

EEO PUBLIC FILE REPORT¹
WAFF TV

November 16, 2012 - November 30, 2013

RECRUITMENT SOURCES USED FOR FULL-TIME VACANCIES

The Master List of Recruitment Sources includes a list of recruitment sources, indicating name, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that have requested notification of full-time job vacancies.

FULL-TIME POSITIONS FILLED; RECRUITMENT SOURCES USED
[With Hiree's Recruitment Source Noted in Brackets]

Graphic Artist (#1-6, 11, 12, 13, 16, 21, 22) [Hire #12]
Exec Producer (#1-6, 10, 12, 13, 18, 20-23) [Hire #21]
Meteorologist (#1-6, 10, 12, 13, 18, 20-23) [Hire #13]
Topical/Marketing Producer (#1-6, 10, 12, 13, 16, 18, 20-23) [Hire #16]
Digital Content Producer (#1-6, 10, 12, 13, 18, 20-23) (3 Positions) [Hire #13] [Hire # 13]
[Hire #13]
Marketing Director (#1-6, 11, 12, 13, 16, 18, 20-23) [Hire#13]
Account Executive (#1-6, 11, 12, 13, 16, 17, 18, 20-23) (4 Positions) [Hire #12] [Hire #12]
Account Executive (#1-6, 11, 12, 13, 16, 20-23) [Hire #13]
Director Digital Marketing (#1-6, 11, 12, 13, 17, 21, 22, 26) [Hire#13]
News Producer (#1-6, 10, 12, 13, 18, 20-23) [Hire # 21]
Operations Technician (#1-6, 8, 10, 11, 12, 13) [Hire #13]
Account Executive (#1-6, 11, 12, 13, 17, 21, 22) (5 Positions) [Hire #17] [Hire #13] [Hire
#13] [Hire #12] [Hire #10]
Reporter/MMJ (#1-6, 10, 12, 13, 18, 20-23) [Hire #21]
Reporter/VJ (#1-6, 10, 12, 13, 18, 20-23) [Hire # 21]
Director Digital Marketing (#1-6, 11, 12, 13, 16, 17, 21, 22, 23) [Hire#13]
Digital Sales Specialist (#1-6, 11, 12, 13, 17, 21, 22) [Hire #12]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

70 persons

NUMBER OF REFERRALS FROM SOURCES USED

#12 (21 persons). #13 (24 persons). #21 (14 persons) # 10 (3 Persons) #16 (8 Persons)
IX. 4)

SUPPLEMENTAL OUTREACH ACTIVITIES

See Attached.

¹ This Report was amended on May 14, 2014 to address clerical errors. The original Report was placed in the Station's online public file on December 3, 2013.

WAFF TV

MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

LOCAL COMMUNITY SOURCES (including name of contact person, address and phone number)

1. Ms. Christen Stoffer, Girls INC. of Huntsville, 4600 Blue Spring Rd. Hsv, AL 35810 256-859-0011
 2. Ms. Denise Wolk, YMCA 1000 Weatherly Rd SE Huntsville, AL 35810 256-881-8710
 3. Human Resources, NAACP 224 Church ST NW Huntsville, AL 35801 256-533-2618
 4. Ms. Cynthia Joiner, BOYS & GIRLS CLUB 215. Abington Av NW, Hsv, AL 35801 256-534-6060
 5. Ms. Cindy Sherrell, Christian Womens Job Corp. 600 Governors Dr SW Hsv, AL 35801 256-428-9435
 6. Human Resources, North Alabama Skill Ctr 2535 Sparkman Dr NW Hsv, AL 35810 256-859-9360
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ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

8. Decatur Daily
9. Hartselle Enquirer
10. NABJ
11. Walk In
12. Raycom Website / WAFF Website
13. Internal Posting / Referral
14. Broadcast & Cable
15. Savannah College of Art and Design Job Board
16. 602 Communications
17. Spots N Dots
18. National Association of Hispanic Journalists <http://nahj.org/career/joblink.html>
19. Career Women http://careerwomen.com/employer_access_resume.jsp
20. Asian American Journalists Association http://aaaja.org/html/programs_jobs.html

21. TV Jobs <http://www.tvjobs.com>
22. Medialine <http://medialine.com>
23. Native American Journalists Association <http://naja.com/cgi-bin/jm/exec/admin.cgi?logout=1>
24. Linkedin
25. Hire Diversity
26. The Huntsville Times

WAFF TV

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): _____ **(ongoing)**

Describe Nature of Initiative:

Job posting on minority websites

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

All job openings in the top 4 EEO categories are posted on the following websites:

Hire Diversity

National Association for the Advancement of Colored People (NAACP)

National Association of Hispanic Journalists (NAHJ)

Career Women

Asian American Journalists Association (AAJA)

Native American Journalists Association (NAJA)

Names of Station Personnel Involved in Initiative:

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

Incorporate into EEO Public File Report and place in station's local public file annually on the anniversary date of the renewal filing due date.

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Date(s) of Initiative Event(s): _____ **(ongoing)**

Describe Nature of Initiative:

Student Internships

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WAFF offers internships to college students as a way to assess jobs, and job readiness. Some of these are in conjunction with A & M University's Advanced Producing class, whose members must interview for positions to understudy on-line news producers.

Spring 2013 newsroom interns

Summer, 2013 newsroom interns

Fall, 2013 newsroom interns

Names of Station Personnel involved in Initiative:

Adam Henning, news director

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Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): FCC and Legal Issues/ Employment Law 8/16/13

Describe Nature of Initiative:

Session/training on employment law led by Scott Johnson at Fletcher

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Names of Station Personnel Involved in Initiative:

Vanessa Oubre, Adam Henning

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Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): ABA Virtual Job Fair 2/18/13 – 2/20/13 and 5/20/13-5/24/13

Describe Nature of Initiative:

Listed all open positions

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Names of Station Personnel Involved in Initiative:

Wanda Curtis-Stout

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Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): September 25 & 26, 2013

Describe Nature of Initiative:

A training session on federal discrimination law and how to spot unlawful discrimination and harassment. Conducted by Baker Wyche, Esq. III and Stephen Woods, Esq., at Ogletree Deakins.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Names of Station Personnel Involved in Initiative:

Vanessa Oubre Joe Addison
Carrie Laughlin
Wanda Stout

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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Complete this form for every event or program established by, sponsored by, or participated in by the Station Employment Unit as part of the supplemental outreach initiatives elected.

Date(s) of Initiative Event(s): 12/1/12 to 11/30/13

Describe Nature of Initiative:

On-Air announcement to disseminate information that we are an equal opportunity employer and to add more organizations interested in job openings to our list of recruitment sources.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

On-Air announcements to be aired periodically to recruit employees and additional organizations interested in being added to our list for full-time job openings

Names of Station Personnel involved in Initiative:

Vanessa Oubre, General Manager

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