 2011 – November 30, 2012

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

	Source	Contact Person	Address	Telephone #
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 th 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	PO Box 159 Rainsville, AL 35086	256-638-4418

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 th 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

TVJobs.com	Broadcast Employment Services P. O. Box 4116 Oceanside, CA 92052	Mark C. Holloway	1-800-374-0119
Media Line			
CollectiveTalent.com		Michael Bille & Mike Von Ende	813-254-9695
NAB.org	1771 N. Street NW Washington, DC 20036		202-429-5498
AL.com	2180 Parkway Lake Drive Hoover, AL 35244	Tina Currier, Business Manager	205-982-5001
TVAf.com	P. O. Box 889 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, 2011 through November 30, 2012.) identified by job title?

Job Title/Position	# of People Interviewed	Recruitment Sources Used
Graphic Artist	6	All
MMPA/Editor	7	All
Executive Producer	14	All
Associate Director	7	All
Multimedia Producer	6	All
Account Executive	18	All
Producer	7	All
Meteorologist	7	All
Reporter	8	All
Multi Media Journalist	9	All
Producer	6	All
Producer	6	All
Associate Director	7	All
Graphic Artist	6	All
Web Content Producer	7	All
Sports Anchor	10	All
Multi Media Journalist	8	All
Meteorologist	12	All
Multi Media Journalist	9	All
Producer/MMJ	9	All
Multi Media Journalist	9	All
Engineer	5	All
Account Executive	9	All
Account Executive	17	All
Account Executive	19	All
Receptionist	12	All
Account Executive	7	All

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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
Graphic Artist	Station Employee	Station Employee – 1 Internal Referral – 1 Resume – 2 AL.Com – 1 TV Jobs.com – 1
MMPA/Editor	Station Employee	WHNT.com - 4 Station Employee - 2 TVJobs.com – 1
Executive Producer	Station Employee	Employee Referral – 5 Station Employee - 5 WHNT.com – 1 Resume – 1 TVJobs.com - 2
Associate Director	Station Employee	Local College - 1 WHNT.com - 2 Employee Referral – 2 Station Employee – 2
Multi Media Production Assistant	Station Employee	Station Employee – 1 Internal Referral – 2 Resumes – 3
Account Executive	Resume	Internal Referral – 4 Huntsville Times – 4 Resume – 2 AL.Com – 3 Local University – 1 Other – 1 WREG - 1 Spots and Dots - 2
Producer	Internal Referral	Station Employee – 1 Internal Referral – 4 WHNT.com – 1 TV Jobs.com - 1
Meteorologist	Internal Referral	Internal Referral – 1 Agent – 2 Resume – 1 Media Line – 1 TV Jobs.com - 2
Reporter	Internal Referral	Internal Referral – 1 WHNT.com – 2 Media Line 1 TV Jobs.com - 6
Multi Media Journalist	TV Jobs.com	Internal Referral – 3 WHNT.com – 2 TVJobs.com - 4
Producer	Station Employee	Station Employee – 2 Internal Referral – 1 Resume – 1 TVJobs.com - 2
Producer	Station Employee	Station Employee – 2 Internal Referral – 1 Resume – 1

		TVJobs.com - 2
Associate Director	Station Employee	Station Employee – 3 Internal Referral – 1 WHNT.com – 3
Graphic Artist	WHNT Facebook	WHNT.com – 2 Resume – 1 WHNT Facebook – 2 Local University - 1
Web Content Producer	WHNT.com	Internal Referral – 2 WHNT.com – 1 Resume – 1 Local University – 1 Smart Jobs – 1 Alabama Broadcasters – 1
Sports Anchor	TVJobs.com	TVJobs.com – 10
Multimedia Journalist	TVJobs.com	WHNT.com – 1 Agent – 2 Media Line – 2 TVJobs.com - 3
Meteorologist	Internal Referral	Station Employee – 1 Internal Referral – 2 Agent – 1 Resume – 1 RTNDA – 2 Other – 1 TVJobs.com - 4
Multi Media Journalist	Internal Referral	Internal Referral – 2 TVJobs.com - 7
Multi Media Journalist	Internal Referral	Station Employee – 1 Internal Referral – 3 TVJobs.com - 5
Multi Media Journalist	TVJobs.com	Internal Referral – 2 TVJobs.com - 7
Engineer	Huntsville Times	WHNT.com – 3 Huntsville Times – 2
Account Executive	Resume	Huntsville Times – 1 Resume – 2 AL.com – 3 Local University – 1 Spots N Dots – 2
Account Executive	Internal Referral	Internal Referral – 5 Huntsville Times – 4 Resume – 1 AL.Com – 3 Local University – 1 Other – 1 Spots N Dots – 2
Account Executive	Total Com	Internal Referral – 4 Huntsville Times – 6 Resume – 2

		AL.Com – 3 Local College – 1 Other – 2 Spots N Dots – 1
Receptionist	WHNT.com	Huntsville Times – 2 WHNT.com – 5 Local University – 5
Account Executive	Internal Referral	Internal Referral – 2 Al.com – 4 Spots N Dots – 1

Internship Program

International Journalist Visits On May 16, 2012 we hosted Annika Berge, a print journalist from Sweden. Annika is a reporter at Råd & Rön, the Swedish equivalent to our Consumer Reports magazine. Before that, she was web editor and reporter for Aftonbladet. She came to Alabama on a fellowship to learn more about consumer reporting in the US. She spent half a day with us observing our morning story meeting, interacting with news managers, watching the news and touring the station.

MBA Students Visit On July 18 2012, we hosted a group of 10 MBA students from BNM Institute of Technology in Bangalore, India. They were participating in a 3-week program through UAHuntsville. They visited our station as well as other businesses to get a better understanding of management, marketing and other business operations/practices.

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 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. Our Fall 2011/12 program brought us five students wanting a news and marketing experience. The Spring/Summer 2012 brought nine students looking for experience in Sports, Weather, News, Creative Services and Production. From those nine students two of them were eventually hired on the WHNT staff. The fall program only allotted us one student from a local school.

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 News Director finished up her year long training with the Leadership of Huntsville Program and our Assistant News Director kicked off his 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, Wide Orbit CRM and Sales training learning a new system, Chic Fil A Leadercast Conference, Willowcreek

Global Leadership Conference, NAB Small Market Exchange and Jim Doyle Sales 101 which they use every month to train for new techniques in selling. We also have a “Tools for Teacher” initiative where we are able to help provide Tools for local class rooms, and we do a monthly Face Book 101 Business Class teaching the participants effective ways to promote their business through Face Book. Creative Service Team along with News Managers and Producers took part in a Tease writing Workshop for 2 days learning how to better inform the audience. Creative service also takes part in a weekly VIZ graphic call along with training meetings on branding and writing skills. There is constant cross training going on between employees learning other job skills. We had our Department Heads on an offsite Management Training learning how to work with different personalities and cope with change. News Research helped management tweak the type and style of news that we prepare for our viewers. News also had Transition Logic Producer Training and a” Saturday for Our Success Workshop” with all News Employees focusing on storytelling, producing and interactive media, Mississippi State Symposium was attended by one of our meteorologist and the WordPress training was a Producer focused training session. Producer, reporters, anchors and Managers went to the Alabama Broadcasters Convention for workshops along with DISC Profiles and Leadership Training. In April we sent our Assignment Manager to one of our Sister Stations for News Operation training with specific focus on the assignment desk functions.

Career Fairs

WHNT Television attended 4 career fairs this year. We attended career fairs in Northwestern Alabama sponsored by the Community Action Partnership, Hire Our Heroes in Huntsville, 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 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. 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 to be placed on our recruitment Source List.