

WSFA-TV

EEO PUBLIC FILE REPORT December 1, 2016 to November 30, 2017

I. VACANCY LIST

See Master List of Recruitment Sources for recruitment source data

Job Title	Recruitment Sources Used to Fill Vacancy	Recruitment Source of Hiree
Producer	1-21, 23-32, 35, 37	37
Sales Manager	1-21, 29-32, 35-36, 42	42
VP/General Manager	1-21, 29-32, 35-36, 42	42
Digital Content Producer	1-21, 23-26, 28-32, 35, 37, 38, 40, 43	43
Sr. Digital Sales Specialist	1-21, 29-32, 35	5
News Content Specialist	1-21, 23-26, 28-32, 35, 37, 40	40
Digital Content Producer	1-21, 23-26, 28-32, 35, 37, 38, 43	37
Reporter/MMJ	1-21, 23-26, 28-32, 35	15
Reporter/MMJ	1-21, 23-26, 28-32, 35, 38, 40	40
News Content Specialist	1-21, 23-26, 28-32, 35, 37	37
News Content Specialist	1-21, 23-26, 28-32, 35, 37	5
Account Executive	1-21, 29-32, 35, 43	43
News Content Specialist	1-21, 23-26, 28-32, 35	5
Success Manager	1-21, 29-32, 35, 37, 38, 43	37
Success Manager	1-21, 29-32, 35	3
News Content Specialist	1-21, 23-26, 28-32, 35, 39	39
News Content Specialist	1-21, 23-26, 28-32, 35, 39	39
Transactional Account Executive	1-21, 29-32, 35, 37	37

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MASTER LIST OF RECRUITMENT SOURCES

Sources with an asterisk () denote organizations that requested notification of job vacancies

*Source Number	Organization	Contact Person	Website/Email	Number of Interviews
COMMUNITY SOURCES:				
1	Auburn University, 400 Martin Hall, Auburn, AL 36849	Jay Skipworth (334) 844-3864	https://app.joinhandshake.com	
2	Alabama A&M University 4900 Meridian St., Rm. 101, Normal, AL 35762	Tangela Rutledge-Gayle (256) 372-8181	tangela.rutledge@aamu.edu	
3	University of Alabama-Crimson Careers P. O. Box 870293, Tuscaloosa, AL 35487	Savannah Gable (205) 348-2128	https://ua.joinhandshake.com	1
4	Faulkner University-Career Services 5345 Atlanta Hwy., Montgomery, AL 36109	Marie Ottinger (334) 386-7512	mottinger@faulkner.edu	
5	WSFA/Raycom Media Websites	Donna Tadlock (334) 206-1417	www.wsfa.com www.careers.raycommedia.com	13
6	Alabama State University 915 S. Jackson St., Montgomery, AL 36101	Letitia Smith (334) 229-4140	lgsmith@alasu.edu	
*7	Ala. State Univ.-Dept. of Communications P. O. Box 271, Montgomery, AL 36101	A. David Okeowo (334) 229-4493		
8	Auburn University Montgomery P. O. Box 244023, Montgomery, AL 36124	Arnesha Hogans (334) 244-3344	ahogans2@aum.edu	
9	Trenholm State Technical College P. O. Box 10048, Montgomery, AL 36108	Cassandra Bell (334) 420-4253	cbell@trenholmstate.edu	
10	Trenholm State Technical College 3920 Troy Hwy., Montgomery, AL 36116	Maria Richardson (334) 420-4499	https://trenholmstate-csm.simplicity.com	
11	South University 5355 Vaughn Rd., Montgomery, AL 36116	Desiree Atkins (334) 395-8818	deatkins@southuniversity.edu	
12	Alabama State Employment Services (Montgomery Career Center/Alabama Joblink) 1060-A E. South Blvd., Montgomery, AL 36116	Charlene Bazzel (334) 286-1746 (Ph.) (334) 288-7286 (Fax)	Via fax (334) 288-7286	1
13	Judson College 302 W. Bibb St., Marion, AL 36756	Kendel Gilchrest (334) 683-5197	kgilchrest@judson.edu	
14	Tuskegee University Career Development Carnegie Hall, 3 rd Fl., Tuskegee, AL 36088	Rasheeda Tucker (334) 727-8255	rtucker@mytu.tuskegee.edu	
15	Troy University Hall School of Journalism, Troy, AL 36082	Kate Rowinsky (334) 670-3583		1
16	Alabama Broadcasters Association Job Bank 2180 Parkway Lake Dr., Birmingham, AL 35244	Lesa Rice (205) 982-5001	lrice@al-ba.com	
17	Troy University Television Department Wallace Hall, Troy, AL 36082	Aaron Taylor (334) 670-3560	ataylor@troy.edu	
18	Alabama Department of Rehabilitation 602 S. Lawrence St., Montgomery, AL 36104	Anna Taylor (334) 293-7120	anna.taylor@rehab.alabama.gov	
*19	Virginia College 6200 Atlanta Hwy., Montgomery, AL 36117	Joel Renfro (334) 551-1564	joel.renfro@vc.edu	

*Source Number	Organization	Contact Person	Website/Email	Number of Interviews
20	Huntingdon College-Career Center 1500 E. Fairview Ave., Montgomery, AL 36106	Sherry Lacey (334) 833-4556	ccv@hawks.huntingdon.edu	
21	WSFA On-Air Advertising (proof-of-air records kept separately from individual job files) 12 E. Delano Ave., Montgomery, AL 36105	(334) 288-1212		
ADDITIONAL SOURCES:				
22	Mississippi State University-Career Center		www.career.msstate.edu	
23	The University of Georgia, Grady College of Journalism & Mass Communications 120 Hooper St., Athens, GA 30602-3018	Cecil Bentley (706) 542-4993	cbentley@uga.edu	
24	The University of Missouri, Career Center at The Missouri School of Journalism 76-G Gannett Hall, Columbia MO 65211	Amanda Nell (573) 882-2121	mujourcareerservices@missouri.edu	2
25	Ohio University E. W. Scripps School of Journalism 332 Park Place, Scripps Hall 105 Athens, OH 45701	Becky Fox (740)-593-2591	foxr1@ohio.edu	
26	Ohio University School of Media, Arts & Studies 9 S. College St., 202 Radio TV Building Athens, OH 45701	Paula Carpenter (740) 593-4861	mediaschool@ohio.edu	
27	National Association of Black Journalists 1100 Knight Hall, College Park, MD 20742	Lisa Waldschmitt (301) 405-0248	nabjcareers.org	
28	Medialine 1209 Wood Valley Rd., Augusta, GA 30909	Rich Everitt (706) 364-7564	rich@medialine.com	
29	TV Jobs.com P. O. Box 4116, Oceanside, CA 92052	Mark Holloway (760) 754-8177	www.tvjobs.com	2
30	Native American Journalists Association 395 W. Lindsey St., Norman, OK 73019	Rebecca Landsberry (405) 325-1649	rebeccalandsberry@naja.com	
31	National Association of Hispanic Journalists 1000 National Press Bldg., Washington, DC	(202) 662-7145	www.nahjcareercenter.com	
32	Asian American Journalists Association 1182 Market St., San Francisco, CA 94102	(415) 346-2051	www.aaia.org	
33	Spots-N-Dots (www.spotsndots.com) 600 West Peachtree St., N.W., Atlanta, GA 30308	Gene McKay (888) 884-2630	ads@spotsndots.com	
34	602 Communications (www.602communications.com)	Sandy Lizik	slizik@602communications.com	
35	TVB-Television Broadcast Jobs		www.tvb.org	
36	LinkedIn		www.linkedin.com	1
37	Referrals – Employees/Clients/Friends			11
38	WSFA/Raycom Employee			8
39	Former WSFA-TV Intern			2
40	Job Fairs			3
41	Talent Agency			
42	Raycom Recruiter			2
43	Other Source/Scraped Jobs			4
				51

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): April 19, 2017

Describe Nature of Initiative:

Troy University Career Services Spring Career Fair
Troy, Alabama
10:00am-2:00pm

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

WSFA participated in this event to expose students to the broadcasting profession, and to discuss career opportunities available to them after completion of their studies.

Names of Station Personnel involved in Initiative:

Scott Duff – News Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): August 30, 2017

Describe Nature of Initiative:

Auburn University at Montgomery Meet The Firms Event
Montgomery, Alabama
12:00-2:00pm

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

WSFA participated in this event to expose students to the broadcasting profession, and to discuss career opportunities available to them after completion of their studies. This event is held annually by Auburn University at Montgomery to connect students and employers in the community for internship, job, and networking opportunities.

Names of Station Personnel involved in Initiative:

Jeff Gold – General Sales Manager
Morris Pollock – Director of Technology

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): September 14, 2017

Describe Nature of Initiative:

Troy Journalism Day
Troy University
Hall School of Journalism
Troy, Alabama
8:00am-1:00pm

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

WSFA Assistant News Director Desmond Wingard and Sports Director Stephen Gunter participated in Troy J-Day, an event put on by Troy University's Hall School of Journalism which brings high school and college students interested in journalism careers to the university once a year for a hands-on experience. The event includes special seminars on what it's like to work in TV and print journalism and provides information about career paths and skills needed to work in media. Stephen Gunter participated in seminars on sports and he joined Desmond Wingard and other journalists in a question-and-answer session with students about what it's like to work in TV news.

Names of Station Personnel involved in Initiative:

Desmond Wingard – Assistant News Director
Stephen Gunter – Sports Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): September 14-15, 2017

Describe Nature of Initiative:

Central Alabama Works Career Discovery Expo
Southern Union State Community College
Opelika, Alabama
8:00am-5:00pm

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

WSFA participated in the Central Alabama Works annual career exploration event, Career Discovery. Career Discovery is an initiative that brings together regional business and industry, non-profits and volunteers throughout the region to present an interactive, hands-on career exploration event for public, private and home-schooled eighth grade students. Eighth grade students were targeted in order to offer them a fuller understanding of the career and college choices available to them and to help prepare them to make course selection choices as they enter the ninth grade.

Career Discovery 2017 hosted over 5,000 students, teachers, counsellors, parent chaperones, volunteers, sponsors, partners and exhibitors. More than 100 colleges, industries, and businesses were represented, collectively. This event targeted eighth grade students from 10 counties in WSFA's coverage area.

Names of Station Personnel involved in Initiative:

Kevin Ives- Promotions Manager
Mark Wilder-General Administrative Consultant

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 16, 2017

Describe Nature of Initiative:

Auburn Journalism Day
Auburn University
School of Communication and Journalism
Auburn, Alabama
9:00am-3:00pm

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

WSFA Political Reporter Michael Doudna participated in Auburn Journalism Day as a panelist on the "Political News: Explaining Alabama" panel discussion.

WSFA News Director Scott Duff participated in Auburn Journalism Day as a panelist on the "Covering the Extremes: Hate Speech on Campus" panel discussion. He also met with several students who were interested in internship and job opportunities.

Auburn Journalism Day is a day-long event that gives Auburn University students the opportunity to hear journalists currently working in the industry speak about various topics. Students learn about career paths and opportunities, skills needed to work in media, and are able to make contact with prospective employers.

Names of Station Personnel involved in Initiative:

Scott Duff - News Director
Michael Doudna - Political Reporter

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 17, 2017

Describe Nature of Initiative:

Training on FCC EEO Guidelines
October 17, 2017
2:00-3:00pm

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

Participated in a refresher training webinar provided by Raycom Media's human resources department on EEO rules and how to complete the station's EEO Annual Report.

Names of Station Personnel involved in Initiative:

Mark P. Bunting – Vice President & General Manager
Terry Ward – Personnel Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 18, 2017

Describe Nature of Initiative:

Troy University Career Services Fall Career Fair
Troy, Alabama
10:00am-2:00pm

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

WSFA participated in this event to expose students to the broadcasting profession, and to discuss career opportunities available to them after completion of their studies.

Names of Station Personnel involved in Initiative:

Scott Duff – News Director

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): November 1, 2017

Describe Nature of Initiative:

WSFA 12 News, Alabama Dept. of Labor, and City of Montgomery Regional Job Fair
Crampton Bowl Multiplex
Montgomery, Alabama
November 1, 2017
9:00am-1:00pm

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

WSFA 12 News co-sponsored a Regional Job Fair with the Alabama Department of Labor and the City of Montgomery. This community effort drew over 2,000 people looking for new career opportunities, providing them contact with 100 employers. More than 3,300 available jobs were represented.

WSFA 12 News also participated in the event, interviewing prospective job seekers and students - exposing them to opportunities in broadcasting at the station, as well as across Raycom Media.

Names of Station Personnel involved in Initiative:

Jeff Harrison – Operations Manager
Vince Hodges – Assignment Manager

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): November 28, 2017

Describe Nature of Initiative:

High School Students Station Visit
November 28, 2017
9:00-10:30am

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

WSFA General Manager Mark Bunting hosted high school Juniors and Seniors from Montgomery Academy and spoke to them about the television industry and the various aspects of the business such as news, sales, digital, and production. He also discussed career opportunities available to them. The students were given a tour of the station as part of the visit.

Names of Station Personnel involved in Initiative:

Mark P. Bunting – Vice President & General Manager

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): November 28, 2017

Describe Nature of Initiative:

Training on FCC EEO Rules and Requirements
November 28, 2017
2:00-3:00pm

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

Participated in a training webinar provided by Hannah Lepow of Covington & Burling, LLP on EEO rules and how to complete the station's EEO Annual Report.

Names of Station Personnel involved in Initiative:

Mark P. Bunting – Vice President & General Manager
Terry Ward – Personnel Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ (Ongoing)

Describe Nature of Initiative:

Alabama Broadcasters Association Job Bank

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

All full-time job openings are posted on the Alabama Broadcasters Association Job Bank on their website.

Names of Station Personnel involved in Initiative:

Terry Ward - Personnel Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ (Ongoing)

Describe Nature of Initiative:

Full-time job postings on minority websites.

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

All job openings in top 4 EEO categories are posted on the websites of media trade groups whose membership includes substantial participation by women and minorities, including:

Native American Journalists Association (NAJA)
National Association of Hispanic Journalists (NAHJ)
Asian American Journalists Association (AAJA)

Names of Station Personnel involved in Initiative:

Terry Ward - Personnel Coordinator

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ (Ongoing)

Describe Nature of Initiative:

Student Internship Program

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

WSFA-TV offers internships to college students as a way 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 3-4 hours of college credit and a letter grade. Students were assigned to work with specific News, News/Digital Content, and Technology department staff.

January 2017..... 3 Interns in News
January 2017..... 2 Interns in Technology
May 2017 3 Interns in News
May 2017 2 Interns in News/Digital Content
August 2017 4 Interns in News
August 2017 1 Intern in News/Digital Content
September 2017... 1 Intern in News

Names of Station Personnel involved in Initiative:

Desmond Wingard – Assistant News Director
Morgan Carlson – Digital Content Manager
Caleb Hawk – IT Manager

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III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ (Ongoing)

Describe Nature of Initiative:

Student Job Shadowing

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

WSFA-TV offers area high school and college students an opportunity to experience the television broadcasting business through our Job Shadow Program. Students spend a few hours during a business day observing a WSFA employee performing their job duties.

Our Job Shadow Program is part of the Curriculum at Auburn University at the Journalism School. However, we have used this template for other colleges and universities. These students with approval of their academic advisor & professor – accompany a WSFA 12 News employee for a day – experiencing everything that happens – giving them a real-life/real-time experience to enhance their learning experience. This classroom assignment then translates to a course assignment when each student earns a grade toward completion of the Journalism 3020 class at Auburn. The program has been very well received and has proven very beneficial for students.

February 2017..... 8 Student shadows in News
March 2017..... 3 Student shadows in News
April 2017..... 1 Student shadow in News
May 2017..... 1 Student shadow in News
June 2017..... 2 Student shadows in News
September 2017..... 1 Student shadow in News
October 2017..... 2 Student shadows in News
November 2017..... 8 Student shadows in News

Names of Station Personnel involved in Initiative:

Various News Department Employees