

EEO Narrative

WABM(TV), Birmingham, AL (Facility ID 16820), WBMA-LD, Birmingham, AL (Facility ID 60214), and WTTO(TV), Homewood, AL (Facility ID 74138) constitute a station employment unit (“SEU”).

The SEU continuously strives to achieve broad and inclusive outreach and has established EEO policies and procedures which focus on the wide dissemination of information about the SEU and its job opportunities to the immediate community and a variety of recruitment sources.

Among the sources targeted for recruitment are technical schools, colleges and universities, minority groups and organizations, community organizations, area unemployment facilities, and other groups or organizations that assist in job placement. The SEU also participates in local job fairs. The SEU’s attendance at these events has enabled it to continue its successful recruiting efforts. In addition to its traditional recruiting efforts, the SEU operates an internship program for local university students and invites local high school students to shadow on-air talent. SEU personnel visit local schools and colleges and host station tours, and the SEU undertakes internal EEO training for all management-level personnel.

The SEU understands the importance of its recruiting obligations, and as such, reviews its policies and procedures on an annual basis in order to make adjustments to its recruiting sources and its community activities.