

EEO Public File Report  
For  
Alabama Broadcasting Partners  
Stations WAKA(TV), Selma, Alabama and WBMM(TV),  
Tuskegee, Alabama  
AND  
WNCF(TV), Montgomery, Alabama  
Licensed to Channel 32 Montgomery, LLC and SSA'd  
with  
Alabama Broadcasting Partners

This EEO Public File Report  
Covers the Period  
December 1, 2023 through November 30, 2024

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 hire for each full-time agency;
- < The total number of person 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.

## EEO PUBLIC FILE REPORT

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

During the one-year period ending November 30, 2024, the station filled the following full-time vacancies:

News Producer (2)  
Meteorologist/MMJ  
Promotions/Sales Assistant  
General Manager /GSM

The station interviewed a total of 11 people 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:

Recruitment Source	Total Number of Interviewees Referred
Alabama Broadcasters Association	
app.joinhandshake.com	
Indeed.com	2
LinkedIn.com	4
Ziprecruiter.com	
Spots N Dots	
TVJobs.com	
Ziprecruiter.com	
Huntingdon College	
WAKA Internship	
Internal Job Posting	
Employee Referral	3
Job Fairs	
Waka.com website	2

Job Title of Vacancy:

News Producer

Recruitment Source that Referred the Hiree:

Employee Referral

Date Vacancy Opened:

06/30/2023

Total Number of persons interviewed for the vacancy:

2

Date Vacancy Filled:

01/08/2024

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address:	Contact Person	Telephone Number	Total Number of Interviews Referred by the Source for the Vacancy	Did the Source Request Notification?
Alabama Broadcasters Association	2180 Parkway Lake Drive, Birmingham, AL 35244	Lesa Rice	205-979-1670		No
TVJobs.com	P.O. Box 4166, Oceanside, CA 92052	Mark Holloway	760-754-8177		No
Employee Referrals	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Depl. Head	334-271-8888	1	No
WAKA Internship Program	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Laura Ross	334-271-8888		No
Internal Job Posting	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Depl. Head	334-271-8888		No
Job Fairs		Laura Ross	334-271-8888		No
waka.com website	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Laura Ross	334-271-8888	1	No

Job Title of Vacancy:

Meteorologist/MMJ

Date Vacancy Opened:

08/31/2023

Date Vacancy Filled:

05/15/2024

Recruitment Source that Referred the Hiree:

waka.com website

Total Number of persons interviewed for the vacancy:

1

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 Broadcasters Association	2180 Parkway Lake Drive, Birmingham, AL 35244	Lesa Rice	205-979-1670		No
LinkedIn	www.linkedin.com				No
TVJobs	www.tvjobs.com	Mark Holloway	tvjobs.com		No
Handshake	www.handshake.com				No
Indeed	www.indeed.com				No
Intra-Office Job Posting	Bahakel, WFXB, WBLI, WOLO				No
Employee Referrals	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Dept. Head	334-271-8888		No
WAKA Internship Program	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Laura Ross	334-271-8888		No
Internal Job Posting	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Dept. Head	334-271-8888		No
Job Fairs		Laura Ross	334-271-8888		No
waka.com website	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Laura Ross	334-271-8888	1	No

Job Title of Vacancy: Promotions/Sales Assistant  
Date Vacancy Opened: 06/11/2024  
Date Vacancy Filled: 07/08/2024

Recruitment Source that Referred the Hiree: Indeed.com  
Total Number of persons interviewed for the vacancy: 4

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 Broadcasters Association	2180 Parkway Lake Drive, Birmingham, AL 35244	Lesa Rice	205-979-1670		No
LinkedIn	www.linkedin.com			1	No
TVJobs	www.tvjobs.com	Mark Holloway	tvjobs.com		No
Indeed	www.indeed.com			2	No
Employee Referrals	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Dept. Head	334-271-8888	1	No
WAKA Internship Program	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Laura Ross	334-271-8888		No
Internal Job Posting	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Dept. Head	334-271-8888		No
Job Fairs		Laura Ross	334-271-8888		No
waka.com website	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Laura Ross	334-271-8888		No

Job Title of Vacancy: News Producer  
Date Vacancy Opened: 06/11/2024  
Date Vacancy Filled: 11/11/2024

Recruitment Source that  
Referred the Hire: LinkedIn  
Total Number of persons  
Interviewed for the vacancy: 2

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 Broadcasters Association	2180 Parkway Lake Drive, Birmingham, AL 35244	Lesa Rice	205-979-1670		No
LinkedIn	<a href="http://www.linkedin.com">www.linkedin.com</a>			1	No
TVJobs	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	Mark Holloway	<a href="http://tvjobs.com">tvjobs.com</a>		No
Indeed	<a href="http://www.indeed.com">www.indeed.com</a>				No
Employee Referrals	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Dept. Head	334-271-8888	1	No
WAKA Internship Program	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Laura Ross	334-271-8888		No
Internal Job Posting	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Dept. Head	334-271-8888		No
Job Fairs		Laura Ross	334-271-8888		No
waka.com website	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Laura Ross	334-271-8888		No

Job Title of Vacancy: General Manager/GSM  
 Date Vacancy Opened: 07/17/2024  
 Date Vacancy Filled: 09/09/2024

Recruitment Source that Referred the Hiree: LinkedIn  
 Total Number of persons interviewed for the vacancy: 2

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 Broadcasters Association	2180 Parkway Lake Drive, Birmingham, AL 35244	Lesa Rice	205-979-1670		No
LinkedIn	www.linkedin.com			2	No
TVJobs	www.tvjobs.com	Mark Holloway	tvjobs.com		No
Indeed	www.indeed.com				No
Intra-Office Job Posting	Bahakel, WFXB, WBBJ, WOLO				No
Employee Referrals	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Dept. Head	334-271-8888		No
WAKA Internship Program	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Laura Ross	334-271-8888		No
Internal Job Posting	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Dept. Head	334-271-8888		No
Job Fairs		Laura Ross	334-271-8888		No
waka.com website	120 Interstate Park Drive, Suite 100, Montgomery, AL 36109	Laura Ross	334-271-8888		No
Ziprecruiter	www.ziprecruiter.com				No



**Stations WAKA/WBMM has engaged in the following outreach activities during the year covered by this report:**

Type of Initiative	Brief Description
#1 Participation in Job Fairs	Josh Rainey, Asst. News Director attended job fairs on Mar. 12 at the University of West Georgia Career Fair; on April 3 at Auburn University Montgomery Spring Career Fair; on April 17 at the Troy University Hall School of Journalism Career Fair.
	Josh Rainey attended the University of Montevallo Communication Career Day with Carrington Cole on February 28, 2024.
#4 Participation in Career Days, workshops or similar activities	Chief Meteorologist Shane Butler took part in the National Weather Service and city of Selma Weather Awareness day on the Anniversary of the Selma, Alabama EF-2 Tornado on January 13. He was there with the Thunder Truck on display and handed out rain gauges. There were several hundred people in attendance.
	On March 13 Shane Butler, Chief Meteorologist spoke to Eastmont Baptist Church Home Schoolers about meteorology as a career to approximately 100 students.
	Morning News Anchors Savanna Sabb & Jerome Jones spoke to college students in a journalism class at Auburn Montgomery on April 5 about a career television broadcasting and their different job opportunities.
	Josh Rainey and Carrington Cole attended the Auburn University Mini Career Fair in Auburn, Alabama. On Sept. 25 Rainey and Cole also attended the Auburn University College of Liberal Arts Career Fair to meet with students enrolled in communications about jobs and careers in broadcasting.
#5 Internship Program / Job Shadowing	WAKA hosted 4 interns during the period for the Summer and Fall Semesters. Students from Baylor University, Troy University and the University of Alabama interned during the summer semester and 1 intern from Auburn University was during the fall semester. WAKA also hosted students from local schools who were interested in learning about broadcasting and news. We had 2 students from St. James School in Montgomery job shadow a news anchor and reporter for the day on November 22.

Stations WAKA/WBMM has engaged in the following outreach activities during the year covered by this report:

Type of Initiative	Brief Description
#12 Listing of Upper-Level job openings in job banks or media trade	Job vacancies are posted on Alabama Broadcasters Association Job Bank's website.
	Notice of upper level job openings were sent to historically black and female universities including Alabama A&M, Alabama State University, The University of West Alabama and Tuskegee University.
#8 Training Programs	Employees of various WAKA Departments are cross-trained in a variety of positions within the departments. Employees are trained on equipment by a designated instructor within the department and on occasion are placed on the schedule to work that particular role. This may qualify participants for higher level positions. (Ongoing)
	Sales Managers, Digital Sales Managers and Account Executives participated in monthly teleconference series of webinars and training programs focused on digital education and other skills. These are to further educate those and help them learn skills that could enhance their performance and ability to achieve higher level positions. (Ongoing)
	Andy Carr, Digital Sales Manager, participated in a monthly series of Zoom training with the Bahakel Digiteam from December, 2023 thru November 2024.
#14 EEO Training to Management	On July 25, 2024 WAKA Business Manager, Laura Ross and General Manager, Mark Smith attended a Webinar via Zoom hosted by attorneys Elizabeth Spainhour and Noah Hock of Brooks Pierce regarding the FCC EEO updates in rules, procedures and guidelines. These were reviewed so stations could be in compliance with recruitment practices, record keeping and filing of FCC EEO annual reports.

**Stations WAKA/WBMM has engaged in the following outreach activities during the year covered by this report:**

Type of Initiative	Brief Description
#10 Participation in events by Educational Institutions	<p>Chief Meteorologist Shane Butler attended the Elmore County School System STEM Day. He was the consulting Meteorologist and media advisor for the planned weather balloon launch that was held on different dates between September 5 and November 8. Around 200 students, school board members, local mayor and other dignitaries attended.</p>
#16 Other Activities	<p>Glenn Halbrooks, News Director represents the station at the Montgomery Rotary Club. Each attended weekly meetings and various events as a member of the Montgomery Rotary Club.</p>
	<p>WAKA Action 8 News sponsored a Golf Tournament on April 25, 2024 called Driving Out Homelessness at Lagoon Park. Many members of the News, weather and sales team participated in the tournament.</p>
	<p>WAKA Action 8 News held it's 10th Annual Tickled Pink Out Event to help raise funds and awareness for Breast Cancer Event September 28, 2024 at Montgomery Riverfront Stadium. Many vendors were on hand and participated in the event.</p>