

WSFA - WBXM

EEO PUBLIC FILE REPORT December 1, 2021 to November 30, 2022

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
Anchor/MMJ	1-19, 21-24, 27, 31, 37	37
Photojournalist/Editor	1-19, 21-24, 27, 31, 32, 38, 39	32
Sports Director	1-19, 21-24, 27, 31, 33, 37, 39	37
Sports Reporter/MMJ	1-11, 13-19, 21-24, 27, 31, 32, 39	5
Account Executive	1-11, 13-19, 27, 31, 38, 39	31
Broadcast/IT Engineer	1-11, 13-19, 27, 31, 32, 39	32
Producer	1-11, 13-19, 21-24, 27, 31, 32, 33, 37, 38, 39	38
Marketing Producer	1-11, 13-19, 21-24, 27, 31, 33, 39	5
Digital Content Manager	1-11, 13-19, 21-24, 27, 31, 33, 39	33
Local Sales Manager	1-11, 13-19, 27-28, 31, 32, 39	31
MMJ/Reporter (2 positions)	1-11, 13-19, 21-24, 27, 31, 32, 33, 39	32, 33
Technical Media Producer	1-11, 13-19, 27, 31, 37, 39	31
Digital Content Producer	1-11, 13-19, 21-24, 27, 31, 32, 33, 39	33
Photojournalist/Editor	1-11, 13-19, 21-24, 27, 31, 32, 33, 39	33
Producer (2 positions)	1-11, 13-19, 21-24, 27, 31, 32, 37, 39	32, 37
Account Executive	1-11, 13-19, 27, 31, 32, 39	32
Digital Sales Assistant	1-11, 13-19, 27, 31, 37, 38, 39	37

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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: Mike Stover, Asst. Director-Employer Relations (334) 844-7296 https://app.joinhandshake.com	N	
2	Alabama A&M University 4900 Meridian St., Rm. 101, Normal, AL 35762 Contact: Tangela Rutledge-Gayle, Career Counselor - (256) 372-8181 tangela.rutledge@aamu.edu	N	
3	University of Alabama P. O. Box 870293, Tuscaloosa, AL 35487 Contact: Savannah Gable, Recruiting Specialist – (205) 348-2128 https://ua.joinhandshake.com	N	
4	Faulkner University-Career Services 5345 Atlanta Hwy., Montgomery, AL 36109 Contact: Marie Ottinger, Director – (334) 386-7512 mottinger@faulkner.edu	N	
5	WSFA Website/Gray TV Website www.wsfa.com https://gray.tv/careers#currentopenings	N	14
6	Alabama State University 915 S. Jackson St., Montgomery, AL 36101 Contact: Candice Stinchcomb, Coordinator, Career Services (334) 229-4140 https://app.joinhandshake.com	N	
7	Ala. State Univ.-Dept. of Communications P. O. Box 271, Montgomery, AL 36101 Contact: Rhu Laffitte, Adm. Asst. - (334) 229-4493 rlaffitte@alasu.edu	Y	
8	Auburn University Montgomery-Career Development Center P. O. Box 244023, Montgomery, AL 36124 Contact: Bethany Yeend, Manager-Employer & Student Engagement (334) 244-3342 byeend@aum.edu	N	
9	Trenholm State Community College P. O. Box 10048, Montgomery, AL 36108 Contact: Yolanda Brown, HR Asst. – (334) 420-4442 ybrown@trenholmstate.edu	N	
10	South University 5355 Vaughn Rd., Montgomery, AL 36116 Contact: Ken Eagerton, Director of Admissions – (334) 395-8805 keagerton@southuniversity.edu	N	
11	Alabama State Employment Services (Montgomery Career Center/Alabama Joblink) 1060-A E. South Blvd., Montgomery, AL 36116 Contact: Ebony Moore, Asst. Manager – (334) 286-1746 montgomery@alcc.alabama.gov	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	Judson College 302 W. Bibb St., Marion, AL 36756 Contact: Amy Butler – (334) 683-5163 abutler@judson.edu	N	
13	Tuskegee University-Career Development & Placement Carnegie Hall, 3 rd Fl., Tuskegee, AL 36088 Contact: Scott Johnston, Exec. Asst. – (334) 724-4746 sjohnston@tuskegee.edu	N	
14	Troy University Hall School of Journalism, Troy, AL 36082 Contact: Amanda Diggs, Dept. Head – (334) 670-3583 amdiggs@troy.edu	N	
15	Alabama Broadcasters Association Job Bank 2180 Parkway Lake Dr., Birmingham, AL 35244 Contact: Lesa Rice, Business Mgr. – (205) 982-5001; lrice@al-ba.com https://al-ba.com/wp2/post-job/	N	
16	Troy University Television Department Wallace Hall, Troy, AL 36082 Contact: Aaron Taylor, TV Production Coordinator – (334) 670-3560 ataylor@troy.edu	N	
17	Alabama Department of Rehabilitation 602 S. Lawrence St., Montgomery, AL 36104 Contact: Anna Taylor, Business Relations Specialist – (334) 293-7120 anna.taylor@rehab.alabama.gov	N	
18	Huntingdon College-Career Center 1500 E. Fairview Ave., Montgomery, AL 36106 Contact: Sherry Lacey Farquhar, Director – (334) 833-4562 ccv@hawks.huntingdon.edu	N	
19	WSFA On-Air Advertising 445 Dexter Ave., Suite 7000, Montgomery, AL 36104 Contact: Terry Ward (334) 288-1212	N	
20	Mississippi State University-Career Center 300 Montgomery Hall, Mississippi State, MS 39762 Contact: Shannon Wise, Recruiting Assistant – (662) 325-3344 www.career.msstate.edu	N	
21	The University of Georgia, Grady College of Journalism & Mass Communications 120 Hooper St., Athens, GA 30602-3018 Contact: Samantha Meyer, Director of Programs – (706) 542-5032 Sam610@uga.edu https://app.joinhandshake.com	N	
22	The University of Missouri, Career Center at The Missouri School of Journalism 76-G Gannett Hall, Columbia MO 65211 Contact: Amanda Nell, Sr. Coordinator – (573) 882-0878; https://app.joinhandshake.com	N	
23	Ohio University, E. W. Scripps School of Journalism 332 Park Place, Scripps Hall 105 Athens, OH 45701 Contact: Dr. Eddith Dashiell, Director – (740) 593-2550 dashiell@ohio.edu	N	
24	Ohio University, School of Media, Arts & Studies 9 S. College St., 202 Radio TV Building Athens, OH 45701 Contact: Josh Antonuccio, Director – (740) 566-7030 mediaschool@ohio.edu	N	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	National Association of Black Journalists 1100 Knight Hall, College Park, MD 20742 Contact: Eric Wee, Career Center Operator – (626) 792-3846 nabjcareers.org	N	
26	Medialine (Inactive as of 4/27/21) 1209 Wood Valley Rd., Augusta, GA 30909 Contact: Rich Everitt – (706) 364-7564 rich@medialine.com	N	
27	TV Jobs.com P. O. Box 4116, Oceanside, CA 92052 Contact: Mark Holloway, Owner/Founder – (760) 754-8177 www.tvjobs.com	N	2
28	Spots-N-Dots 600 West Peachtree St., N.W., Atlanta, GA 30308 Contact: Gene McKay, Owner – (888) 884-2630 ads@spotsndots.com ; www.spotsndots.com	N	
29	602 Communications 1011 Lyndhurst Falls Ln., Knightdale, NC 27545 Contact: Graeme Newell, Owner – (919) 280-8224 www.602communications.com gnewell@602communications.com	N	
30	Facebook (WSFA Page) www.facebook.com/wsfa12	N	
31	Indeed www.indeed.com	N	11
32	Referrals – Employees/Clients/Friends	N	13
33	Internal Employee (WSFA/Gray Employees)	N	7
34	Former WSFA-TV Intern	N	
35	Job Fairs	N	
36	Talent Agency	N	
37	Gray Recruiter/WSFA Management Recruiting	N	6
38	Other Sources/Scraped Jobs	N	5
39	Montgomery Career Center (Added 11/11/21) Michael Watson, Local Veterans Employment Representative 1060-A E. South Blvd., Montgomery, AL 36116 (334) 286-1746, Ext. 85708 michael.watson@alcc.alabama.gov	Y	
TOTAL INTERVIEWEES OVER REPORTING PERIOD			58

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III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participated in EEO Training	On February 17, 2022, our EEO Coordinator/Office Manager attended a web-based training on the FCC's EEO Rules and Regulations provided by Joan Stewart of Wiley Rein LLP.
2	Participated in Job Fair	On March 25, 2022, our News Director participated in the University of Alabama Communications & Information Sciences Virtual Career Fair. During the event, the News Director spoke with 2 students about careers in broadcasting and WSFA job openings.
3	Participated in Job Fair	On March 29, 2022, our News Director participated in the Troy University All Majors Virtual Career Fair. During the event, the News Director spoke with 4 students about careers in broadcasting and WSFA job openings.
4	Participated in Job Fair	On March 31, 2022, our News Director participated in the Alabama State University Spring Virtual Career Fair. During the event, the News Director spoke with 5 students about careers in broadcasting and WSFA job openings.
5	Participated in Job Fair	On April 6, 2022, our News Director participated in the Auburn University at Montgomery All Majors Virtual Career Fair. During the event, the News Director spoke with 4 students about careers in broadcasting and WSFA job openings.
6	Participated in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	On April 13, 2022, our Marketing Director attended the Alabama State Department of Education's, Alabama Technology Student Association spring conference. He served as a judge for the prepared speech category.
7	Station Tour	On June 16, 2022, our Promotions Manager conducted a tour of WSFA's facilities for the Auburn University at Montgomery Media Summer Camp of 16 students (high school and college freshman). The Promotions Manager discussed the different jobs/positions in each department and the students were given the opportunity to interact with the staff and ask questions to get a better understanding of how a television station operates.

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
8	College Visit/Recruiting	<p>Our Operations Manager and Senior Technical Media Producer visited several Universities and Community Colleges to broaden our search for future TMP and engineering candidates and to educate them on the need for Technical Media Producers and Engineers in broadcasting. Discussed how computer technology is involved in the TMP and Engineering positions, and essentially tried to recruit students and create interest in broadcasting jobs. Our goal is to point these various college departments toward jobs in broadcasting. As a result of these visits, we have hosted various students from these schools for station tours. We visited the following schools:</p> <p>Feb. 17, 2022 – Auburn University (AU School of Communications and Journalism) Feb. 22, 2022 – Trenholm State Community College (Computer Information Systems program) March 14, 2022 – Wallace Community College-Selma (Computer Information Systems program) June 7, 2022 – Lurleen B. Wallace Community College (Computer Information Systems) June 30, 2022 – Troy University (Hall School of Journalism)</p>
9	Station Tour	<p>On February 24, 2022, our General Manager, Operations Manager and Senior Technical Media Producer conducted a tour of WSFA's facilities for the Trenholm State Community College Career Services Coordinator. She toured the station to get an understanding of the needs of television stations for Computer Science graduates. This tour resulted directly from our Operation Manager's visit to Trenholm State Community College on February 22, 2022, listed above (#8, College Visit/Recruiting).</p>
10	Station Tour	<p>On April 13, 2022, our Operations Manager and Chief Engineer/Director of Technology conducted a tour of WSFA's facilities for the Wallace Community College Computer Information Systems class which included the CIS Chairperson and 10 students. They spent most of their time with Engineering, looking over the technical core and control room to get an idea of the job opportunities available to them in broadcasting. This tour resulted directly from our Operation Manager's visit to Wallace Community College on March 14, 2022, listed above (#8, College Visit/Recruiting).</p>
11	Participated in Job Fair	<p>On July 27, 2022, our General Manager and News Director attended the Auburn University at Montgomery On-Campus Summer Career Fair. During the event, they spoke with 20 students about careers in broadcasting and WSFA job openings.</p>
12	Station Tour	<p>On September 1, 2022, our Promotions Manager conducted a tour of WSFA's facilities for the Wetumpka High School Journalism class of 15 students (9th-12th grades) and 1 teacher. The Promotions Manager discussed the different jobs/positions at a TV station and majors in college that would lead to these positions. She also discussed Internships offered by WSFA.</p>
13	College Visit/Recruiting	<p>On October 4, 2022, our General Manager and News Director attended a recruiting visit to Auburn University with Gray TV's Vice President of Recruiting. We met with the Dean of the Journalism school, Professors, and dozens of students to discuss jobs in broadcasting and digital news. Also discussed the skillsets needed for TV news jobs, writing, editing video, etc. We toured the campus, met with students in several classes, and had a Q&A session with the staff of the Eagle Eye (campus TV station).</p>
14	Participated in EEO Training	<p>On October 4 and October 11, 2022, our EEO Coordinator/Office Manager attended a web-based training on EEO Compliance and Recruiting. The training was provided by the Alabama Broadcasters Association and presented by Lisa Fields, SVP/General Manager of Broadcast1Source.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
15	Participate in Job Fair	On October 5, 2022, our General Manager and News Director attended the Troy University On-Campus Fall Career Fair. During the event, the News Director and General Manager spoke with dozens of students about careers in broadcasting and WSFA job openings and Internship opportunities.
16	Participate in Events or Programs Sponsored by Educational Institutions Relating to Careers in Broadcasting	<p>On October 20, 2022, WSFA Reporter Brady Talbert and WSFA Sports Reporter Jahmal Kennedy participated in Troy University's Journalism Day, an event put on by Troy University's Hall School of Journalism. This event brings Alabama 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>Reporter Brady Talbert presented on the topic of "storytelling" in four different sessions throughout the day. He shared his day-to-day life as a TV news Reporter, discussed what qualifies as a news story, how to conduct interviews, and the editing process. He visited students at Troy TrojanVision News to watch their newscast and answered questions about the broadcasting profession.</p> <p>Sports Reporter Jahmal Kennedy spoke to students in four different sessions throughout the day. He discussed his daily life as a Sports Reporter and showed some of his work. He also answered questions about his job, duties, responsibilities, etc.</p>
17	Participate in Job Fair	Our News Director participated in the Alabama Broadcasters Association Virtual Job Fair, October 31-November 4. During the week-long event, the News Director responded to the applicants' inquiries about WSFA job openings and offered to answer any questions about jobs in broadcasting.
18	Participate in Job Fair	On November 3, 2022, our Operations Manager and Senior Technical Media Producer attended the Reid State Technical College On-Campus Career Fair. During the event, they spoke to approximately 25 students about jobs in broadcasting, specifically Technical Media Producer as well as Engineering and IT careers. They showed examples of edit software using a laptop editor. Reid State is expanding their IT and CIS programs and wants to expose their students to broadcast TV job opportunities.
19	Station Tour	On November 15, 2022, our Operations Manager and Senior Technical Media Producer conducted a tour of WSFA's facilities for the Trenholm State Community College Computer Information Systems class which included the Coordinator of the CIS program, along with 3 instructors and 30 students. The students toured the studios, newsroom, TMP control room, engineering shop to get an idea of positions available to them in broadcasting. Our Chief Engineer/Director of Technology held a 20-minute Q&A session on the broadcast and IT aspects of the station, along with a detailed tour of our technical core. This tour resulted directly from our Operation Manager's visit to Trenholm State Community College on February 22, 2022, listed above (#8, College Visit/Recruiting).

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
20	Participate in Events Sponsored by Community Groups Interested in Broadcast Employment Issues	<p>On November 17-18, 2022, WSFA participated in the Southeast Alabama Works "World of Works Career Discovery Event". The event was open to all high school seniors in 10 counties in South Alabama, which included some in our viewing area. Over a dozen career paths, including Media/IT, were featured at the event. WSFA set up a booth with a green screen, cameras, news desk and Stormtracker to provide students information about careers in broadcasting.</p> <p>Participants from the station included the General Manager, Chief Engineer/Director of Technology, Operations Manager, and the Senior Technical Media Producer.</p>
21	Internship Program	<p>WSFA offers a paid internship program (Gray TV Future Focus Intern Program) for Junior or Senior college students in Journalism, Broadcasting, Communications, and related fields. The program offers students the ability to gain a wide variety of practical, hands-on experience in television. These interns will also be in line for entry-level positions all over Gray properties. Upon successful completion of the program, the student receives college credit. We had the following intern this year:</p> <p>News Department – 1 Intern</p>
22	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>October 2022 - 1 Shadow in News (College student) November 2022 - 2 Shadows in News (Jr. High students)</p> <p>Station participants in this program (positions shadowed) included a Meteorologist, Anchor and Anchor/Reporter.</p>