EEO PUBLIC FILE REPORTS

FOR

WVUA / WUOA-CD

TUSCALOOSA, ALABAMA

Attached EEO Public File Report
Cover the Period
December 1, 2018 to November 30, 2019

*** Pursuant to the FCC's Public Notice, DA 03-1046, released March 31, 2003, March 10, 2003 was the effective date of the new rules.**

Equal Employment Opportunity Public File Report

WVUA / WUOA-CD
TUSCALOOSA, ALABAMA

Recruitment Activity Summary
December 1, 2018 - November 30, 2019

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

1. Total Full-Time Vacancies (5)

During the period ending on November 30, 2019, the Stations filled the following full-time vacancies:

TV Account Executive, (2)
TV Sports Manager, (2)
TV General Sales Manager

2. Total Interviewees for Full-Time Vacancies

The stations reviewed 52 applications and interviewed 15 qualified applicants for all reportable full-time vacancies during the period covered in this report.

3. Recruitment Sources

The stations have an Equal Opportunity Program and Job Program for use in filling vacancies and making other employment decisions. It is our policy to provide equal opportunity to all qualified individuals without regard to race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

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

Recruitment Source	Total Number of Applicants
Alabama Broadcasters Association List Serve	
University of Alabama Job Site	52
Monster.com	
LinkedIn	
Mandy.com	
WVUA Facebook and Twitter pages	
TVjobs.com	

National Assoc. of Black Journalist	
Society of Professional Journalists	
TV Technology	
Historically Black Colleges; see attachment for full details	
*Note: As applications are entered on line, even if a walk-in applicant, & as applicants are not required to respond as to source of awareness of the opening.	

4. Supplemental Information

Exhibit 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.

Exhibit B contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

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If you have questions concerning this Report, contact: Elizabeth Brock*.

* Management level staff member

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **TV General Sales Manager**
Recruitment Source that Referred the Hiree: **UA Job site**
Total Number of Applicants for the Vacancy: **12**
Total Number of persons interviewed for the Vacancy: **5**

Recruitment Sources Used to Fill the Vacancy

Recruitment Source **(Name, Address, Contact Person, Telephone Number)**	**Total Number of Applicants / Interviewees Referred by the Source for the Vacancy**	**Did The Source Request Notification?**
Stations' Internet Web Site Employment Sections University of Alabama Employment Job Site Contact Person: Diane Craig, Service Center Manager, University of Alabama Department of Human Resources – 205-348-7733 – Box 870364 – G -69 Rose Administration Building, Tuscaloosa, Alabama 35487	12 Applicants 5 Interviewed	N/A
LinkedIn	0	N/A
Facebook/Twitter	-----	No
Historically Black Colleges; see attachment for full details	-----	No
Monster.com		No
Local Radio Stations		No

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **TV Account Executive – 2 vacancies filled**
Recruitment Source that Referred the Hiree: **UA Job site**
Total Number of Applicants for the Vacancy: **14**
Total Number of persons interviewed for the Vacancy: **4**

Recruitment Sources Used to Fill the Vacancy

Recruitment Source **(Name, Address, Contact Person, Telephone Number)**	**Total Number of Applicants / Interviewees Referred by the Source for the Vacancy**	**Did The Source Request Notification?**
Stations' Internet Web Site Employment Sections University of Alabama Employment Job Site Contact Person: Diane Craig, Service Center Manager, University of Alabama Department of Human Resources – 205-348-7733 – Box 870364 – G -69 Rose Administration Building, Tuscaloosa, Alabama 35487	14 Applicants 4 Interviewed	N/A
LinkedIn	0	N/A
Facebook/Twitter	-----	No
Historically Black Colleges; see attachment for full details	-----	No
Monster.com		No
Local Radio Stations		No

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **TV Sports Manager**
Recruitment Source that Referred the Hiree: **UA Job Site**
Total Number of Applicants for the Vacancy: **14**
Total Number of persons interviewed for the Vacancy: **5**

Recruitment Sources Used to Fill the Vacancy

Recruitment Source **(Name, Address, Contact Person, Telephone Number)**	**Total Number of Applicants / Interviewees Referred by the Source for the Vacancy**	**Did The Source Request Notification?**
Stations' Internet Web Site Employment Sections University of Alabama Employment Job Site Contact Person: Diane Craig, Service Center Manager, University of Alabama Department of Human Resources – 205-348-7733 – Box 870364 – G -69 Rose Administration Building, Tuscaloosa, Alabama 35487	14 Applicants 5 Interviewed	N/A
Monster.com	0	N/A
Facebook/Twitter	------	No
Historically Black Colleges; see attachment for full details	----	No
TVJobs.com		No
Alabama Broadcasters Association		No
JournalismJobs.com		No
LinkedIn		No

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **TV Sports Manager**
Recruitment Source that Referred the Hiree: **UA Job Site**
Total Number of Applicants for the Vacancy: **12**
Total Number of persons interviewed for the Vacancy: **1**

Recruitment Sources Used to Fill the Vacancy

Recruitment Source **(Name, Address, Contact Person, Telephone Number)**	**Total Number of Applicants / Interviewees Referred by the Source for the Vacancy**	**Did The Source Request Notification?**
Stations' Internet Web Site Employment Sections University of Alabama Employment Job Site Contact Person: Diane Craig, Service Center Manager, University of Alabama Department of Human Resources – 205-348-7733 – Box 870364 – G -69 Rose Administration Building, Tuscaloosa, Alabama 35487	12 Applicants 1 Interviewed	N/A
Facebook/Twitter	-----	No
Historically Black Colleges; see attachment for full details		No
NABJ		No
Monster.com		No
TVjobs.com		No
Alabama Broadcaster's Association		No
LinkedIn		No

EXHIBIT B

SUPPLEMENTAL INITIATIVE DESCRIPTION FORM

WVUA23/WUOA-CD is a commercial television station owned and operated by The University of Alabama, College of Communication and Information Sciences as a laboratory for students and an advanced training center for those seeking employment in the broadcast industry. The College and WVUA23/WUOA-CD participate in numerous outreach activities on a daily basis, designed to educate and inform members of the community and the student community about careers in broadcasting. WVUA23/WUOA-CD prepares students by providing the skills necessary for them to obtain employment in the broadcasting field upon graduation.

Year: 2018/2019

Initiative Title: WVUA23/WUOA-CD Internship Programs

Description of Initiative:

The University of Alabama owns and operates WVUA23/WUOA-CD through its College of Communication and Information Sciences.

Throughout the period of this report, WVUA23/WUOA-CD maintained paid and un-paid internship programs to assist students in acquiring broadcast television skills.

WVUA23/WUOA-CD have established internships in the following areas:

- Creative Services, News, Sports, Production, Promotion, Weather, Graphic Arts, and Sales and Marketing.
- During this period, the station served 28 students through internships that provided students with 4,500 hours of hands-on experience
- Interns primarily come from the University of Alabama, but we also encourage interns from Stillman College, Shelton State Community College, and Mississippi State University to participate in the Creative Services, News, Production, and Sales departments.
- Most internships at the stations are without pay and an unpaid internship applicant must be currently enrolled in an accredited institute of higher learning and must be eligible to receive academic credit for the internship.
- The station also provides paid internships for students seeking to move into the broadcasting field.

Year: 2019

Initiative Title: University of Alabama Work/Study Career Fair

Description of Initiative:

August 2019 station staff attended the University of Alabama Work Study Career Fair to inform students about job openings at WVUA23/WUOA-CD.

Year: 2018/2019

Initiative Title: Community Outreach to Schools, Colleges, and Organizations

Description of Initiative:
Station staff members participate in educational events and make presentations about their careers year-round. The following are some of the activities in which they participated:
The College of Information and Sciences Career exhibit as well as classroom talks at the University of Alabama. WVUA23/WUOA-CD also participates in the yearly Health fair at Shelton St with a booth and local anchors reporters meeting the public. We are continuing a program with the Department of Health/Sciences and a weekly segment called Health Matters in hopes of educating the public on health.

Year: 2018/2019

Initiative: Community Service to Citizens/City of Tuscaloosa

Description of Initiative: Provide community service to citizens of Tuscaloosa and surrounding communities by daily local newscasts and televising local events such as the Christmas parade and local charitable events. Local organizations that we work closely with include Temporary Emergency Services and Habitat for Humanity. The 5pm newscast second block is formatted to be a community service segment to allow these groups to get the word out.

Year: 2018/2019

Initiative Title: WVUA23/WUOA-CD Training and Mentoring Program

Description of Initiative: The management and professional staff at WVUA 23 and WVUA-CD mentor and train both students and employees in all aspects of the television station operation. As these students and employees advance in their skills, thanks to this daily mentoring, they are allowed to grow beyond their current positions. This has allowed many of our students to move from the paid student intern program into a regular paid professional position at the station and many unpaid student interns to move into the paid intern program.

Special Note:

Educating the public about broadcasting, the work done by broadcasters, and how to pursue a career in broadcasting, is a priority here at WVUA23/WUOA-CD simply because of our mission as an educational institution. From teaching children about severe weather safety and how they can become meteorologists, to providing behind-the-scenes tours of our facility and explaining broadcasting careers, here is an example of the work done by staff members:

Year: 2018/2019

Initiative Title: "Anchors in the Schools"

Description of Initiative: This off-air effort has news and weather anchors visiting numerous schools to read and share their ideas and thoughts about careers in broadcasting and about the importance of learning to read and obtaining a good education. WVUA23/WUOA-CD averages 2-3 school talks a month. We also mentor with the local Tuscaloosa City Schools career center on working with the student run TV station and helping train them.

Year: 2018/2019

Initiative Title: "WVUA23 Weather in the Classroom"

Description of Initiative: This initiative allows our meteorologists the opportunity to visit with school children across West Alabama to inform them about the weather and what it takes to be a TV Weathercaster. The chief meteorologist also talks with several local organizations in the area as well as providing weather information for the university events.

Year: 2018/2019

Initiative Title: Station Visits

Description of Initiative: The stations host visits to our studio by various community and school/college groups on a regular basis. The groups include local grade schools, Boy Scout groups, and Girl Scout groups, churches, and civic groups among others. As the students tour the facilities and observe the operations our professional and college student leaders share with them the many career opportunities in broadcasting.

In addition to the above, station management routinely meets with parents and students that are making career and college decisions. As these individuals tour the station they are told about what the station and college does and they are told about the future career opportunities in broadcasting.

WVUA23/WUOA-CD averages between 10-15 tours a month mainly with schools but also with prospective students and parents.

Year: 2018/2019

Initiative Title: Employee Training / University Policies

Description of Initiative: New Employee training, in-service training, and Web based information regarding University of Alabama's EEO efforts.

The University implements its Harassment Policy through preventive education and training and through procedures for investigating and resolving claims of harassment. Professional staff and students are required to participate in training programs which are offered by a variety of departments and divisions, including the Department of Human Resources. Hiring managers are instructed to review the University of Alabama Web based EEO policies.

Year: 2018/2019

Initiative Title: College of Communication and Information Sciences Scholarship Programs

Description of Initiative: WVUA23/WUOA-CD is part of the College of Communication and Information Sciences at the University of Alabama. The College offers numerous scholarships to students and nine scholarships specific to those students seeking to attend the Department of Journalism and Creative Media. J&CM is the department that the television station is most closely aligned with and where the majority of the students that participate in the paid and unpaid intern programs are registered.

These scholarships allow students that are contemplating going into some form of broadcasting to attend our college and thereby participate in the activities of the station.