

WNCF(TV), WBMM(TV)
EEO PUBLIC FILE REPORT
December 1, 2007–November 30, 2008

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
Sports Anchor	1-24, 26-27	10
Sales Assistant	1-9, 11-24, 26-27, 30	30
Account Executive	1-24, 26-27	24
Account Executive	1-24, 26-27	27
Account Executive	1-27	25
Account Executive	1-24, 26-27	24
Master Control Operator	1-9, 11-24, 26-27	27

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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	Ms. Sharon Brooks Auburn University Montgomery 7400 East Drive Montgomery, AL 36193 334-244-3424	Y	0
2	Mr. Jim Randolph H. Councill Trenholm Technical College 1125 Air Base Blvd. Montgomery, AL 36108 334-420-4200	Y	0
3	Ms. Nancy Bernard Career Services Auburn University 303 Martin Hall Auburn, AL 36849 334-844-4944	Y	0
4	Mrs. J.R. Carr Montgomery Improvement Association P.O. Box 9612 Montgomery, AL 36108 334-265-6262	Y	0
5	Mr. Dick Solomon Director of Career Placement Faulkner University 5345 Atlanta Highway Montgomery, AL 36193 334-386-7512	Y	0
6	Cindi McGee Alabama Broadcasters Association 1361 Alford Ave. Suite 201 Birmingham, AL 35226 205-979-1690 <i>Source places postings on association website.</i>	Y	4
7	Ms. Carolyn Walker Montgomery Employment Service 1060 East South Blvd. Montgomery, AL 36116 334-286-1746	Y	0

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8	Ms. Hope Pinkerton Human Resources Center Huntingdon College 1500 E. Fairview Ave. Montgomery, AL 36194 334-833-4222	Y	0
9	Montgomery Advertiser Brenda Jackson 425 Molton St. Montgomery, AL 334-264-4561	N	1
10	Tvjobs.com Broadcast Employment Service P.O. Box 4116 Oceanside, CA 92052 www.tvjobs.com	N	4
11	CareerBuilder.com 8420 West Bryn Mawr Ave. Chicago, IL 60631 773-527-3600 www.careerbuilder.com	N	0
12	Ms. Sarah Stringer Career Development and Replacement Carnegie Hall, 3 rd Fl. Tuskegee, AL 36088 334-727-3031 334-727-0084	N	0
13	Lynn Beshear Envision 20/20 600 S. Court St. Ste. 311 Montgomery, AL 36104 334-269-0224	Y	0
14	Ms. Ella Tucker Office of Career Services Alabama State University Montgomery, AL 36101-0271 334-229-4156	N	0
15	Vaughncile Ftizpatrick Mt. Zion AME Zion Church 455 West Jeff Davis Ave. Montgomery, AL 36104 334-265-9361	Y	0

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16	Anna Buckalew Montgomery Chamber of Commerce 41 Commerce St. Montgomery, AL 36101 334-834-5211	N	0
17	Christian Job Exchange Rudy Heintzelman Frazer Memorial United Methodist Church 6000 Atlanta Highway Montgomery, AL 36117 334-272-8622	N	0
18	Ms. Lee Ann Thrasher Manpower 3447-H McGehee Pl., Dr., South Montgomery, AL 36117 334-281-4441	Y	0
19	Mr. Aaron Taylor Troy State University Television Department Wallace Hall Troy, AL 36082 334-670-3100	Y	0
20	Ms. Pat Brynside South University 5355 Vaughn Rd. Montgomery, AL 36082 334-395-8800	Y	0
21	Mr. Jim Oakley, Jr. University of Alabama P.O. Box 870172 Tuscaloosa, AL 35487 205-348-3836	Y	0
22	Central Alabama Opportunities Industrialization Center Sylvia Harper 3005 Fairview Place Montgomery, AL 36108 334-265-1594	N	0
23	Mr. Daryl Watkins Montgomery-Tuskegee Times/Westside Weekly 525 Augusta Ave. Montgomery, AL 36111 334-280-2444	N	0
24	Employee Referrals	N	3
25	Non-Employee Referrals	N	1
26	Walk-Ins	N	1
27	WNCF(TV) On-Air Announcements	N	3

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28	Debra Gardner Blair Staffing 4178 Lomac St. Montgomery, AL 36106 334-271-1666	N	0
29	Mark Free Aspire Staffing Inc. 1113-C Perry Hill Road Montgomery, AL 36109 334-396-3714	N	0
30	Chad Thomason Snelling Personnel 3001 Zelda Road Montgomery, AL 36106 334-270-0100	N	1
TOTAL INTERVIEWEES OVER REPORTING PERIOD			18

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Program	<p>The stations' internship program allows qualified students the opportunity to gain hands-on experience in a functioning broadcast television environment. Guidelines have been established to ensure that the internship experience is of the utmost value to the students while also meeting station needs.</p> <p>During Summer 2008, a student from Auburn University Montgomery interned in the Creative Services Department. This intern went out on commercial shoots with Creative Services, and helped in editing and producing public service announcements and promotional spots for both WNCF and WBMM.</p> <p>In addition, two Auburn University students interned in the Sports Department during the reporting period. The stations hosted one summer intern beginning in May 2008 and another intern from August to December 2008. Both interns gained experience shooting, editing, writing, and producing live nightly sports segments for WNCF and sports packages for WBMM. By the conclusion of their internships, the students will have acquired detailed knowledge concerning how sports programming is put together and how a TV station is run.</p>
2	Job Fair	<p>On January 24, 2008, our Master Control Supervisor and Promotions Manager participated in a job fair at Auburn University Montgomery. Station participants discussed job openings and internships at the stations with interested candidates and handed out applications.</p>
3	Job Fair	<p>On March 18, 2008, our Promotions Manager and Master Control Supervisor participated in the Alabama State University Career Spring Fair. Station participants spoke to individuals interested in employment at the stations, handed out information about the company, discussed internship opportunities, distributed promotional items, and provided interested parties with job applications.</p>
4	Job Fair	<p>On September 25, 2008, our Promotions Manager and Master Control Supervisor participated in a Career Fair at the University of Alabama in Tuscaloosa. They spoke to students about careers in broadcasting, answered questions, distributed station information and job applications, and collected applications from attendees.</p>
5	Scholarship Program	<p>WNCF is a partner with the Alabama Broadcasters Association's Education Foundation, which was established to further broadcast studies in the state of Alabama. Alabama Broadcasters Association scholarships are awarded through the foundation. This year, WNCF publicized the scholarship program via on-air announcements.</p>

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
6	Event or program sponsored by educational institution relating to career opportunities in broadcasting	On February 27, 2008, our General Manager gave a presentation to a Broadcast Advertising and Sales class at Alabama State University. The General Manager spoke to the class about careers in broadcast sales, marketing, and promotions; fielded questions from students; and spent one-on-one time discussing broadcasting with some of the students.
7	Event or program sponsored by educational institution relating to career opportunities in broadcasting	On February 1, 2008, the stations hosted four students from Lee High School, Jefferson Davis High School, Carver High School, and the Job Corps Center who are interested in the broadcast industry. The students toured the stations and then shadowed employees in our Promotions, Sales, Creative Services, Engineering, and Master Control departments. The students made their television debuts as they reported the sports stories on the “Ten at Ten” nightly newscast. Station staffers also answered students’ questions about the broadcast industry.
8	Event or program sponsored by educational institution relating to career opportunities in broadcasting	On March 19, 2008, our Promotions Director participated in Career Day at Fort Dale Academy in Greenville, Alabama. She spoke to the students about careers in broadcasting and the classes that they would need to take in college to earn their degrees.
9	List upper-level openings in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities	WNCF and WBMM post each job opening in the Alabama Broadcasters Association job bank.
10	Job Fair / Other activity designed by the station employment unit to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities	On June 12, 2008, WBMM held a Career Fair at Auburn University Montgomery in search of young adults between the ages of 19 to 25 to be the new faces of our station. Of the 55 individuals who auditioned for “The Crew,” five were signed on to perform on-camera work, assist in casting calls, and promote the station.