

WBAL-AM, WBAL-TV, WIYY-FM
EEO PUBLIC FILE REPORT
June 1, 2019 - May 31, 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
Producer Open Date: 3/8/2019 Hire Date: 6/5/2019	1, 3-8, 10-14, 16-17, 19-20, 22-23, 25, 28-34, 36-37, 39-45, 47-50	13
Executive Producer Open Date: 4/12/2019 Hire Date: 1/7/2020	3-8, 10-12, 14-17, 19-20, 22-25, 28-37, 39-45, 47-50	24
Account Executive Open Date: 4/16/2019 Hire Date: 6/17/2019	1, 3-8, 10-12, 14, 16-17, 19-23, 25, 28- 34, 36-37, 39-45, 47-50	21
Sports Anchor Reporter Open Date: 5/6/2019 Hire Date: 8/5/2019	3-8, 10-12, 14, 16-17, 19-20, 22-23, 25, 28-34, 36-37, 39-45, 47-50	10
Account Executive Open Date: 5/10/2019 Hire Date: 11/1/2019	1, 3-8, 10-12, 14, 16-17, 19-20, 22-23, 25, 28-34, 36-37, 39-45, 47-50	10
National Sales Assistant Open Date: 5/22/2019 Hire Date: 7/1/2019	1, 3-8, 10-14, 16-17, 19-20, 22-23, 25, 28-37, 39-45, 47-50	13
Administrative Assistant Open Date: 5/31/2019 Hire Date: 8/26/2019	3-6, 10-12, 14, 16-17, 19-25, 28-34, 36- 45, 47-50	38
Producer Open Date: 6/14/2019 Hire Date: 7/29/2019	3-6, 10-14, 16-17, 19-20, 22-23, 25, 28- 34, 36-37, 39-45, 47-50	13
Photographer Editor Open Date: 6/20/2019 Hire Date: 7/22/2019	3-6, 10-12, 14, 16-17, 19-25, 28-34, 36- 37, 39-45, 47-50	10
Photographer Editor Open Date: 6/20/2019 Hire Date: 9/30/2019	3-6, 10-12, 14, 16-17, 19-25, 28-34, 36- 37, 39-45, 47-50	10
Photographer Editor Open Date: 6/20/2019 Hire Date: 8/26/2019	3-6, 10-12, 14, 16-17, 19-25, 28-34, 36- 37, 39-45, 47-50	10
Account Executive Open Date: 7/8/2019 Hire Date: 8/19/2019	1, 3-6, 10-12, 14, 16-17, 19-20, 22-23, 25, 28-34, 36-37, 39-45, 47-50	10
National Sales Manager Open Date: 7/9/2019 Hire Date: 8/19/2019	1, 3-6, 10-12, 14, 16-17, 19-20, 22-23, 25, 28-34, 36-37, 39-45, 47-50	10
Digital Editor Open Date: 7/10/2019 Hire Date: 7/29/2019	3-6, 10-12, 14, 16-17, 19-23, 25, 28-34, 36-37, 39-45, 47-50	21

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Account Executive Open Date: 7/10/2019 Hire Date: 9/3/2019	1, 3-6, 10-12, 14, 16-17, 19-20, 22-23, 25, 28-37, 39-45, 47-50	10
Reporter Open Date: 7/12/2019 Hire Date: 10/7/2019	3-6, 10-12, 14, 16-17, 19-20, 22-23, 25, 28-34, 36-37, 39-45, 47-50	10
Promotion and Marketing Manager Open Date: 7/18/2019 Hire Date: 10/28/2019	1, 3-4, 6, 10-17, 19-20, 22-23, 25, 28- 34, 36-37, 39-45, 47-50	15
Client Support Specialist Open Date: 8/22/2019 Hire Date: 9/18/2019	1, 3-4, 6, 10-12, 14, 16-17, 19-20, 22- 23, 25, 28-34, 36-37, 39-45, 47-50	10
Client Support Specialist Open Date: 8/22/2019 Hire Date: 11/4/2019	1, 3-4, 6, 10-12, 14, 16-17, 19-20, 22- 23, 25, 28-34, 36-37, 39-45, 47-50	10
Account Executive Open Date: 8/30/2019 Hire Date: 9/23/2019	1, 3-6, 10-12, 14, 16-17, 19-23, 25, 28- 34, 36-37, 39-45, 47-50	21
Account Executive Open Date: 8/30/2019 Hire Date: 1/17/2020	1, 3-6, 10-12, 14, 16-17, 19-23, 25, 28- 34, 36-37, 39-45, 47-50	10
National Client Support Specialist Open Date: 9/6/2019 Hire Date: 10/9/2019	1, 3-4, 6, 10-12, 14, 16-17, 19-20, 22- 23, 25, 28-34, 36-37, 39-45, 47-50	10
Promotions and Events Coordinator Open Date: 10/23/2019 Hire Date: 1/23/2020	1-6, 9-12, 14, 16-20, 22-23, 25-32, 34, 36-37, 39-49	9
News, Talk and Sports Producer Open Date: 10/28/2019 Hire Date: 1/6/2020	2-6, 10-12, 14, 16-23, 25-32, 34, 36-37, 39-49	21
Assignment Editor Open Date: 11/11/2019 Hire Date: 11/25/2019	1, 3-4, 6, 10-14, 16-17, 19-20, 22-23, 25, 28-32, 34, 36-37, 39-40, 42-45, 47- 48, 50	13
Morning Show Producer Open Date: 12/23/2019 Hire Date: 1/27/2020	1, 3-6, 10-14, 16-17, 19-23, 25, 28-32, 34, 36-37, 39-40, 42-45, 47-48, 50	13

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 1011 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Phone : 602-954-8373 Url : http://602communications.com/site/ Email : slizik@602communications.com Sandy Lizik	N	0
2	AFTRA/SAG 4340 East West Highway Suite 204 Bethesda, Maryland 20814 Phone : (301) 792-7707 Email : araulers@aftra.com Amea Raulerson	N	0
3	Asian American Journalists Association 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : http://www.aaaja.org/membership/career_listings/ Career Services Manual Posting	N	0
4	Baltimore City Community College 2901 Liberty Heights Ave. Baltimore, Maryland 21215 Phone : 410-462-8013 Email : hr@bccc.edu Deidre Hill	N	0
5	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
6	Black College Radio PO Box 3191 Atlanta, Georgia 30302 Phone : 404.523.6136 Url : http://www.blackcollegeradio.com/ Email : BCRmail@aol.com Career Services	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
7	Bowie State University 14000 Jericho Park Road Bowie, Maryland 20715 Phone : 301-860-3828 Email : careerdevelopment@bowiestate.edu April Johnson	N	0
8	Broadcasting Institute of Maryland 7200 Harford Road Baltimore, Maryland 21234 Phone : (410) 254-2770 Email : nb@bim.org Norman Brooks	N	0
9	Career Communications Group 729 E. Pratt St. 5th Floor Baltimore, Maryland 21202 Phone : 410-244-7101 Url : http://www.ccgmedia.com/employee_login.php Career Services Manual Posting	N	1
10	Careers.HearstTelevision.com 214 N. Tryon St. Charlotte, North Carolina 28202 Phone : 704-348-8073 HTV Careers Manual Posting	N	59
11	CCBC 800 South Rolling Road Baltimore, Maryland 21228 Phone : 443-840-4099 Url : http://www.ccbcmd.edu/campus.html Email : sellis2@ccbcmd.edu Samantha Ellis	N	0
12	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
13	Current Employee	N	6

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
14	Dept. of Labor, Licensing & Regulations 500 North Calvert St. #401 Baltimore, Maryland 21202 Phone : 410-230-6001 Bernadine Anderson Manual Posting	N	0
15	Dolan Media Management 3 North Court St. Fredrick, Maryland Phone : (301) 668-1511 Dolan Media Manual Posting	N	2
16	Emma L Bowen Foundation of Minority Interest in Media 524 W 57th Street New York, New York 10019 Phone : 212-975-2545 Email : Sandra.Rice@nbcuni.com Sandra Rice	N	0
17	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
18	Gov. Office of Minority Affairs 6 St. Paul Street Baltimore, Maryland 21202 Phone : 410-767-8232 Email : carmina.perezfowler@maryland.gov Ernie Mosbyu	N	0
19	Hon. Elijah Cummings Office 2235 Rayburn House Office Building Washington, District of Columbia 20515 Phone : 202-225-4741 Email : Fran.allen@mail.house.gov Fran Allen	N	0
20	Howard University School of Communications 525 Bryant St. NW Washington, District of Columbia 20059 Phone : 202-806-7690 Email : L_g_brown@howard.edu Career Services	Y	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	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 203-328-2691 Career Services Manual Posting	N	7
22	Jewish Vocational Svcs. 1515 Reisterstown Rd. Baltimore, Maryland 21208 Phone : (415) 391-3600 Email : info@jcsbaltimore.org Tova Jaffee	N	0
23	JournalismJobs.com PO Box 7294 Berkeley, California 94707 Phone : 510-524-2007 Email : contact@journalismjobs.com Career Services	N	0
24	LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Career Services Manual Posting	N	5
25	Loyola College 4501 N. Charles Street Baltimore, Maryland 21210 Phone : (410) 617-2000 Mary DeManss Manual Posting	N	0
26	Maryland Comm. on Hispanic Affairs 301 Preston St Suite 1500 Baltimore, Maryland 21201 Phone : 410-767-7857 Email : jonathan.jayes-green@maryland.gov Jonathan Jayes-Green	N	0
27	Maryland Office of Asian Pacific American Affairs 301 Preston St Suite 1500 Baltimore, Maryland 21201 Phone : 410-766-7491 Email : yi.shen@maryland.gov Yi Shen	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
28	Mayor's Office of Employment Development 417 East Fayette St. Suite 468 Baltimore, Maryland 21202 Phone : 443-984-3014 Email : yclark@oedworks.com Yvette Clark	N	0
29	McDaniel College 2 College Hill Westminster, Maryland 21157 Phone : 410-848-7000 Url : https://www.mcdaniel.edu/index.php/career_services Career Services Manual Posting	N	0
30	MDCD Broadcasters 150 Fayetteville St. Suite 1270 Raleigh, North Carolina 27601 Phone : 919-821-7300 Url : http://www.mdcdbroadcasters.com Email : info@mdcd.com Fax : 1-919-834-8880 Gail Summerville	N	0
31	MediaBistro 825 Eighth Avenue, 29th Floor New Yorkd, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
32	Napoli Management Group 8844 West Olympic Blvd, Suite 100 Beverly Hills, California 90211 Phone : 310-385-8227 Email : mcInerneys@tv talent.com Sue McInerney	N	0
33	National Association of Hispanic Journalists 1193 National Press Bldg. Washington, District of Columbia 20045 Phone : 202-662-7145 Career Services Manual Posting	N	0

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34	Omega Studios 5609 Fishers Lane Rockville, Maryland 20852 Phone : 301-230-9100 Email : Robert@omegastudios.com Robert Adams	N	0
35	Pennsylvania Assoc. of Broadcasters 8501 Paxton St. Hummelstown, Pennsylvania 17036 Phone : 717-482-4820 Gail Ponti Manual Posting	N	0
36	Rapid Reliable Recruiting 100 West Road Suite 300 Towson, Maryland 21204 Phone : 410.337.5627 Email : Leslie@2rrecruiting.com Leslie Carrington	N	0
37	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
38	Robert Half Staffing 500 E. Pratt Street, 11th Floor Baltimore, Maryland 21202 Phone : 410-385-1880 Staffing Agent Manual Posting	N	2
39	Sheffield Audio Visual School 13816 Sunnybrook Rd. Phoenix, Maryland 21131 Phone : 800-355-6613 Email : vance@sheffieldav.com Career Services	N	0
40	Stevenson University 1525 Greenspring Valley Rd. Lutherville-Timonium, Maryland 21153 Phone : 877-468-6852 Url : https://www.myinterfase.com/vjc/employer/ Steven Wallis Manual Posting	N	0

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41	Talent Dynamics 600 Las Coninas Blvd. Suite 1000 Irving, Texas 75039 Phone : 214-640-3121 Email : hedding@talentdynamics.com Career Services	N	0
42	Temple University 220 Mitten Hall 1913 N. Broad Street Philadelphia, Pennsylvania 19112 Phone : 215-204-7981 Url : http://www.temple.edu/provost/careercenter/ Kelly Hart Manual Posting	N	0
43	Towson University 8000 York Road Towson, Maryland 21252 Phone : 410-704-2000 Url : https://www.myinterfase.com/towson/employer/ Career Services Manual Posting	N	0
44	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : (800) 374-0119 Career Services Manual Posting	N	0
45	TVB 120 Wall Street. 15th Floor New York, New York 10005 Phone : 212-935-5631 Career Services Manual Posting	N	0
46	University of Baltimore 1420 N. Charles St. Baltimore, Maryland 21201 Phone : 410-837-4200 Email : cjennings2@ubalt.edu Jessica Johnson	N	0

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47	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
48	University of Maryland, BC 1000 Hilltop Circle Baltimore, Maryland 21250 Phone : 410-455-1000 Email : careers@umbc.edu Career Services	Y	0
49	Virginia Workforce Connection 5520 Cherokee Ave, Ste 100 Alexandria , Virginia 22314 Christopher Finta Manual Posting	N	0
50	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
TOTAL INTERVIEWS OVER REPORTING PERIOD:			82

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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	6/1/2019	Participation in scholarship programs	Emma Bowen Foundation - the program entitles one student to receive an hourly, salaried, internship for four consecutive summers and a scholarship for college. The student selects a department to learn the many aspects of the operation and station-specific skills. This year's intern is primarily in the Promotion Department but experiences training in Sales, News and Engineering Departments. The station has the opportunity to train, mentor and sponsor the student with the option of full-time employment upon completion of college.	1	Creative Services Director General Sales Manager TV News Director
2	6/1/2019	Participation in events sponsored by community groups	During the period covered by this report, WBAL-TV filled upper-level positions and listed vacancies with media trade groups whose membership includes participation by women and minorities including AAJA, Equality Magazines, NAHJ, and other agencies that focus on minority participation/job placement.	1	Director of Programming & Public Affairs
3	6/1/2019	Establishment of training programs for station personnel	Established a comprehensive 10-12-month training, with ongoing career development and opportunities through the Hearst Sales Development Program. The Sales Account Associate learns industry-leading communication and sales techniques. Trains with top sales producers. Learn software skills on MediaLine and WideOrbit. After successfully completing the Hearst Sales Development Program, they will be eligible for an increase in responsibilities and a new job title.	2	General Sales Manager General Sales Manager
4	10/3/2019	Participation in events or programs sponsored by educational institutions	WBAL-TV's Director of Programming and Public Affairs greeted visitors and students at McDaniel College and shared handouts on the WBAL-TV College Internship Program and Hearst Careers Website. Accepted applications from prospective interns.	1	Director of Programming & Public Affairs

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5	10/8/2019	Sponsorship of events in the community designed to increase public awareness	WBAL-TV's Director of Programming and Public Affairs spoke with Morgan State University's Communications Students about the importance of internships and the WBAL-TV College Internship Program. Provided Internship Program information and Hearst Careers Website for application submissions and accepted applications from prospective interns.	1	Director of Programming & Public Affairs
6	10/31/2019	Participation in events or programs sponsored by educational institutions	WBAL-TV's Director of Programming and Public Affairs attended a Career Fair for sophomore students interested in college internships and entering the workforce.	1	Director of Programming & Public Affairs
7	11/7/2019	Participation in events or programs sponsored by educational institutions	WBAL-TV's Director of Programming and Public Affairs spoke with Coppin State University Communications Students about the importance of internships and the WBAL-TV College Internship Program.	1	Director of Programming & Public Affairs
8	11/19/2019	Participation in events or programs sponsored by educational institutions	WBAL-TV's Director of Programming and Public Affairs conducted a station tour and Q&A session for Morgan State University communications students interested in careers in broadcast journalism.	1	Director of Programming & Public Affairs
9	1/22/2020	Participation in events or programs sponsored by educational institutions	WBAL-AM Sports Reporter presented to the Broadcast Journalism Class from the University of Maryland, Baltimore College on careers in broadcast journalism.	1	Sports Reporter
10	1/24/2020	Participation in events or programs sponsored by educational institutions	The Accrediting Counsel of Education in Journalism and Mass Communication interviewed WBAL-TV's Director of Programming and Public Affairs regarding readiness of interns from Morgan State University to enter the workforce.	1	Director of Programming & Public Affairs
11	2/5/2020	Participation in events or programs sponsored by educational institutions	Provided a tour of the inner-workings of a broadcast facility to Media Japan. The students observed the day-to-day operation of the newsroom.	3	Chief Engineer Director of Programming & Public Affairs Direct of Engineering

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12	2/18/2020	Establishment of training programs for station personnel	Hearst Television Director of Veteran 21 Recruiting, Dave Kaylor, visited WBAL-TV to provide training to hiring managers relating to hiring of US Armed Forces veterans. Among the topics covered in the training session were: how to evaluate the past employment and duties of armed services personnel and the "transferability" or applicability of those skills and qualifications to a broadcast/newsgathering/digital business; the process and "pipeline" for identifying, interviewing, and attaching qualified candidates from the Armed Services pool; ensuring nondiscrimination in the consideration and firing of veterans and periodic leave status; and common misconceptions about veteran employment.	15	Chief Engineer General Sales Manager Creative Services Director Program Director
13	2/20/2020	Participation in Job Fairs	WIYY -FM Account Executive and Hearst Television's Director of Veteran Recruiting displayed visuals and provided WBAL-TV and Radio job postings at M&T Bank's Veteran Job Fair. The job fair focused on hiring veterans and transitioning military personnel.	2	Director of Veteran Recruiting Account Executive
14	3/14/2020	Participation in events sponsored by community groups	Business Manager participated as a panelist at Delta Sigma Theta Sorority's Women's Career Day and spoke about a finance career in broadcast television and radio and the importance of internships. The audience of high school girls were provided internship information and the Hearst Career Website information.	1	Business Manager
15	4/30/2020	Participation in events or programs sponsored by educational institutions	WBAL-TV's General Sales Manager and Digital Sales Manager were panelists on Loyola University's Senior Capstone student project that focused on the relevance of Television Advertising. There were 64 faculty and student participants watching via Zoom.	2	General Sales Manager Digital Sales Manager

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16	5/18/2020	Establishment of an intern program designed to assist members of the community	Six (6) students from universities across Maryland were selected for the 2019 summer session of the WBAL-TV College Internship Program. This curriculum included orientation and an in-depth observational and participatory day-to-day look at a television broadcast operation.	6	General Sales Manager TV News Director Director of Programming & Public Affairs Creative Services Director