

**WBRC**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2018 – November 30, 2019**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Reporter/Anchor	1-17, 19, 21-25, 27, 28, 30	25
Multi-Media Journalist (3 openings)	1-15, 17-19, 21-25, 27, 29, 34, 35	35, 35, 34
Account Executive	1-17, 19-27, 29, 31-34	34
Account Executive	1-11, 24, 25, 27, 34	34
Investigative Reporter	1-15, 17-19, 21-25, 27, 29, 34	34

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	Alabama State University Ella Tucker, 915 South Jackson Street, Montgomery, AL 36101 334-229-4156	N	
2	Faulkner University Mattie C. Ottinger, 5345 Atlanta Hwy., Montgomery, AL 36109 334-386-7512	N	
3	Jacksonville State University Career Service, 207 Merrill Hall, Jacksonville, AL 36265 256-782-5482	N	
4	Jefferson State Community College Dr. Tamara Payne, JC/LWH 216, Birmingham, AL 35242 205-856-8588	N	
5	Lawson State Community College Dr. Kristie Rankin, 3060 Wilson Rd SW, Birmingham, AL 35211 205-929-3514	N	
6	Samford University Heather Averett, Ralph W. Beeson University Center, Room 205, 800 Lakeshore Dr, Birmingham, AL 35229 205-726-2980	N	
7	Talladega College Career Service, 627 West Battle St, Seymour Hall-115, Talladega, AL 35160 256-761-6274	N	
8	University of Alabama Birmingham Rita Stewart-Hampton, 1400 University Blvd, Hill University Center, Suite 532, Birmingham, AL 35294 <a href="http://www.handshake.com">www.handshake.com</a>	N	
9	UAB Department of Communication Studies Leigh-Ann Doss, 1400 University Blvd, HH302, Birmingham, AL 35294 205-934-3877	N	
10	NAACP – Metro Birmingham Branch 1520 4 <sup>th</sup> Ave N, Birmingham, AL 35203	N	

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
11	Birmingham Association of Black Journalist PO Box 10023, Birmingham, AL 35202	N	
12	Alabama A&M University <a href="http://www.handshake.com">www.handshake.com</a>	N	
13	Auburn University <a href="http://www.handshake.com">www.handshake.com</a>	N	
14	Birmingham Southern College <a href="http://www.handshake.com">www.handshake.com</a>	N	
15	Troy State University <a href="http://www.handshake.com">www.handshake.com</a>	N	
16	Tuskegee University <a href="http://www.handshake.com">www.handshake.com</a>	N	
17	University of Alabama <a href="http://www.hanshake.com">www.hanshake.com</a>	N	
18	University of Alabama Huntsville <a href="http://www.handshake.com">www.handshake.com</a>	N	
19	University of Mississippi <a href="http://www.handshake.com">www.handshake.com</a>	N	
20	University of South Alabama <a href="http://www.handshake.com">www.handshake.com</a>	N	
21	University of Southern Mississippi <a href="http://www.handshake.com">www.handshake.com</a>	N	
22	Alabama Broadcasters Association <a href="http://www.al-ba.com">www.al-ba.com</a>	N	
23	Alabama JobLink <a href="http://www.joblink.alabama.gov">www.joblink.alabama.gov</a>	N	
24	WBRC on-air advertisement Felicia Rylee	N	
25	WBRC/Raycom Media/Gray Television Career Websites <a href="http://www.wbrc.com">www.wbrc.com</a> ; <a href="http://www.careers-raycommmedia.icims.com">www.careers-raycommmedia.icims.com</a> ; <a href="http://www.gray.tv/careers">www.gray.tv/careers</a>	N	3
26	WBRC Social Media Pages Jenna Wood - Facebook, Twitter, Instagram	N	
27	TV Jobs <a href="http://www.tvjobs.com">www.tvjobs.com</a>	N	
28	LinkedIn <a href="http://www.linkedin.com">www.linkedin.com</a>	N	2
29	Indeed <a href="http://www.indeed.com">www.indeed.com</a>	N	1

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
30	Asian American Journalist Association (stopped 1/1/19) <a href="http://www.aaaja.org">www.aaaja.org</a>	N	
31	Spots n Dots <a href="http://www.spotsndots.com/classified">www.spotsndots.com/classified</a>	N	
32	TV NewsCheck <a href="http://www.tvnewscheck.com">www.tvnewscheck.com</a>	N	
33	Media Recruiter <a href="http://www.mediarecruiter.com">www.mediarecruiter.com</a>	N	
34	Referrals – employee, client, vendor, etc.	N	7
35	Internal Employees	N	3
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			16

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**III. RECRUITMENT INITIATIVES**

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	<p>WBRC offers an academic credit internship program for registered juniors, seniors, and graduate students. The program is offered year-round (spring, summer and fall semesters).</p> <p>Students observe and learn all aspects of the news industry. During their time, they are placed with an employee in each position of the news room. Additionally, the internship includes field experience with reporters and photographers.</p> <p>Students come from a variety of schools including: Auburn University, Jacksonville State University, Miles College, Mississippi State University, Samford University, University of Alabama, University of Alabama Birmingham, and University of South Alabama.</p> <p>Below are the number of interns each semester:</p> <p>Spring 2019 – 2 interns</p> <p>Summer 2019 – 6 interns</p> <p>Fall 2019 – 4 interns</p>
2	Career Scholarship/Mentoring Program	<p>Each Spring, Birmingham youth are invited to apply for age-appropriate employment opportunities through the Kids &amp; Job Program. Students between the ages of 14 and 25 are put to work in public, private and nonprofit sectors of the business community. Youth who are hired through the program go to work during the summer months. The program gives the student the readiness needed to succeed in their future careers.</p> <p>Sponsored by City of Birmingham Mayor's Office Division of Youth Service, WBRC partners with the program and are the media sponsors. We cover the program, the draft event, and even host</p>

		<p>one participant.</p> <p>WBRC hosted 1 participant in summer 2019. The participant is wishing to pursue a career in broadcasting.</p>
3	Career Fair	<p>On March 14, 2019, the EEO Coordinator attended a career fair at Miles College. The fair was through the Job and Career Center and was open to all students. During the event, attendees were given information on WBRC job and internship opportunities.</p>
4	Station Tour for University Communication Class	<p>On February 20, 2019, the EEO Coordinator gave a station tour to a Broadcasting Communications class from the University of Alabama. The participants got to see working areas of the newsroom, control room, and studio. They also spoke with producers and anchors regarding the broadcast industry and job requirements.</p>
5	Station Tour for University Communication Class	<p>On September 20, 2019, the EEO Coordinator gave a station tour to a Broadcasting Communications class from the University of Alabama. The participants got to see working areas of the newsroom, control room, and studio. They also spoke with producers and anchors regarding the broadcast industry and job requirements.</p>
6	EEO Training	<p>On June 20, 2019, the EEO Coordinator attended a web-based training on EEO matters. The training was provided by legal EEO counsel for Gray Television. Following the call, the EEO Coordinator shared the information with appropriate station management.</p>
7	Broadcasting of Outreach Promo	<p>WBRC airs the below promo recruiting organization who would like to receive our job openings.</p> <p>WBRC-TV, a Gray Television station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. If your organization is interested in becoming part of our recruitment list, and you distribute job information or can provide referrals as part of</p>

		<p>your regular activity, we would like to hear from you. We will notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to the address below. Mail to: WBRC HR, PO Box 6, Birmingham, AL 35201</p>
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