

WVTM-TV
EEO PUBLIC FILE REPORT
December 1, 2019 - November 30, 2020

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 Reporter Open Date: 3/5/2019 Hire Date: 2/17/2020	1, 3, 5-11, 13, 15-25, 27-31, 33-44, 46-47, 49-57, 59-63	18
Executive Producer Open Date: 6/17/2019 Hire Date: 1/2/2020	1-3, 5-13, 15-17, 19-31, 33-44, 46-47, 49-57, 59-63	2
Anchor Open Date: 8/23/2019 Hire Date: 12/9/2019	1, 3, 5-7, 9, 11-13, 15-22, 24-25, 27-31, 33-44, 46-47, 49-57, 59-63	18
Sales Assistant Open Date: 10/1/2019 Hire Date: 12/2/2019	1, 3, 5-13, 15-25, 27-44, 46-47, 49-57, 59-63	18
Sports Reporter Open Date: 1/27/2020 Hire Date: 7/6/2020	1, 3, 5-9, 11-13, 15-17, 19-25, 27-31, 33-38, 40-44, 46-47, 49-57, 59-63	15
Reporter Open Date: 1/28/2020 Hire Date: 10/5/2020	1, 3, 5-13, 15-17, 19-25, 27-31, 33-38, 40-44, 46-47, 49-57, 59-63	15
Reporter Open Date: 1/28/2020 Hire Date: 10/5/2020	1, 3, 5-13, 15-17, 19-25, 27-31, 33-38, 40-44, 46-47, 49-57, 59-63	15
Photographer Editor Open Date: 6/23/2020 Hire Date: 7/22/2020	1, 3-7, 9-17, 19-22, 24-25, 27-31, 33-36, 38, 40-63	15
Local Sales Manager Open Date: 7/1/2020 Hire Date: 8/10/2020	1, 3, 5-7, 9-13, 15-17, 19-22, 24-25, 27-31, 33-36, 38, 40-44, 46-47, 49-57, 59-63	15
Account Executive Open Date: 8/14/2020 Hire Date: 10/5/2020	1, 3, 5-7, 9-13, 15-17, 19-22, 24-25, 27-36, 38, 40-44, 46-47, 49-57, 59-63	15

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	AAJA 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : http://www.aja.org/ Career Services Manual Posting	N	0
2	Agency Referral	N	1
3	Alabama A&M Post Office Box 997 Normal, Alabama 35762 Phone : 256-372-8182 Url : http://www.aamu.edu Email : yvette.clayton@aamu.edu Yvette Clayton	N	0
4	Alabama Association of Broadcasters 2180 Parkway Lake Dr Hoover, Alabama 35244 Phone : 205-982-5001 Url : http://www.al-ba.com/ Email : abajobs@al-ba.com Career Services	N	0
5	Alabama State University Post Office Box 271 Montgomery, Alabama 36101 Phone : 334-229-4156 Url : http://www.alasu.edu/current-students/career-servi Email : careerservices@alasu.edu Career Services	N	0
6	Amridge Univeristy 1200 Taylor Rd Montgomery, Alabama 36117 Phone : 888-790-8080 Url : http://amridgeuniversity.edu/student-services/care Email : careerservices@amridgeuniversity.edu Career Services	N	0
7	Arizona State University 411 N Central Avenue Phoenix, Arizona 85004 College Recruiter 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
8	Atlanta Technical College Cleveland L. Dennard Building, Suite 128 Atlanta, Georgia 30310 Phone : 404-225-4448 Url : http://www.atlantatech.edu/student/career-services Email : careerplacement@atlantatech.edu Michael Burnside	N	0
9	Auburn University 303 Mary Martin Hall Auburn, Alabama 36849 Phone : 334-844-4744 Url : http://www.auburn.edu/career/ Email : cdsserv@auburn.edu Career Services	N	0
10	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
11	Bevill State Community College 2631 Temple Avenue N Fayette, Alabama 35555 Phone : 205-932-3221 Url : http://www.bscc.edu/index.php Email : aadams@bscc.edu Career Services	N	0
12	Birmingham Business Alliance 505 20th St N # 200 Birmingham, Alabama 35203 Email : vbrown@birminghambusinessalliance.com Victor Brown	N	0
13	Birmingham Southern College 900 Arkadelphia Rd Birmingham, Alabama 35254 Phone : 205-226-4719 Url : http://www.bsc.edu/campus/career/index.cfm Email : rlbutts@bsc.edu Rosalind Butts	N	0

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14	Birmingham Urban League 1717 4th Ave. North Bham, Alabama 35203 Phone : 205-326-0162 Url : http://www.birminghamurbanleague.net/home0.aspx Email : info@birminghamurbanleague.net S Moore	N	0
15	Careers.HearstTelevision.com 214 N Tryon St Charlotte, North Carolina 28202 Phone : 704-208-2342 Url : http://careers.hearsttelevision.com/ Email : htv.careers@hearst.com Career Services	N	33
16	Collective Talent . Tampa, Florida Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
17	Elon University 100 Campus Drive Elon, North Carolina 27244 College Recruiter Manual Posting	N	0
18	Employee Referral	N	4
19	Equality Magazines 13351 Riverside Dr #514 Sherman Oaks, California 91423 Phone : 818-654-0870 Url : http://www.equalitymagazines.com/index.php/contact Career Services Manual Posting	N	0
20	Faulkner University 5345 Atlanta Hwy Montgomery, Alabama 36193 Phone : 334-386-7512 Url : http://www.faulkner.edu Marie Ottinger 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
21	Florida A&M University-School of Journalism 510 Orr Drive Suite 4003 Tallahassee, Florida 323038 Phone : 850-599-3379 Url : http://sjgc.famu.edu/ Email : sjgc@famu.edu Career Services	N	0
22	Full Sail University 3300 University Boulevard Winter Park, Florida 32792 Phone : 866-807-3140 Url : https://fullsail-csm.symplicity.com/surveys/referr College Recruiter Manual Posting	N	0
23	Georgia Institute of Technology 190 North Ave NW Atlanta, Georgia 30313 Phone : 404-894-1353 Url : http://career.gatech.edu/plugins/content/index.php Patricia Bazrod Manual Posting	N	0
24	High Point University 1 S University Parkway High Point, North Carolina 27260 Campus Recruiter Manual Posting	N	0
25	Huntingdon College 1500 East Fairview Avenue Montgomery, Alabama 36106 Phone : 334-833-4556 Url : http://www.huntingdon.edu.squarerootdev.com Email : ccv@hawks.huntingdon.edu Fran Taylor	N	0
26	Indeed.com 177 Broad St 6th Floor Stamford, Connecticut 06901 Career Services Manual Posting	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
27	Jacksonville State University 107 Kennamer Hall 700 Pelham Road North Jacksonville, Alabama 36265 Phone : 256-782-8486 Email : cacosta@jsu.edu Carlos Acosta	N	0
28	Jefferson State Community College 2601 Carson Road Birmingham, Alabama 35215 Phone : (205) 856-8588 Url : http://www.jeffstateonline.com/services/career-job Email : tlpayne@jeffstateonline.com Career Services	N	0
29	Jefferson State Jr. College 2601 Carson Road Birmingham, Alabama 35215 Phone : 205-856-8024 Url : http://www.jeffstateonline.com/services/career-job Email : humanresources@jeffstateonline.com Tracy Campbell	N	0
30	JournalismJobs.com 72 Plaza Drive Berkeley, California 94705-2432 Phone : 510-653-1521 Url : http://www.journalismjobs.com/index.php Email : contact@journalismjobs.com Career Services	N	1
31	Lawson State Community College 3060 Wilson Road SW Birmingham, Alabama 35211 Phone : 205-929-3514 Url : http://www.lawsonstate.edu/student_services/career Email : krankin@lawsonstate.edu Kristie Rankin Swinsick	N	0
32	LinkedIn.com 2029 Stierlin Court Mountain View, California Career Services Manual Posting	N	3

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
33	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
34	Medill At Northwestern University School of Journalism 1845 Sheridan Road Evanston, Illinois 60628 Phone : 847-491-2049 Url : http://www.medill.northwestern.edu/career-services Career Services Manual Posting	N	0
35	Miles College Post Office Box 3800 Birmingham, Alabama 35208 Phone : 205-929-1708 Url : https://www.miles.edu/student-services/5/office-of Email : kmoore@miles.edu Kim Moore	N	0
36	Mississippi State University 300 Montgomery Hall Mississippi State, Mississippi 39762 Url : https://msstate-csm.symplicity.com/employers/ College Recruiter Manual Posting	N	0
37	Montgomery Chamber of Commerce 41 Commerce St P.O Box 79 Montgomery, Alabama 36101 Phone : 334-834-5200 Url : http://www.montgomerychamber.com/ Career Services Manual Posting	N	0
38	Morehouse College 830 Westview Drive Atlanta, Georgia 30314 College Recruiter 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
39	National Association of Hispanic Journalists Nat'l Press Bldg. 529 14th Street NW Washington, District of Columbia 20045 Phone : 888-975-1386 Url : http://www.nahjcareercenter.com/ Career Services Manual Posting	N	0
40	Oakwood University 7000 Adventist Blvd NW Huntsville, Alabama 35896 Phone : 256-726-7134 Url : http://www.oakwood.edu/ou-life/career-services Email : careerservices@oakwood.edu Career Services	N	0
41	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
42	Savannah College of Art and Design 516 Drayton Street Savannah, Georgia 31401 Url : https://scad-csm.symplicity.com/employers/index.php College Recruiter Manual Posting	N	0
43	Spelman College 350 Spelman Lane SW Atlanta, Georgia 30314 Phone : 404-681-3643 Url : http://www.spelman.edu/career-center Email : tireland@spelman.edu Toni Ireland	N	0
44	Stillman College Post Office Box 1430 Tuscaloosa, Alabama 35403 Phone : 205-366-8121 Url : http://www.stillman.edu/student_life/career_servic Email : twashington@stillman.edu Tasha Washington	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
45	Tuscaloosa Chamber of Commerce 2201 Jack Warner Blvd Building C Tuscaloosa, Alabama 35401 Phone : 205-758-7588 Url : http://www.tuscaloosachamber.com/ Email : lena@tuscaloosachamber.com LeNa Powe	N	0
46	TVB 120 Wall Street, 15th Floor New York, New York 10005 Phone : 212-935-5631 Url : http://www.tvjobs.tvb.org/ Career Services Manual Posting	N	0
47	TVJobs P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com/ Email : jobs@tvjobs.com Career Services	N	1
48	University of Alabama Post Office Box 850172 Tuscaloosa, Alabama 35487 Phone : 205-348-2691 Url : http://career.ua.edu/ Email : ljohnson@sa.ua.edu Linda Johnson	N	0
49	University of Alabama at Birmingham 1401 University Blvd Heritage Hall, Bldg 302 Birmingham, Alabama 35294 Phone : 205-934-4470 Url : http://www.uab.edu/careerservices/ Email : stewhamp@uab.edu Rita Stewart-Hampton	N	0
50	University of Alabama-Huntsville 301 Sparkman Drive Huntsville, Alabama 35899 Phone : 256-824-3297 Url : http://www.uah.edu/ssc/career-support Email : arb0031@uah.edu Anastasia Byler	N	0

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51	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	0
52	University of Georgia Clark Howell Hall Athens, Georgia 30602 Phone : 704-542-3375 Url : http://www.career.uga.edu/ Email : bjbagley@uga.edu Career Services	N	0
53	University of Missouri 201 Student Success Center 909 Lowery Hall Columbia, Missouri 65211 Phone : 573-882-6801 Url : http://career.missouri.edu/ Career Services Manual Posting	N	0
54	University of Mobile 5735 College Parkway Mobile, Alabama 36613 Phone : 251-442-2877 Url : http://www.umobile.edu Email : success@umobile.edu Career Services	N	0
55	University of Montevallo 75 College Drive Montevallo, Alabama 35115 Phone : 205.665.6262 Url : https://www.montevallo.edu/campus-life/student-ser Email : Career@montevallo.edu College Recruiter	N	0
56	University of North Carolina Chapel Hill CB#5140, 219 Hanes Hall Chapel Hill, North Carolina 27599 College Recruiter Manual Posting	N	0

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57	University of North Carolina Greensboro 1400 Spring Garden Street Greensboro, North Carolina 27412 College Recruiter Manual Posting	N	0
58	University of South Alabama 307 University Blvd MH 2100 Mobile, Alabama 36688 Phone : 251-460-6188 Url : http://www.southalabama.edu/careerservices/ Email : careerservices@outhalabama.edu Career Services	N	0
59	University of South Carolina 1322 Greene Street Columbia, South Carolina 29208 College Recruiter Manual Posting	N	0
60	University of Southern Mississippi 118 College Drive #5014 Hattiesburgh, Mississippi 39406 College Recruiter Manual Posting	N	0
61	University of Tennessee 100 Dunford Hall 915 Volunteer Blvd Knoxville, Georgia 36877 Phone : 865-974-7791 Url : http://career.utk.edu/ Mary Mahoney Manual Posting	N	0
62	WorkFaith Birmingham 7504 Division Avenue Birmingham, Alabama 35206 Phone : 205-545-5000 x102 Url : www.workfaithbhm.org Email : rolanda.warren@gmail.com Rolanda Warren	Y	0
63	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			44

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	12/11/2019	Establishment of an intern program designed to assist members of the community	Intern, name redacted was taught how to shoot, write and edit her own stories for her resume reel.	4	News Director Asst News Director Director of Ops Reporter
2	1/13/2020	Establishment of an intern program designed to assist members of the community	Intern, name redacted shadowed reporters, photographers and producers and learned critical skills to help them pursue a career in broadcasting. The intern completed their internship with a resume reel focused on stories they produced during their time at the station.	8	News Director Operational Director Assistant News Director Reporter
3	1/13/2020	Establishment of an intern program designed to assist members of the community	Intern, name redacted shadowed reporters, photographers and producers and learned critical skills to help them pursue a career in broadcasting. The intern completed their internship with a resume reel focused on stories they produced during their time at the station.	8	News Director Operational Director Assistant News Director Reporter
4	1/13/2020	Establishment of an intern program designed to assist members of the community	Intern, name redacted shadowed reporters, photographers and producers and learned critical skills to help them pursue a career in broadcasting. The intern completed their internship with a resume reel focused on stories they produced during their time at the station.	8	News Director Operational Director Assistant News Director Reporter
5	2/5/2020	Participation in events or programs sponsored by educational institutions	Cynthia Johnson, Program Manager & Executive Assistant met with 20 students in grades 5th-8th at Hayes K-8 School on Wednesday, February 5, 2020 at 10:30AM. Students toured the station, met with key employees that discussed what their job duties entail and watched the midday newscast.	5	Program Manager/Executive Assistant Anchor General Sales Manager Meteorologist
6	2/5/2020	Participation in other activities designed by the station employment unit	Students from Hayes asked questions and learned how the day to day job of putting on the newscast. This tour allowed these young students apply what they learned and use it in their daily news broadcast in their school.	5	Program Manager/Executive Assistant Anchor Meteorologist General Sales Manager
7	2/19/2020	Participation in events or programs sponsored by educational institutions	Meet with university students to network and talk about careers in broadcasting. February 19, 2020 at the University of Montevallo	3	Chief Photographer Photographer Digial Editor

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
8	5/15/2020	Provision of training to management	<p>The Covid-19 crisis is affecting nearly every aspect of the economy – and that includes the workforce.</p> <p>In a special virtual event in our Filling the Gap series, the BBJ will host a panel of experts who will talk about the challenges and opportunities created by the crisis, how local employers and workforce initiatives are responding and the roles companies, educators and others can play to ensure Birmingham comes out of the crisis as strong as possible.</p>	3	General Sales Manger Local Sales Manager Digital Sales Manager
9	6/17/2020	Establishment of training programs for station personnel	<p>The Harvard Leadership Development Program is designed to train and develop hand selected managers and potential leaders for future career advancement and leadership roles within Hearst Television. This development program is a comprehensive 14 week training with defined training program topics and follow up coursework. Training program objectives are tracked by the human resources team and reported to corporate management. After successful completion of the Harvard Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles.</p>	1	Local Sales Manager
10	7/13/2020	Participation in job banks, internet programs and other programs designed to promote outreach	<p>Emma Bowen Foundation virtual conference and job fair. Professionals and Emma Bowen Foundation alumni talked about jobs and careers in broadcasting. July 13-15, 2020</p>	1	Producer

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
11	7/13/2020	Establishment of training programs for station personnel	The Harvard Leadership Development Program is designed to train and develop hand selected managers and potential leaders for future career advancement and leadership roles within Hearst Television. This development program is a comprehensive 14 week training with defined training program topics and follow up coursework. Training program objectives are tracked by the human resources team and reported to corporate management. After successful completion of the Harvard Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles.	1	Business/ HR Manger
12	8/5/2020	Participation in job banks, internet programs and other programs designed to promote outreach	Participated in the NABJ/NAHJ Virtual Conference and interviewed reporters/anchors about opportunities in broadcasting and Hearst Television. Provided feedback on current resume reels. Also agreed to an informal mentorship with at least one of the candidates to provide feedback on work performance.	1	News Director
13	8/27/2020	Provision of training to management	The next event in the BBJ's Filling the Gap series will focus on how metro Birmingham businesses and organizations can rethink their hiring strategies to improve the diversity and inclusion of their organizations. The event will explore tangible changes and actions employers can make to hire, retain and attract diverse talent.	7	President & General Manager General Sales Manager News Director Chief Engineer
14	8/31/2020	Participation in job banks, internet programs and other programs designed to promote outreach	ABA provided a virtual job fair to provide general information about the kinds of careers that are available in broadcasting. Each station that participates are required to promote the event through PSA's.	5	President & General Manager News Director Creative Service Director Chief Engineer

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15	9/15/2020	Participation in scholarship programs	WVTM participated in the Bama Blitz donation to C&IS. The donation that WVTM made will help establish and fund the C&IS Student Services Gift Fund. These funds will help students with financial hurdles in three areas: 1. Tuition 2. Course materials 3. Living expenses	1	President & General Manager
16	9/21/2020	Participation in events or programs sponsored by educational institutions	President & General Manager, Susana Schuler, was a guest speaker for the University of Alabama Media Management class. Susana did a 20-30 min. virtual interview about her work, company and some of her experiences in her various television management positions.	1	President & General Manager
17	9/22/2020	Participation in other activities designed by the station employment unit	Email exchange with aspiring journalist that is a current student at Urban One in Cincinnati.	1	News Director
18	10/2/2020	Participation in events or programs sponsored by educational institutions	President and General Manager, Susana Schuler, did an interview with senior Mass Communication student. name redacted at the University of Montevallo. Susana was asked questions about her management style and WVTM's personnel procedures.	1	President & General Manager
19	10/24/2020	Participation in Job Fairs	News Director was on the NLGJA panel talking to journalists on the challenges of covering the news during a pandemic. Panel was called "Work from Home....Forever?"	1	News Director
20	11/4/2020	Participation in events or programs sponsored by educational institutions	President & General Manager participated in class discussion with Newhouse School of Communication seniors at Syracuse University.	1	President & General Manager