

WSFA-TV

EEO PUBLIC FILE REPORT December 1, 2019 to November 30, 2020

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data.

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Sports Anchor/Reporter	1-18, 20-21, 23-26, 28-29, 37, 38, 42, 45	37
Producer	1-18, 20-21, 23-26, 28-29, 38, 40, 45	40
Multimedia Journalist	1-9, 11-18, 20-21, 23-26, 28-29, 37, 45	37
Producer	1-9, 11-18, 20-21, 23-26, 28-29, 37, 38, 45	37
Technical Media Producer (9 positions)	1-9, 11-18, 20-21, 29, 38, 45	38, 38, 38, 38, 38, 38, 38, 38, 38
Account Executive (2 positions)	1-9, 11-18, 20-21, 29, 37, 43, 44, 45	37, 37
Meteorologist	1-9, 11-22, 28-29, 45	45
Producer	1-5, 7-9, 11-18, 20-21, 23-26, 28-29, 37, 38, 45	38
Digital Content Producer (2 positions)	1-9, 11-18, 20-21, 23-26, 28-29, 38, 40, 45	38, 38
Reporter/Anchor (MMJ)	1-9, 11-18, 20-21, 23-26, 28-29, 37, 45	37
Account Executive	1-9, 11-18, 20-21, 29, 43, 45	45
Technical Media Producer	1-9, 11-18, 20-21, 29, 37, 38, 43, 45	37
Photojournalist/Editor	1-9, 11-18, 20-21, 23-26, 28-29, 43, 45	43
Marketing Producer	1-9, 11-18, 20-21, 23-26, 28-29, 37, 43, 45	37

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II. MASTER RECRUITMENT SOURCE LIST (“MRSLS”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Auburn University, 400 Martin Hall, Auburn, AL 36849 Contact: Jay Skipworth - (334) 844-3864 https://app.joinhandshake.com	N	
2	Alabama A&M University 4900 Meridian St., Rm. 101, Normal, AL 35762 Contact: Tangel Rutledge-Gayle - (256) 372-8181 tangel.rutledge@aamu.edu	N	
3	University of Alabama P. O. Box 870293, Tuscaloosa, AL 35487 Contact: Savannah Gable – (205) 348-2128 https://ua.joinhandshake.com	N	
4	Faulkner University-Career Services 5345 Atlanta Hwy., Montgomery, AL 36109 Contact: Marie Ottinger – (334) 386-7512 mottinger@faulkner.edu	N	
5	WSFA Website/Gray TV Website Contact: Donna Tadlock – (334) 206-1417 www.wsfa.com https://gray.tv/careers#currentopenings	N	7
6	Alabama State University 915 S. Jackson St., Montgomery, AL 36101 Contact: Jason Barnes – (334) 229-4140; jebarnes@alasu.edu ; https://app.joinhandshake.com	N	
7	Ala. State Univ.-Dept. of Communications P. O. Box 271, Montgomery, AL 36101 Contact: Rhu Laffitte - (334) 229-4493 rlaffitte@alasu.edu	Y	
8	Auburn University Montgomery P. O. Box 244023, Montgomery, AL 36124 Contact: Arnesha Hogans – (334) 244-3344 ahogans2@aum.edu	N	
9	Trenholm State Technical College P. O. Box 10048, Montgomery, AL 36108 Contact: Cassandra Bell – (334) 420-4253 cbell@trenholmstate.edu	N	
10	Trenholm State Technical College 3920 Troy Hwy., Montgomery, AL 36116 Contact: Maria Richardson – (334) 420-4499 https://app.purplebriefcase.com	N	
11	South University 5355 Vaughn Rd., Montgomery, AL 36116 Contact: Ken Eagerton – (334) 395-8805 keagerton@southuniversity.edu	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	Alabama State Employment Services (Montgomery Career Center/Alabama Joblink) 1060-A E. South Blvd., Montgomery, AL 36116 Contact: Wendy Collins – (334) 286-1746 Via Fax – (334) 288-7286/ montgomery@alcc.alabama.gov	N	
13	Judson College 302 W. Bibb St., Marion, AL 36756 Contact: Amy Butler – (334) 683-5163 abutler@judson.edu	N	
14	Tuskegee University Career Development Carnegie Hall, 3 rd Fl., Tuskegee, AL 36088 Contact: Pamela Gray – (334) 724-4746 pgray@tuskegee.edu	N	
15	Troy University Hall School of Journalism, Troy, AL 36082 Contact: Brittney Strong – (334) 670-3583 bstrong90020@troy.edu	N	
16	Alabama Broadcasters Association Job Bank 2180 Parkway Lake Dr., Birmingham, AL 35244 Contact: Lesa Rice – (205) 982-5001 lrice@al-ba.com	N	
17	Troy University Television Department Wallace Hall, Troy, AL 36082 Contact: Aaron Taylor – (334) 670-3560 ataylor@troy.edu	N	
18	Alabama Department of Rehabilitation 602 S. Lawrence St., Montgomery, AL 36104 Contact: Anna Taylor – (334) 293-7120 anna.taylor@rehab.alabama.gov	N	
19	Virginia College 6200 Atlanta Hwy., Montgomery, AL 36117 Contact: Joel Renfro – (334) 551-1564 joel.renfro@vc.edu Virginia College closed for business on 12/5/18.	Y	
20	Huntingdon College-Career Center 1500 E. Fairview Ave., Montgomery, AL 36106 Contact: Sherry Lacey Farquhar – (334) 833-4562 ccv@hawks.huntingdon.edu	N	
21	WSFA On-Air Advertising 12 E. Delano Ave., Montgomery, AL 36105 Contact: Terry Ward (334) 288-1212	N	
22	Mississippi State University-Career Center www.career.msstate.edu	N	
23	The University of Georgia, Grady College of Journalism & Mass Communications 120 Hooper St., Athens, GA 30602-3018 Contact: Samantha Meyer – (706) 542-5032; Sam610@uga.edu https://app.joinhandshake.com	N	
24	The University of Missouri, Career Center at The Missouri School of Journalism 76-G Gannett Hall, Columbia MO 65211 Contact: Amanda Nell – (573) 882-0878; https://app.joinhandshake.com	N	
25	Ohio University, E. W. Scripps School of Journalism 332 Park Place, Scripps Hall 105 Athens, OH 45701 Contact: Dr. Eddith Dashiell – (740) 593-2550 dashiell@ohio.edu@ohio.edu	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
26	Ohio University, School of Media, Arts & Studies 9 S. College St., 202 Radio TV Building Athens, OH 45701 Contact: Paula Carpenter – (740) 593-4861 mediaschool@ohio.edu	N	
27	National Association of Black Journalists 1100 Knight Hall, College Park, MD 20742 Contact: Lisa Waldschmitt – (301) 405-0248 nabjcareers.org	N	
28	Medialine 1209 Wood Valley Rd., Augusta, GA 30909 Contact: Rich Everitt – (706) 364-7564 rich@medialine.com	N	
29	TV Jobs.com P. O. Box 4116, Oceanside, CA 92052 Contact: Mark Holloway – (760) 754-8177 www.tvjobs.com	N	1
30	Native American Journalists Association (Stopped Using 1/2/19) 395 W. Lindsey St., Norman, OK 73019 Contact: Rebecca Landsberry – (405) 325-1649 rebeccalandsberry@naja.com	N	
31	National Assn. of Hispanic Journalists (Stopped Using 1/2/19) 1000 National Press Bldg., Washington, DC (202) 662-7145 www.nahjcareercenter.com	N	
32	Asian American Journalists Association (Stopped Using 2/28/19) 1182 Market St., San Francisco, CA 94102 (415) 346-2051 www.aaja.org	N	
33	Spots-N-Dots 600 West Peachtree St., N.W., Atlanta, GA 30308 Contact: Gene McKay – (888) 884-2630 ads@spotsndots.com ; www.spotsndots.com	N	
34	602 Communications Contact: Sandy Lizik slizik@602communications.com www.602communications.com	N	
35	TVB-Television Broadcast Jobs (Stopped Using 4/4/18) www.tvb.org	N	
36	LinkedIn (Stopped Using 1/2/19) www.linkedin.com/company/raycom-media	N	
37	Referrals – Employees/Clients/Friends	N	19
38	WSFA/Gray Employee (Internal Employees)	N	30
39	Former WSFA-TV Intern	N	
40	Job Fairs	N	3
41	Talent Agency	N	
42	Gray Recruiter	N	1
43	Other Sources/Scraped Jobs	N	7
44	Facebook (WSFA Page) (Added 6/1/18) www.facebook.com/wsfa12	N	
45	Indeed (Added 1/2/19) www.indeed.com	N	7
TOTAL INTERVIEWEES OVER REPORTING PERIOD			75

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Events or Programs Sponsored by Educational Institutions Relating to Careers in Broadcasting	On June 11, 2020, our News Director participated in Auburn University's Journalism and Multimedia Virtual Workshop and spoke to 24 students about what it takes to be a digital journalist, the importance of researching/reporting, writing, listening, interviewing and networking. Also spoke about how a journalist works in a pandemic.
2	Participate in Job Fair	On June 16, 2020, our News Director participated in the Troy University Career Fair with Sunbelt and USA Conference schools via the Southern Alliance Virtual Career Fair. He also hosted a chat room to chat with students interested in broadcasting careers.
3	Participate in Job Fair	WSFA's News Director participated in the Alabama Broadcasters Association Virtual Job Fair held August 31-September 4. We also promoted this event on-air. During the event, attendees were given information on WSFA job openings and broadcasting careers.
4	Participate in Job Fair	On September 23, 2020, our News Director participated in Mississippi State University's Fall Virtual Career Expo/Business and Communication Day. During the event, attendees were given information on WSFA job openings and broadcasting careers.
5	Participated in Job Fair	On October 27, 2020, our News Director participated in the Auburn University All Majors Virtual Career Fair. During the event, attendees were given information on WSFA job openings and broadcasting careers.
6	Internship Program	<p>WSFA offers an internship program for college students to provide instruction and exposure to the work environment. These internships are granted to students from various accredited colleges and universities. Upon successful completion of the program, the student receives college credit and a valuable, real life journalism experience. Students were assigned to work with WSFA staff as follows:</p> <p>January 2020..... 1 Intern in News January 2020 1 Intern in Marketing</p> <p>Participants from the station included the Asst. News Director and Marketing Director.</p> <p>Our Internship program was suspended in March due to health concerns during the Coronavirus pandemic.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
7	Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	<p>WSFA offers junior high, high school and college students an opportunity to experience the television broadcasting business through our <u>Job Shadow Program</u>. The student spends several hours during a business day with a WSFA employee, observing and experiencing the job duties and tasks required of that position. This interaction allows the student to make an informed decision about pursuing a career in broadcasting.</p> <p>We were unable to host any students due to health concerns during the Coronavirus pandemic.</p>
8	Participate in Events Sponsored by Community Groups Interested in Broadcast Employment Issues	<p>WSFA hosted the Boy Scout's Explorers Program. In conjunction with the program, we invited students ages 13-15 who have shown an interest in broadcasting to visit the station once a month for one-hour sessions. These sessions include tutorials on News, Marketing, Sales and Production, which includes learning about the various positions in each department. Students had the opportunity for some hands-on experience, watched live news broadcasts as well as learned about script writing and sales activities. This program ran October 2019 through February 2020 and was suspended in March due to health concerns during the Coronavirus pandemic.</p> <p>Participants from the station included the General Manager, Marketing Director, and Promotions Supervisor.</p>
9	Participated in EEO Training	<p>July 9 - August 4, 2020 – our General Manager participated in a training series “Foundations in Diversity, Equity and Inclusion” from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gendered language, race, class and ability, how to apologize effectively.</p>
10	Participated in EEO Training	<p>On November 19, 2020, our EEO Coordinator/Office Manager participated in a training on the FCC's EEO Rules and Regulations provided by Joan Stewart of Wiley Rein LLP.</p>