

## EEO PUBLIC FILE REPORT

### WAFF TV

December 1, 2009 - November 30, 2010

#### 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]

Operation Technician (#1-6, 10-13, 16-23) [Hiree #12]  
Internet Sales Director (#1-6, 10-13, 16-23) [Hiree #12]  
Marketing Director (#1-6, 10-13, 15-23) [Hiree #15 ]  
Promotions Manager (# 1-6, 10-13, 16-23) [Hiree #12]  
Reporter/VJ (#1-6, 10-13, 16-23) [Hiree #22]  
Producer(#1-6, 10-13, 16-23) [Hiree #22]  
Reporter/Anchor (#1-6, 10-13, 16-23) [Hiree #22]  
Anchor/Reporter (#1-6, 10-13, 16-23) [Hiree #21]  
Producer(#1-6,10-13,16-23) [Hiree #21 ]  
Reporter/VJ(#1-6,10-13,16-23) [Hiree#22]  
Reporter/VJ(#1-6,10-13,16-23) [Hiree #21]  
Webcast Production(#1-6,10-13,16-23) [Hiree#12]  
Meteorologist(#1-6,10-13,16-23) [Hiree#12]  
General Sales Manager(#1-6,10-13,16-23) [Hiree#12]

#### TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

79 persons

#### NUMBER OF REFERRALS FROM SOURCES USED

#12 ( 30 persons), #13 ( 10persons), #21 ( 20persons) # 22( 15persons) #15 (4 Persons)

#### SUPPLEMENTAL OUTREACH ACTIVITIES

See Attached.

## 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, NAACP224 Church ST NW Huntsville, AL 35801 256-533-2618
  4. Ms. Cynthia Joiner, BOYS & GIRLS CLUB215, 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 Ctr2535 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. Huntsville Times
11. Walk In
12. Raycom Website / WAFF Website
13. Internal Posting / Referral
14. Broadcast & Cable
15. Graene Newell
16. Hire Diversity <http://www.hirediversity.com/employers/members/login.asp>
17. National Association for the Advancement of Colored People [www.bestdiversityemployers.com](http://www.bestdiversityemployers.com)
18. National Association of Hispanic Journalists <http://nahj.org/career/joblink.html>
19. Career Women [http://careerwomen.com/employer\\_access\\_resume.jsp](http://careerwomen.com/employer_access_resume.jsp)
20. Asian American Journalists Association [http://aaja.org/html/programs\\_jobs.html](http://aaja.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?logoff=1>.

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## 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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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.

<b>Spring 2004</b>	<b>newsroom interns</b>
<b>Summer, 2004</b>	<b>newsroom interns</b>
<b>Fall, 2004</b>	<b>newsroom interns</b>

Names of Station Personnel involved in Initiative:

**Adam Henning, news director**

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