EEO PUBLIC FILE REPORT
WBRC-TV Birmingham, AL
April 1, 2009 – November 30, 2009

Recruitment Sources Used For Full-Time Vacancies

The Master List of Recruitment Sources (Attachment A) includes a list of recruitment sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.

Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis)
[With Hiree's Recruitment Source in Brackets]

Meteorologist (##2, 17, 19, 22, 23, 25, 26, 31-34)	[Hiree # 31]
Account Executive (##17, 25, 26, 30-34)	[Hiree # 31]
Account Executive (##17, 25, 26, 30-34)	[Hiree # 17]
Marketing Director (##17, 21, 25, 26, 31-34)	[Hiree # 31]

Total Interviewees for all Full-Time Positions

(28) Twenty-eight interviewees

Number of Referrals From Sources Used

#17 (6 persons)
#30 (6 persons)
#31 (15 persons)
#34 (1 person)

Supplemental Outreach Activities

FCC Menu Of Recruitment Initiative contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the period (usually the prior year), including station personnel involvement.

Attachment B

ATTACHMENT A

MASTER LIST OF RECRUITMENT SOURCES
04/01/2009 – 11/30/2009

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

LOCAL COMMUNITY SOURCES (including name of contact person, address and phone number)

1. Carolyn Lewis, Alabama A&M University, PO Box 997, Normal, AL 35762, 256-372-5690

2. Cindi McGee, Alabama Broadcasters Association, 2180 Parkway Lake Drive, Hoover, AL 35244, 205-982-5001, www.al-ba.com

3. Ella Tucker, Alabama State University, 915 South Jackson Street, Montgomery, AL 36101, 334-229-4156

4. Karen Allen, Auburn University, 400 Martin Hall, Auburn, AL 36849, 334-844-3864

5. Peggy LoPresti, Birmingham Southern College, 900 Arkadelphia Road, Box 549010, Birmingham, AL, 35254, (205) 226-4719

6. Marie C. Ottinger, Faulkner University, 5345 Atlanta Hwy., Montgomery AL, 36109, 334-386-7512

7. Jacksonville State University, Bibb Graves Hall, Roon 105, Jacksonville, AL 36265, 256-782-5484.

8. Nancy Beauchamp, Jefferson State Community College, JC/LWH 216, Birmingham, AL 35242, 205-856-8588

9. Dr. Kristie Rankin, Lawson State Community College, 3060 Wilson Rd SW, Birmingham, AL 35211, 205-929-3514

9. Lisa Garrett, Samford University, Room 205, Ralph W. Beeson University Center, 800 Lakeshore Drive, Birmingham, AL 35229, 205-726-2980

10. Allicia Pickett, Savannah College of Art and Design, 115 E York Street, Savannah, GA 31402, 912-525-4653, www.collegecentral.com/scad

11. Talladega College, 627 West Battle Street, Seymour Hall-115, Talladega, AL 35160, 256-761-6274

12. Anne Clark, Troy State University, Troy, AL 36082, 334-670-3217

13. Joy Jones, University of Alabama at Birmingham, Career Services, 1400 University Boulevard, Hill University Center, Suite 532, Birmingham, AL 35294, 205-934-4324

14. Leigh-Anne Doss, University of Alabama at Birmingham, Department of Communication Studies, 205-934-3877

15. Evelyn Hendon, University of Alabama, 751 Campus Drive, 330 Ferguson Center, Tuscaloosa, AL 35487, 205-348-5848

16. Ronda Arnold, University of South Alabama, Meisler Hall Suite 2100, 307 University Blvd. N, Mobile, AL 36688

17. WBRC Website/Raycom Media Website, www.myfoxal.com / www. careers.raycommedia.com

18. WBRC on-air advertisement, WBRC-TV, 1720 Valley View Drive, Birmingham, AL 35209, 205-322-6666

ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

19. Alabama JobLink - https://joblink.alabama.gov

20. Creative Cow - http://forums.creativecow.net/cowjobboard

21. Sandy Lizik, Graeme Newell, http://www.602communications.com, slizik@602communications.com

22. TV Jobs, http://www.tvjobs.com

23. Mark Shilstone, Medialine, Box 51909, Pacific Grove, CA 93950, 800-237-8073, www.medialine.com

24. Karen Hunter, NAB Career Center, www.nab.org

25. Career Women – http://www.careerwomen.com/employer, 503-221-7779

26. Diversity Search – http://diversitysearch.com/employer, 503-221-7779

27. Native American Journalist – http://www.naja.com

28. National Association of Hispanic Journalist – http://www.nahj.org

29. Asian American Journalist Association – http://jobs.aaja.org

30. April Causey, Spots-N-Dots, www.spotsndots.com, april@spotsndots.com

31. Referrals – Employees, Clients, Friends, Vendors

32. Talent Agency

33. Former WBRC-TV Interns

34. Walk-Ins

ATTACHMENT B

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Student Intern Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

FOX6 offers an academic credit internship program for registered junior and senior college students, and graduate students year round.

Students will gain hands-on experience in the day-to-day operations of a fast-paced television environment. Internship with the News Department will involve assisting the news staff with compiling packets of information, answering phones and other duties that will be useful in the news gathering process. This internship may include some field experience with News Reporters to cover developing stories. Interns are expected to assist producers with researching, scanning wires, and preparing news packets for News Anchors. Additionally, interns will assist Assignment Desk Editors and News Producers with phone calls to assist in the development of stories, as well as filing press releases, sorting scripts and writing practice scripts as needed. News Department Interns are also required to independently produce a tape of their work.

Spring 2009 – 7 interns (News)
Summer 2009 – 4 interns (News)
Fall 2009 – 4 interns (News)

Students come from a variety of schools.

Names of Station Personnel involved in Initiative:

Lantz Croft – Assistant News Director
Various content department employees

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Full-time job postings on minority websites.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

All job openings in the top 4 EEO categories are posted to the websites of media trade groups whose membership includes substantial participation by women and monitories, including

Career Women
Diversity Search

Names of Station Personnel involved in Initiative:

Felicia Rylee – Executive Assitant

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): April 14, 2009

Describe Nature of Initiative:

Kids & Jobs Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Each spring, Birmingham youth are invited to apply for age-appropriate employment opportunities through the Kids & Jobs 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 student the readiness needed to succeed in their future careers.

Sponsored by City of Birmingham Mayor's Office Division of Youth Services

Names of Station Personnel involved in Initiative:

Steve Crocker - Reporter
Lantz Croft – Assistant News Director
Various content department employees

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DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Student Job Shadowing

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WBRC-TV offers students the opportunity to shadow various news positions. The experience allows students to see the real workings of a news room.

Names of Station Personnel involved in Initiative:

Various content department employees

ATTACHMENT B

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES
WBRC-TV Birmingham, AL

Date(s) of Initiative Event(s): April 2009

Describe Nature of Initiative:

Training to management level personnel regarding equal employment opportunity and discrimination prevention.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Raycom Media Human Resource Department provided personal training to all department heads and management employees. The course covered discrimination, hiring , interviewing and equal employment requirements.

Names of Station Personnel involved in Initiative:

Deanne Bivins, Marketing Director; Barry Parvin, Controller; Jay Abbattista, GSM; David Crouch, LSM; Carol Sprouse, Traffic Manager; John Jeffreys, Web Sales Manager; James Finch, News Director; Lantz Croft, Assistant News Director; Jeff Shackelford, Assignment Desk Supervisor; Angie Bierley, Executive Producer; Jason Brown, Executive Producer; Dennis Washington, Senior Web Producer; Stephen Gallien, Senior Producer; Anthony Moore, Chief Photographer; Roy Gardner, Operations Manager; Andy Cook, Chief Engineer; Donnie Hill, Assistant Chief Engineer; Kermit McCord, Engineering Supervisor; Felicia Rylee, Executive Assistant; Lou Kirchen, GM