

EEO PUBLIC FILE REPORT

FOR

STATION WHDF TV
Florence, Alabama

This EEO Public File Report
Covers the Period
December 1, 2015-November 30, 2016

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WHDF's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one year ending on November 30, 2016 the station filled the following full-time vacancies:

Account Executive 8/15/2016

The station interviewed a total of 5 persons for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Alabama State University	0
Calhoun Community College	0
Fortis College	0
Heritage Christian University	0
Miles College	0
NAACP Limestone County Branch	0
NAACP State Conference	0
Northeast Alabama Community College	0
Northwest Shoals (Phil Campbell Campus)	0
Northwest Shoals (Muscle Shoals Campus)	0
Oakwood College	0
University of Alabama Huntsville	0
University of West Alabama	0
VA College	0
Station Website (thevalleyscw.tv)	1
Internal Referral	2
Indeed.com	2
Lockwood Broadcast Group Website	0

Attachment A contains the following information for each full-time vacancy:

- ! The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- ! The recruitment source that referred the hiree for each full-time vacancy;
- ! The total number of persons interviewed for each full-time vacancy; and

! The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Account Executive

Recruitment Source That Referred the Hiree: WHDF Website

Date Vacancy Opened: 4/1/2016

Total Number of Persons Interviewed for the Vacancy: 5

Date Vacancy Filled: 8/15/2016

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Alabama State University	915 S. Jackson Street Montgomery, AL 36104	Jeremy Hodge	334.229.4156	0	Yes
Calhoun Community College	Career Services P.O. Box 2216 Decatur, AL 35609 nas@calhoun.edu	Nancy Sartin Dr. John Colagross	256.306.2631	0	No
Fortis College	7033 Airport Blvd Mobile, AL 36608	Laura Pinion	251.344.1203	0	Yes
Heritage Christian University	P.O. Box HCU Florence, AL 35630	Dr. Bill Bagents	800.367.3565	0	no
Miles College	5500 Myron Massey Blvd Fairfield, AL 35064	Bala Baptiste	205.929.1485	0	Yes
NAACP Limestone County Branch	PO Box 1071 Athens, AL 35612	Bernard Simelton	256.216.5668	0	Yes
NAACP State Conference	PO Box 866 Athens, AL 35612		256.444.1300	0	Yes
Northeast Alabama Community College	PO Box 159 Rainsville, AL 35986	Dara Patterson	256.638.4418	0	Yes
Northwest Shoals CC Muscle Shoals Campus	Muscle Shoals Campus PO Box 2545 Muscle Shoals, AL 35662		256.331.5200		No
Northwest Shoals CC Phil Campbell Campus	2080 College Road Phil Campbell, AL 25581 Carolyn@nwss.edu	Carolyn Fincher	256.331.6200	0	No
Oakwood College	Student Services 7000 Adventist Blvd Huntsville, AL 35896	Dedrick Blue	256.726.7000	0	No

University of Alabama Huntsville	Career Counseling 117 Engineering Bldg Huntsville, AL 35899	John R. Shrout	256.824.6612	0	No
University of West Alabama	UWA Station 29 Livingston, AL 35470	Tammy White	205-652-3651	0	Yes
VA College	2021 Drake Ave SW Huntsville, AL 35801	Tina Hunt	256-533-7387	0	No
Lockwood Broadcast Group Website	Lockwoodbroadcastgroup.com	Danny Woodruff	804-672-6565	0	No
Station webpage	Thevalleyscw.tv	Danny Woodruff	804-672-6565	1	No
Internal Referral		Maryann Balbo	256-536-1550	2	No
Indeed.com		Maryann Balbo	NA	2	No

MENU OPTION ACTIVITIES

Station WHDF has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
6	Participation in job banks, Internet programs designed to promote outreach generally	<p>WHDF created and aired announcements that encouraged viewers interested in pursuing a television career to utilize the website job bank of the Alabama Broadcasters Association in order to learn of broadcasting careers at member stations. The announcements ran throughout the year.</p> <p>WHDF also promotes these job banks with a link from the station's website to the Alabama Association website/job bank.</p> <p>All the station vacancies are posted on WHDF's website-job bank.</p>
9	Establishment of a mentoring program for station personnel;	<p>The General Manager established a training program where she established mentoring for new Account Executives whereby they make the jump from selling new business accounts to larger agency accounts. The General Manager also had all sales people attend the April 19, 2016 seminar sponsored by the ABA called the ABA Sales Training tour which helped new sales people learn more about writing and conducting Client Needs Analysis and crafting and delivering presentations. The sales team also attended the November 16, 2016 ABA sponsored "How to Talk Advertising" event which instructed and mentored sales people on how to better master the art of sales. Several Account Executives have transitioned to larger agency accounts through this mentorship program.</p>

14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;	The station's Business Manager attended a webinar on August 31, 2016 titled "Preventing Discrimination Claims: Who is Protected and how to Maintain Compliance." This webinar was sponsored by Littler Mendelson. It covered a wide variety of issues regarding discrimination and EEO compliance.
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* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;.
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;

Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.