

WSFA-TV

EEO PUBLIC FILE REPORT December 1, 2018 to November 30, 2019

II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

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: Tangela Rutledge-Gayle - (256) 372-8181 tangela.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/Raycom Media Website/ Gray TV Website (Raycom Media merged with Gray Television on 1/2/19) Contact: Donna Tadlock – (334) 206-1417 www.wsfa.com www.careers.raycommedia.com https://gray.tv/careers#currentopenings	N	4
6	Alabama State University 915 S. Jackson St., Montgomery, AL 36101 Contact: Letitia Smith – (334) 229-4140 lgsmith@alasu.edu	N	
7	Ala. State Univ.-Dept. of Communications P. O. Box 271, Montgomery, AL 36101 Contact: A. David Okeowo - (334) 229-4493	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: Charlene Bazzel – (334) 286-1746 Via Fax – (334) 288-7286	N	
13	Judson College 302 W. Bibb St., Marion, AL 36756 Contact: Kendel Gilchrest – (334) 683-5197 kgilchrest@judson.edu	N	
14	Tuskegee University Career Development Carnegie Hall, 3 rd Fl., Tuskegee, AL 36088 Contact: Rasheeda Tucker – (334) 727-8255 rtucker@tuskegee.edu	N	
15	Troy University Hall School of Journalism, Troy, AL 36082 Contact: Kate Rowinsky – (334) 670-3583	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 – (334) 833-4556 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: Cecil Bentley – (706) 542-4993 cbentley@uqa.edu	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) 882-2121 mujourcareerservices@missouri.edu	N	
25	Ohio University, E. W. Scripps School of Journalism 332 Park Place, Scripps Hall 105 Athens, OH 45701 Contact: Becky Fox – (740) 593-2591 foxr1@ohio.edu	N	

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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	
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 www.linkedin.com/company/raycom-media	N	
37	Referrals – Employees/Clients/Friends	N	9
38	WSFA/Gray Employee	N	
39	Former WSFA-TV Intern	N	
40	Job Fairs	N	
41	Talent Agency	N	
42	Gray Recruiter	N	
43	Other Source/Scraped Jobs	N	
44	Facebook (WSFA Page) (Added 6/1/18) www.facebook.com/wsfa12	N	
45	Indeed (Added 1/2/19) www.indeed.com	N	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			13

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participate in Job Fair	On April 3, 2019, WSFA participated in a career fair held at Troy University. Our Audience Development and Brand Manager attended the event and spoke with attendees about current job openings and internships.
2	Participate in Events Sponsored by Community Groups Interested in Broadcast Employment Issues	<p>On April 4-5, 2019, WSFA participated in the Central Alabama Works semi-annual career exploration event, "Career Discovery" at Trenholm State Community College. Career Discovery is an initiative that brings together regional business and industry, non-profits and volunteers throughout the region to present a hands-on interactive career discovery experience that links careers to the classroom. Eighth grade students from public, private and home schools attended the career expo to give them an understanding of the career and college choices available and to help them make course selections as they enter the ninth grade.</p> <p>The Career Discovery expo hosted over 2,900 students from 30 schools, including teachers, counsellors, principals, and parents and more than 25 businesses were represented. This event targeted eight grade students from 13 counties in WSFA's coverage area.</p> <p>Participants from the station included the General Manager, Operations Manager, Audience Development and Brand Manager, News Operations Supervisor, Meteorologist, and Reporter.</p>
3	Participated in EEO Training	One June 20, 2019, the EEO Coordinator participated in a Webinar for Gray Television Stations entitled, "The FCC's Equal Employment Opportunity Rules," presented by legal EEO counsel for Gray Television.
4	Host/Co-Sponsored Job Fair	<p>On October 3, 2019, WSFA co-sponsored the 3rd Annual Governor's Job Fair for People with Disabilities with the Alabama Department of Labor and the City of Montgomery. This job fair focused on people with disabilities who were seeking employment but was also open to all job seekers. This community effort drew over 1,000 people looking for new career opportunities, providing them contact with 60 employers offering several hundred job opportunities.</p> <p>WSFA also participated in the event and spoke with attendees about current job openings.</p> <p>Participants from the station included the General Manager, News Director, and Marketing Director.</p>
5	Participate in Job Fair	On October 9, 2019, WSFA participated in a career fair held at Troy University. Our News Director attended the event and spoke with attendees about current job openings and internships.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
6	Participate in Events or Programs Sponsored by Educational Institutions Relating to Careers in Broadcasting	<p>On October 14, 2019, WSFA participated in Auburn University's Journalism Day. The day-long event 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.</p> <p>WSFA's Investigative Reporter participated in Auburn Journalism Day as a panelist on the "Women in Media" panel discussion.</p> <p>Our News Director and Anchor/Reporter participated in Auburn Journalism Day as panelists on the "Covering Disaster: Reporting on the Lee County Tornados" panel discussion.</p> <p>The News Director met with several students who were interested in internships. In addition, both the News Director and Investigative Reporter visited with students involved in "Eagle Eye TV", Auburn's daily student run newscast, and provided feedback on their work and offered career advice.</p> <p>Participants from the station included the News Director, Investigative Reporter and Anchor/Reporter.</p>
7	Participate in Events or Programs Sponsored by Educational Institutions Relating to Careers in Broadcasting	<p>On October 22, 2019, WSFA's Assistant News Director participated in Troy Journalism Day, an event put on by Troy University's Hall School of Journalism. This event brings high school students who are interested in journalism careers to the university once a year for a hands-on experience. The event includes special seminars on working in television and print journalism and provides information about career paths and skills needed to work in media.</p> <p>The Assistant News Director lead 5 seminars with high school students from across the state and explained what it's like to work in television and digital news. He discussed with them what they need to be working on now in their education process if they want to work in this field. He also provided a question and answer session for the students.</p>
8	Participate in Events or Programs Sponsored by Educational Institutions Relating to Careers in Broadcasting	<p>WSFA News has a unique partnership with Auburn University's Journalism School. The WSFA News Director along with WSFA News staff members provide guidance and feedback for students. We offer classroom speakers, one-on-one student guidance and counsel for Auburn professors to ensure the curriculum gives students the proper preparation to enter the workforce in a journalism career.</p> <p>The News Director holds a bi-weekly call with Auburn education leadership to get class updates and offer guidance for an enhanced education experience. The calls stretch from August through May – approximately around 18 scheduled calls a year. WSFA News also supports the University with media professionals as speakers when requested.</p> <p>On October 29, a WSFA Digital Producer spoke to an Auburn journalism class about digital journalism and writing for all platforms.</p> <p>The relationship with Auburn University is unique and benefits their students and professors with access to media professionals. It's a partnership we look to continue for years to come.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
9	Internship Program	<p>WSFA offers an internship program for 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 college credit and a valuable, real life journalism experience. Students were assigned to work with specific News department staff as follows:</p> <p>January-May 2019..... 7 Interns in News May-July 2019 3 Interns in News May-July 2019 1 Intern in News/Digital Content June-July 2019 1 Intern in News/Production Sept.-December 2019... 2 Interns in News</p> <p>Participants from the station included the Asst. News Director, EEO Coordinator, Digital Content Manager, Operations Manager.</p>
10	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. WSFA hosted these students:</p> <p>February 2019 - 1 Shadow in News (Jr. High student) April 2019 - 1 Shadow in News (Jr. High student) April 2019 - 1 Shadow in News/Digital (College student) May 2019 - 1 Shadow in Marketing (High School student) July 2019 - 1 Shadow in News (College student) July 2019 - 1 Shadow in Marketing (College student) October 2019 - 1 Shadow in News (College student) November 2019 - 5 Shadows in News (Jr. High students)</p> <p>Participants from the station included the Asst. News Director, EEO Coordinator, Marketing Director, Digital Content Manager, and various news department employees.</p>
11	Participate in Events Sponsored by Community Groups Interested in Broadcast Employment Issues	<p>WSFA hosts the Boy Scout's Explorers Program. In conjunction with the program, we invite 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 will have the opportunity for some hands-on experience, will watch live news broadcasts as well as learn about script writing and sales activities. This program runs October 2019 through June 2020.</p> <p>Participants from the station included the General Manager, Marketing Director, and Promotions Supervisor.</p>