

EEO PUBLIC FILE REPORT

WAFF TV

December 1, 2004 - November 30, 2005

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]

Sr. Technical Director (#1-6, 10-13, 16-23) [Hiree # 18]
Internet Sales AE (#1-6, 10-13, 16-23) [Hiree # 17]
Meteorologist (#1-6, 10-13, 16-23) [Hiree # 16]
Photographer (# 1-6, 10-13, 16-23) [Hiree #16]
Photographer (#1-6, 10-13, 16-23) [Hiree #18]
News Producer (#1-6, 10-13, 16-23) [Hiree #16]
News Producer (#1-6, 10-13, 16-23) [Hiree # 18]
Video Tape Editor (#1-6, 10-13, 16-23) [Hiree # 18]
Sales Assistant (#1-6, 10-13, 16-23) [Hiree # 18]

TOTAL INTERVIEWEES FOR FULL-TIME POSITIONS

40 persons

NUMBER OF REFERRALS FROM SOURCES USED

#11 (12 persons), #12 (13 persons), #13 (15 persons)

SUPPLEMENTAL OUTREACH ACTIVITIES

See Attached.

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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. Birmingham News
16. Hire Diversity <http://www.hirediversity.com/employers/members/login.asp>
17. National Association for the Advancement of Colored People 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
20. Asian American Journalists Association 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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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:

Catherine DeZemplen (Memphis)

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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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

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

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.

Spring 2005 newsroom interns
Summer, 2005 newsroom interns
Fall, 2005 newsroom interns

Names of Station Personnel involved in Initiative:

Tracey Rogers, news director

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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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): February 24, 2005

Describe Nature of Initiative:

Broadcast Cable Financial Management Association (BCFM) Behavioral Interviewing: Building Talent and Diversity Telephone Seminar (Conference ID# 5731802).

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

The entire Senior Management Team participated in the telephone seminar conducted by Wise D. Booker, President of Reid Dugger Consulting Group to learn how to understand cultural dynamics that influence the interview process and ways to structure interviews that gets the information needed to choose the right candidate for job openings in an effort to build a diverse team.

Names of Station Personnel involved in Initiative:

All Manager and Supervisor Personnel

Attached copies and documentation demonstrating performance of chosen initiatives (e.g., pamphlets, advertisements, letters, emails, faxes).

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