

**WSFA - WBXM**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2022 - November 30, 2023**

**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>
DIGITAL CONTENT PRODUCER - WSFA	1-7, 9, 11-15, 19-20, 23-28, 30-31	15
TECHNICAL MEDIA PRODUCER - WSFA	1-7, 9, 11-15, 18-21, 23-27, 29-31	11
PHOTOJOURNALIST/EDITOR - WSFA	1-7, 9, 12-15, 19-21, 23-28, 30-31	21
NEWS PRODUCER - WSFA	1-7, 9, 11-16, 19-20, 23-28, 30-31	11
NEWS PRODUCER - WSFA	1-7, 9, 11-16, 19-20, 23-28, 30-31	16
RECEPTIONIST - WSFA	1, 3-7, 9, 12-16, 19, 22-25, 27, 30-31	16
DIGITAL CONTENT PRODUCER - WSFA	1-7, 9-10, 12-15, 17, 19-28, 30-31	17
ACCOUNT EXECUTIVE - WSFA	1-7, 9, 11-15, 19, 22-27, 30-31	11
TECHNICAL MEDIA PRODUCER - WSFA	1-9, 11-15, 17-20, 22-27, 29-31	8
PHOTOJOURNALIST/EDITOR - WSFA	1-7, 9-10, 12-15, 19-20, 22-28, 30-32	10
DIGITAL NEWS CONTENT PRODUCER - WSFA	1-7, 9-10, 12-15, 17, 19-20, 22-28, 30-32	15
SALES ASSISTANT - WSFA	1-7, 9, 12-15, 17, 19-27, 30-32	21
MMJ/REPORTER - WSFA	1-7, 9, 11-15, 17, 19-20, 22-28, 30-32	11
TECHNICAL MEDIA PROD. (PRIMARY) - WSFA	1-7, 9, 12-15, 18-20, 22-32	13

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**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	Alabama A&M University 4900 Meridian St. Room 101, Patton Hall Normal, Alabama 35762 Phone : 256-372-8220 Email : angel.lee@aamu.edu Angel Lee	N	0
2	Alabama Broadcasters Association Job Bank 2180 Parkway Lake Dr. Birmingham, Alabama 35244 Phone : 205-982-5001 Url : <a href="https://al-ba.com/wp2/post-job">https://al-ba.com/wp2/post-job</a> Les Rice Manual Posting	N	0
3	Alabama State Employment Service 1060-A E. South Blvd. Montgomery, Alabama 36116 Phone : 334-286-1746 Email : montgomery@alcc.alabama.gov Haley Reynolds	N	0
4	Alabama State University Dept. of Communications 915 S. Jackson St. Montgomery, Alabama 36101 Phone : 334-229-4493 Email : rlaffitte@alasu.edu Rhu Laffitte	Y	0
5	Alabama State University-Career Services 915 S. Jackson St. Montgomery, Alabama 36101 Phone : 334-229-4140 Url : <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a> Candice Stinchcomb Manual Posting	N	0
6	Auburn University 400 Martin Hall Auburn, Alabama 36849 Phone : 334-844-7203 Url : <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a> Mandy Devereux Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Auburn University of Montgomery 7400 East Drive Montgomery, Alabama 36117 Phone : 334-244-3345 Email : brobbin2@aum.edu Brad Robbins	N	0
8	Career or Job Fair - See Section III	N	1
9	CareerBuilder.com (posted from Gray.TV/Careers) 200 N. LaSalle St. Chicago, Illinois 60601 Job Listings Manual Posting	N	1
10	Corporate Recruiter	N	3
11	Employee Referral	N	9
12	Faulkner University-Career Services 5345 Atlanta Hwy. Montgomery, Alabama 36109 Phone : 334-386-7512 Email : careerservices@faulkner.edu Candace Cain	N	0
13	Gray TV Careers 4370 Peachtree Road, NE Atlanta, Georgia Url : <a href="http://gray.tv/careers">http://gray.tv/careers</a> Human Resources Manual Posting	N	8
14	Huntingdon College-Career Center 1500 E. Fairview Ave. Montgomery, Alabama 36106 Phone : 334-833-4562 Email : ccv@hawks.huntingdon.edu Sherry Lacey Farquhar	N	0
15	Indeed.com (posted from Gray.TV/Careers) 6433 Champion Grandview Way Austin, Texas 78750 Job Listings Manual Posting	N	18
16	Internal Transfer/Promotion	N	2
17	Linked In - Not Directly Contacted by SEU	N	7

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18	Lurleen B. Wallace Community College-Andalusia 1000 Dannelly Blvd. Andalusia, Alabama 36420 Phone : 334-222-6591 Email : slevitzke@lbwcc.edu Shannon Levitzke	N	0
19	Montgomery Career Center 1060-A E. South Blvd. Montgomery, Alabama 36116 Phone : 334-286-1746 Email : michael.watson@alcc.alabama.gov Michael Watson	Y	0
20	National Alliance of State Broadcasters Assns. Jobs Board 2333 Wisconsin St., N.E. Albuquerque, New Mexico 87110 Url : <a href="https://www.careerpage.org">https://www.careerpage.org</a> No Contact Manual Posting	N	0
21	Non-Employee Referral	N	4
22	Trenholm State Community College 1225 Air Base Blvd. Montgomery, Alabama 36108 Phone : 334-420-4499 Url : <a href="https://employers.lightcastcc.com/">https://employers.lightcastcc.com/</a> Christina Holloway Manual Posting	N	0
23	Troy University Hall School of Journalism Troy, Alabama 36082 Phone : 334-670-3583 Email : rbtaylor@troy.edu Robbyn Taylor	N	0
24	Troy University-Television Department Wallace Hall Troy, Alabama 36082 Phone : 334-670-3560 Email : ataylor@troy.edu Aaron Taylor	N	1

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Tuskegee University Career Development Carnegie Hall 3rd Floor Tuskegee, Alabama 36088 Phone : 334-724-4746 Email : sjohnston@tuskegee.edu Scott Johnston	N	0
26	TVJobs.com P. O. Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : <a href="https://www.tvjobs.com">https://www.tvjobs.com</a> Mark Holloway Manual Posting	N	0
27	University of Alabama 700 University Blvd. Box 870293 Tuscaloosa, Alabama 35487 Phone : 205-348-2128 Url : <a href="https://ua.joinhandshake.com">https://ua.joinhandshake.com</a> Jennifer Phifer Manual Posting	N	0
28	University of Georgia (Grady College of Journalism) 120 Hooper Street Athens, Georgia 30602 Phone : 706-542-5032 Url : <a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a> Samantha Meyer Manual Posting	N	0
29	Wallace Community College-Selma 3000 Earl Goodwin Pkwy. Selma, Alabama 36702 Phone : 334-876-9227 Email : marilyn.hannah@wccs.edu Marilyn Hannah	N	0
30	WSFA On-Air Announcements 445 Dexter Avenue Suite 7000 Montgomery, Alabama 36104 Terry Ward Manual Posting	N	0

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31	WSFA Website 445 Dexter Avenue Suite 7000 Montgomery, Alabama 36104 Url : <a href="https://www.wsfa.com">https://www.wsfa.com</a> Terry Ward Manual Posting	N	0
32	<a href="http://www.mediagignow.com">www.mediagignow.com</a> 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a> Email : <a href="mailto:customerservice@mediagignow.com">customerservice@mediagignow.com</a> MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>54</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	Ongoing Event	Establishment of an intern program designed to assist members of the community	<p>Internship Program - 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 be in line for entry-level positions in all Gray properties. Upon successful completion of the program, the student receives college credit. We had the following interns this year:</p> <p>News Department – 2 Interns (February &amp; October)</p>	1	Executive Producer
2	12/1/2022	Participation in events or programs sponsored by educational institutions	<p>Job Shadow Program - WSFA offers junior high, high school and college students an opportunity to experience the television broadcasting business through our Job Shadow Program. 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 three students:</p> <p>News Department - 2 Job Shadows (January &amp; November)  Operations Dept. - 2 Job Shadows (March &amp; May)</p> <p>Station participants in this program (positions shadowed) included Executive Producer in News and Operations Manager in Operations.</p>	3	Executive Producer Operations Manager News Anchor
3	2/8/2023	Participation in Job Fairs	<p>General Manager and News Director participated in the Faulkner University Spring Career Fair. During the event, they spoke with approximately 25 students about careers in broadcasting and WSFA job openings and internships.</p>	2	General Manager News Director

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4	2/22/2023	Participation in Job Fairs	Chief Photojournalist participated in the University of Montevallo Media Day Career Fair. During the event, he spoke with approximately 10 students about careers in broadcasting and WSFA job openings and internships.	1	Chief Photojournalist
5	3/3/2023	Participation in Job Fairs	Marketing Director and General Sales Manager participated in the Huntingdon College Job & Internship Fair. During the event, they spoke with students about careers in broadcasting and WSFA job openings and internships.	2	Marketing Director Gen. Sales Mgr.
6	3/14/2023	Participation in events sponsored by organizations representing the community	Station Tour - We hosted Auburn University's Journalism school (24 students, 3 teachers) for a 3-hour visit and tour of WSFA's facilities. Our General Manager and the department heads of News, Marketing, and Sales each gave 20-minute presentations about the various jobs/positions in each department and the college majors associated with those positions. Internship opportunities were also discussed. 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.	4	General Manager News Director Marketing Director Gen. Sales Mgr.
7	4/5/2023	Participation in Job Fairs	Sr. Digital Content Producer participated in the Auburn University of Montgomery Spring Career Fair. During the event, she spoke with approximately 25 students about careers in broadcasting and WSFA job openings and internships.	1	Sr. Digital Content Producer



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8	4/5/2023	Participation in events or programs sponsored by educational institutions	General Manager, Chief Photojournalist and Meteorologist participated in a panel discussion at Alabama State University focused on Broadcasting and the available career opportunities in our industry. There were 22 students enrolled in broadcasting classes who attended the panel. The Broadcast Professional Panel was hosted by the Alabama Broadcasters Association and was led by ABA President, Sharon Tinsley. Ms. Tinsley asked questions focused on "what job opportunities are available in broadcasting," "what are broadcasters looking for from graduating broadcast students," "what opportunities are available to currently enrolled students," "what type of training do new employees receive from WSFA upon being hired," and "what is the future of the broadcast industry?"	3	General Manager Chief Photojournalist Meteorologist
9	4/11/2023	Participation in events sponsored by organizations representing the community	Station Tour - The Marketing department hosted Andalusia High School's Broadcast class (approximately 20 students) for a tour of WSFA's facilities. They spoke with the students about the various jobs/positions in a television station and the college majors associated with these positions. Internship opportunities offered by WSFA were also discussed.	2	Promotions Manager Marketing Producer
10	4/17/2023	Participation in events sponsored by organizations representing the community	Station Tour - The Marketing department hosted students from Auburn University Eagle Eye TV (approximately 20 students) for a tour of WSFA's facilities. They spoke with the students about the various jobs/positions in a television station and the college majors associated with these positions. Internship opportunities offered by WSFA were also discussed.	2	Promotions Manager Marketing Producer
11	4/20/2023	Provision of training to management	Office Manager/EEO Coordinator participated in a web-based training on the FCC's EEO Rules provided by Joan Stewart of Wiley Rein, LLP.	1	Office Manager/EEO Coordinator

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12	4/20/2023	Participation in Job Fairs	General Manager and News Director participated in Troy University's Hall School of Journalism & Communication Career Fair. During the event, they spoke with approximately 25 students about careers in broadcasting and WSFA job openings and internships.	2	General Manager News Director
13	5/8/2023	Participation in events sponsored by organizations representing the community	Station Tour - The Marketing department hosted Prattville High School's Broadcast class (approximately 15 students) for a tour of WSFA's facilities. They spoke with the students about the various jobs/positions in a television station and the college majors associated with these positions. Internship opportunities offered by WSFA were also discussed.	2	Promotions Manager Marketing Producer
14	6/2/2023	Participation in events sponsored by organizations representing the community	Station Tour - The Marketing department hosted students from the Boys State program (9 students, upcoming seniors) for a tour of WSFA's facilities. The Marketing department spoke with them about the various jobs/positions in a television station and the college majors associated with these positions. Internship opportunities offered by WSFA were also discussed.	1	Promotions Manager
15	6/14/2023	Participation in events sponsored by organizations representing the community	Station Tour - The Marketing department hosted students from the Auburn University of Montgomery Storytellers Summer Camp (20 students, Grades 9-12) for a tour of WSFA's facilities. The Marketing department spoke with them about the various jobs/positions in a television station and the college majors associated with these positions. Internship opportunities offered by WSFA were also discussed.	1	Promotions Manager

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16	6/29/2023	Participation in events sponsored by organizations representing the community	Station Tour - The Marketing department hosted students from the Auburn University of Montgomery Storytellers Summer Camp (20 students, Grades 9-12) for a tour of WSFA's facilities. The Marketing department spoke with them about the various jobs/positions in a television station and the college majors associated with these positions. Internship opportunities offered by WSFA were also discussed.	1	Promotions Manager
17	7/17/2023	Participation in Job Fairs	General Manager and News Director participated in the Auburn University of Montgomery Summer Career Fair. During the event, they spoke with students about careers in broadcasting and WSFA job openings and internships.	2	General Manager News Director
18	9/27/2023	Participation in Job Fairs	General Sales Manager and Marketing Director participated in Auburn University's College of Liberal Arts Career Fair. During the event, they spoke with students about careers in broadcasting and WSFA job openings and internships.	2	General Sales Mgr. Marketing Director
19	9/27/2023	Participation in Job Fairs	General Manager and News Director participated in Troy University's Fall Career Fair. During the event, they spoke with students about careers in broadcasting and WSFA job openings and internships.	2	General Manager News Director
20	9/28/2023	Participation in events sponsored by organizations representing the community	Station Tour - The Marketing department hosted students from Elmore County High School's Mass Media Group (25 students, Grades 9-12) for a tour of WSFA's facilities. The Marketing department spoke with them about the various jobs/positions in a television station and the college majors associated with these positions. Internship opportunities offered by WSFA were also discussed.	2	Promotions Manager Promotions Producer

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21	10/6/2023	Participation in events sponsored by organizations representing the community	Station Tour - The Marketing department hosted students from Auburn High School's Media Class (18 students, Grades 11-12) for a tour of WSFA's facilities. The Marketing department spoke with them about the various jobs/positions in a television station and the college majors associated with these positions. Internship opportunities offered by WSFA were also discussed.	2	Promotions Manager Promotions Producer
22	10/18/2023	Participation in events or programs sponsored by educational institutions	College Visit/Recruiting - News Director attended a recruiting visit to Troy University (Hall School of Journalism) with Gray TV's Vice President of Recruiting. We met with the Dean of the Journalism school and dozens of students to discuss jobs in broadcasting (what it's like working in television, how to move up in television markets, etc.) Also discussed the skillsets needed for TV news jobs, writing, editing video, etc. We viewed their 12pm and 5pm newscasts on Trojanvision, the student run news TV station, and gave feed-back.	1	News Director
23	10/19/2023	Participation in events or programs sponsored by educational institutions	College Visit - WSFA Reporter and WSFA Sports Reporter 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. About 400 high school students attended this year. 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. WSFA Reporter and WSFA Sports Reporter taught workshops and answered questions from students about jobs in broadcasting.	2	Reporter Sports Reporter

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24	11/1/2023	Participation in Job Fairs	Operations Manager and Sr. Technical Media Producer participated in the Reid State Technical College Career Fair. During the event, they spoke to students about WSFA job openings, and specifically about our Technical Media Producer position.	2	Operations Manager Sr. Technical Media Producer
25	11/1/2023	Participation in Job Fairs	General Sales Manager participated in the Auburn University of Montgomery Fall Career Fair. During the event, he spoke with students about careers in broadcasting and WSFA job openings.	1	General Sales Mgr.