

**WAAY-TV**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2022-November 30, 2023<sup>1</sup>**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for Recruitment Source Data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Producer	2, 7, 11-13, 15-18, 20, 31, 33, 34	34
Executive Sales Assistant	2-5, 7, 8, 10, 13, 15-18, 20, 33, 37, 39, 40	13
News Director	2, 7, 8, 10, 12-17, 20, 33, 34	13
Digital Broadcast Operator	2-4, 7-10, 12, 13, 15-18, 20, 31, 33, 34	13
Multimedia Journalist	2-13, 15, 17, 20, 32-34	34
Morning Anchor	2-13, 15, 17, 20, 32-34	34
Executive Producer	2-9, 12-17, 20, 31, 34	34
Meteorologist	2-9, 12-17, 20, 31, 34	13
Producer	2, 7, 11-13, 15-18, 20, 31, 33, 34	31
Digital Broadcast Operator	2-4, 7-10, 12, 13, 15-18, 20, 31, 33, 34	13
Digital Broadcast Operator	2-4, 7-10, 12, 13, 15-18, 20, 33	13
Multimedia Journalist	2-13, 15, 17, 20, 32-34	34
Production Assistant	2-4, 7-10, 12, 13, 15-18, 20, 33, 34	34
Account Executive	2-5, 7, 8, 10, 13, 15-18, 20, 33, 34, 37, 39, 40	34
Chief Meteorologist	2-5, 7, 8, 10, 12, 13, 15-18, 20, 29-31, 33, 34	13
Multimedia Journalist	2-13, 15, 17, 20, 32-34	34
Multimedia Journalist	2-13, 15, 17, 20, 32-34	34
Multimedia Journalist	2-13, 15, 17, 20, 32-34	13
Multimedia Journalist	2-13, 15, 17, 20, 32-34	13
Multimedia Journalist	2-13, 15, 17, 20, 32-34	13
Digital Content Producer	2-5, 7, 8, 12-15, 20, 33, 34	8
Digital Content Producer	2-5, 7, 8, 12-15, 20, 33, 34	8
Commercial Producer	2-5, 12-17, 20, 33, 34	34
Director of Marketing	2, 5, 7, 8, 13, 15, 17, 20	13

<sup>1</sup> This Report was revised in April 2024 to address reporting issues.

**WAAY-TV**  
**EEO PUBLIC FILE REPORT**  
December 1, 2022-November 30, 2023

**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	<b>Huntsville Times</b> Classified Advertising 2317 Memorial Pkwy SW Huntsville, AL 35801 256-532-4227	No	0
2	<b>Alabama A&amp;M University</b> James Powell, Vocational Coordinator Telecommunications Div. P.O. Box 157 Hwy 231 North Normal, AL 35762 256-372-5387	No	0
3	<b>Alabama State University</b> Beverly Rudolph P.O. Box 271 Montgomery, AL 36101-0271 334-229-4493	No	0
4	<b>Jacksonville State University</b> Career Services 700 Pelham Road North Jacksonville, AL 36265 256-782-5482	No	0
5	<b>Mississippi State University</b> Scott Maynard, Director 300 Montgomery Hall PO Box P Mississippi State, MS 39762 662-325-3344	No	1
6	<b>Oakwood College</b> V Wright email: vwright@oakwood.edu	No	0
7	<b>Troy State University</b> Kate Rowinsky Hall School of Journalism & Communications 103 Wallace Troy, AL 36079 334-670-3289	No	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
8	<b>Job Fair</b> (as described in Section III)	No	5
9	<b>The University of North Alabama</b> Dr. Sanders UNA Box 5066 Florence, AL 35632-0001 256-765-4276	No	0
10	<b>University of South Alabama</b> Dr. Gerald Wilson 1000 University Commons Mobile, AL 36688 251-380-2800	No	0
11	<b>Snead State Community College</b> Cherri S Barnard <a href="mailto:cbarnard@snead.edu">cbarnard@snead.edu</a> 220 N Walnut St. Boaz, AL 35957 256-593-5120	No	0
12	<b>Allen Media Broadcast Group</b> <a href="http://www.allenmediabroadcasting.com">www.allenmediabroadcasting.com</a>	No	0
13	<b>WAAY - TV website</b> <a href="http://www.waaytv.com">www.waaytv.com</a>	No	16
14	<b>National Association of Broadcasters</b> <a href="http://www.nabef.org">www.nabef.org</a>	No	0
15	<b>TV Jobs</b> <a href="http://www.tvjobs.com">www.tvjobs.com</a>	No	3
16	<b>University of Alabama Birmingham</b> <a href="http://www.uab.edu">www.uab.edu</a> <a href="mailto:careercenter@uab.edu">careercenter@uab.edu</a>	No	0
17	<b>University of Alabama</b> <a href="http://www.ua.edu">www.ua.edu</a>	No	0
18	<b>Auburn University</b> <a href="https://auburn-csm.symplicity.com/employers">https://auburn-csm.symplicity.com/employers</a>	No	0
19	<b>AL.com</b> <a href="http://www.al.com">www.al.com</a>	No	0
20	<b>Alabama Broadcasters Association</b> <a href="http://www.al-ba.com">www.al-ba.com</a>	No	0
21	<b>National Association of Black Journalists</b> <a href="http://www.nabj.org">www.nabj.org</a>	No	0
22	<b>National Association of Hispanic Journalists</b> <a href="http://www.nahj.org">www.nahj.org</a> <a href="mailto:jobbank@nahj.org">jobbank@nahj.org</a>	No	0
23	<b>Society of Professional Journalists</b> <a href="http://www.spj.org">www.spj.org</a>	No	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
24	<b>Huntsville Chamber of Commerce</b> www.hsvchamber.chambermaster.com	No	0
25	<b>Society of Broadcast Engineers</b> www.sbe.org	No	0
26	<b>University of Alabama Alumni</b> jobs.tideslist.com	No	0
27	<b>Rick Gevers Newsletter</b> www.rickgevers.com	No	0
28	<b>Investigative Reporters &amp; Editors</b> <a href="http://www.ire.org">www.ire.org</a> jobpostings@nicar.org	No	0
29	<b>American Meteorological Society</b> http://careercenter.ametsoc.org	No	0
30	<b>Indeed.com</b> www.indeed.com	No	0
31	<b>LinkedIn.com</b> www.linkedin.com	No	2
32	<b>YouTube</b> ( <i>active candidate sourcing</i> ) www.youtube.com	No	2
33	<b>Syracuse University</b> www.careerservices.syr.edu; csrecept@syr.edu	No	0
34	<b>Employee Referral</b>	No	23
35	<b>Agent Referrals</b> ( <i>not directly contacted by SEU</i> )	No	0
36	<b>Magid Talent Referrals</b> <a href="http://www.magid.com">www.magid.com</a> pmaday@magid.com	No	0
37	<b>Future TV Stars</b> Teresa Hein, President thein@mymediajobs.com www.mymediajobs.com/futuretelevisionstars.html	No	0
38	<b>TV News Check</b> www.tvnewscheck.com	No	0
39	<b>Athens State University</b> <a href="https://app.joinhandshake.com/emp/jobs">https://app.joinhandshake.com/emp/jobs</a>	No	0
40	<b>Middle Tennessee State University</b> <a href="https://app.joinhandshake.com/emp/jobs">https://app.joinhandshake.com/emp/jobs</a>	No	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			52

**WAAY-TV**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2022-November 30, 2023**

**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	During this reporting period, our Local Sales Assistant cross-trained with our Traffic Assistant to learn the skills necessary to perform the job duties associated with that position. Our Local Sales Assistant was trained on how to use WideOrbit and reconcile logs, and was promoted.
<b>2</b>	Participation in job fairs	On 2/17/23, our News Director and Operations Manager participated in the University of Alabama Huntsville Career & Internship Fair. WAAY collected resumes and interviewed candidates at the fair.
<b>3</b>	Participation in job fairs	On 4/20/23, our General Manager participated in the Hall School of Journalism & Communication Career Fair at Troy University. During the fair, we discussed careers in broadcasting with participants and accepted resumes.
<b>4</b>	Participation in job fairs	On 4/21/23, our General Manager, Operations Manager and News Director participated in the Troy University Spring Career Fair. WAAY employees spoke to several students about positions as WAAY.
<b>5</b>	Participation in job fairs	From 8/2/23-8/4/23, our General Manager and Operations Manager participated in the NABJ Convention and Career Fair in Birmingham, AL. Participants interacted with attendees and were available to answer questions regarding careers in broadcasting.
<b>6</b>	Participation in job fairs	On 9/27/23, our News Director and Assistant News Director participated in the Troy University Fall Career Fair. WAAY employees spoke to several students about positions as WAAY.

7	Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	On 9/28/23, our News Director and Assistant News Director WAAY participated in the Middle Tennessee State University Career Fair during which station representatives visited classes and watched a student newscast production. WAAY also spoke with broadcast students.
8	Participation in job fairs	On 10/5/23, our General Manager and Operations Manager participated in the Alabama A&M University Career Fair, during which station representatives collected resumes and interviewed candidates.
9	Sponsor events or programs for educational institutions relating to career opportunities in broadcasting	From 1/1/23-11/30/23, WAAY traveled in the Storm Tracker vehicle and visited 61 grade schools to promote broadcasting and discuss how to become a meteorologist. Various station employees participate in these visits, including our Meteorologist, Promotions Director, anchors and Multi-Media Journalists.
10	Participation in job fairs	On 9/13/23, our News Director and Operations Manager participated in the University of Alabama Huntsville Career & Internship Fair. WAAY collected resumes and interviewed candidates at the fair.
11	Participation in job fairs	On 6/13/23, our General Manager and News Director participated in a virtual career fair hosted by Full Sail University. WAAY collected resumes and interviewed candidates at the fair.