

WCOV-TV
EEO PUBLIC FILE REPORT
December 1, 2022 to November 30, 2023

II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Alabama A&M University	Via Handshake; www.aamu.edu/cds ; 256-372-5692; 4900 Meridian St. N, Normal, AL 35762	N	
2	Alabama State University	Via Handshake; www.alasu.edu ; 334-229-4156; 915 South Jackson Street, Montgomery, AL 36104	N	
3	Athens State University	Via Handshake; www.athens.edu ; 256-233-8100; 300 N Beaty St, Athens, Alabama 35611	N	
4	Auburn University	Via Handshake; http://career.auburn.edu ; 334-844-4744; Auburn University, Auburn, AL 36849	N	
5	Auburn University at Montgomery	Via Handshake; www.aum.edu ; 334-244-3345; email: career-dev@aum.edu ; Montgomery, AL	N	
6	Birmingham-Southern College	Via Handshake; www.bsc.edu ; 800-523-5793; 900 Arkadelphia Road West, Birmingham, AL 35254	N	
7	Chattahoochee Valley Community College	Via Handshake; www.cv.edu ; 334-291-4900; 2602 College Dr., Phenix City, AL 36869	N	
8	Miles College	Via Handshake; www.miles.edu ; 205-929-1178; 6500 Myron Massey Blvd, Fairfield, AL 35064	N	
9	Samford University	Via Handshake; www.samford.edu/career ; 205-726-2980; 800 Lakeshore Dr. Birmingham, AL 35229	N	
10	Spring Hill College	Via Handshake; www.shc.edu ; 251-380-3474; 4000 Dauphin St, Mobile, AL 36608	N	
11	Stillman College	Via Handshake; www.stillman.edu ; 3601 Stillman Boulevard, Tuscaloosa, AL 35401	N	
12	The University of Alabama	Via Handshake; https://career.au.edu ; 205-348-5848; Tuscaloosa, AL 35487	N	

RS Number	RS Information	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	Troy University	Via Handshake; www.troy.edu/careerservices/ ; 334-670-3217; Troy, AL	N	
14	Tuskegee University	Via Handshake; www.tuskegee.edu/ ; Tuskegee, AL	N	
15	University of Alabama at Birmingham	Via Handshake; www.uab.edu/students/cpd/ ; 205-934-4324; 1400 University Blvd., Birmingham, AL 35233	N	
16	University of Mobile	Via Handshake; www.umobile.edu/ ; 205-675-6990; 5735 College Pkwy, Eight Mile, AL 36613	N	
17	University of Montevallo	Via Handshake; www.montevallo.edu/ ; Montevallo, AL 35115	N	
18	University of South Alabama	Via Handshake; www.southalabama.edu/careerservices/ ; 251-460-6188; 111 Student Service Dr., Mobile, AL 36608	N	
19	Wallace State Community College - Hanceville	Via Handshake; http://www.wallacestate.edu/ ; 256-352-8000; 801 Main St NW, Hanceville, AL 35077	N	
20	Alabama Broadcasters Association	www.al-ba.com ; 205-982-5001; 2180 Parkway Lake Drive, Hoover, AL 35244	N	
21	Alabama Works! Alabama State Employment Service	https://alabamaworks.alabama.gov	N	
22	Applicant Cold Call		N	
23	Indeed	www.indeed.com	N	13
24	Job Fair		N	2
25	Professional Organization Meetings	Chamber Meeting; Civic Meeting, Association Meeting,	N	1
26	Referral from Employee or Client; Current Employee		N	6
27	Television Advertising		N	
28	Temp Employment Services / Internship			
29	Trade Publications and Websites	Spots N Dots, Retail Insights, Jobs4Broadcasters.com, TVJobs.com	N	
30	WCOV Website	www.wcov.com	N	6
TOTAL INTERVIEWEES OVER REPORTING PERIOD				28

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participation in Job Fairs	WCOV staff (Business Manager & Traffic Manager) participated in three job fairs this period. Alabama State University Spring 2023 Internship and Career Fair on 3-30-23. AUM Spring Career Fair on 4-5-23. AUM Employer Summer Summit and Career Fair on 7-17-23.
2	Internship Program	WCOV participates in a student internship program. This period we hosted an intern from Troy University starting 6-21-23 to provide exposure to the field of broadcasting. Our General Sales Manager coordinated the process for this intern as their primary interest was in Sales and Marketing.
3	Mentoring Program	WCOV established an Engineering mentorship training program for an MCO employee with the goal of establishing skill proficiency to qualify the employee as a Broadcast Chief Engineer. The program consists of internal job shadowing / training and external training classes.
4	Participate in Event with Educational Institutions to Disseminate Information About Broadcast Careers	WCOV participates in disseminating education about the broadcast industry. A WCOV staff member (Production Specialist) visited a Troy University classroom on 11-17-23 to discuss broadcast industry jobs and answer student questions.
5	Training	WCOV team leaders participate in an ongoing professional development program coordinated by the General Manager. Topics include leadership development, team building, team dynamics, vision, professional responsibility, and a variety of other

		<p>topics. There is also a reading program that includes books selected for professional development as part of this training.</p> <p>WCOV staff members (Business Manager and Traffic Manger) participated in a two-day leadership training program on 8-3-23 and 8-4-23.</p> <p>WCOV staff (General Manager and Business Manager) received training on EEO topics such as diversity and inclusion and psychological safety on 5-30-23.</p> <p>WCOV sales staff receives regularly scheduled department training on a variety of topics for professional development. Additional individual training is made available as needed.</p> <p>WCOV engineering staff receive technical professional development training from relevant sources.</p>
6	<p>Activities Designed to Provide Information about Broadcasting Career Opportunities</p>	<p>WCOV has equipped a section of our building with “antique” equipment such as old cameras, reel-to-reel and editing equipment and other memorabilia and maintains it as a Broadcast Museum. This is used to provide education about the history of television to station guests.</p> <p>Guided station tours are provided to local groups upon request. On 5-2-23 we conducted a tour for a group of Lee High School students, a local Montgomery, Alabama high school, interested in broadcasting.</p>
7	<p>Scholarship Program</p>	<p>WCOV participates in the Alabama Broadcaster’s Association Educational Foundation.</p>