

ANNUAL - EEO Public File Report Form

Stations Comprising Station Employment Unit: WDJC-FM, WXJC-AM, WXJC-FM, WYDE-AM & WYDE-FM

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

Station	City of License
WDJC-FM	Birmingham, Alabama
WXJC-AM	Birmingham, Alabama
WXJC-FM	Cordova, Alabama
WYDE-AM	Birmingham, Alabama
WYDE-FM	Cullman, Alabama

and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning December 1st, 2015 to and including November 30th, 2016 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred from each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of full-time positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to

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Covering the Period from December 1st, 2015 to November 30th, 2016

Stations Comprising Station Employment Unit: WDJC-FM, WXJC-AM, WXJC-FM,
WYDE-AM & WYDE-FM

Section 1: Vacancy Information:

	Full-time Positions Filled by Job Title	Date Hired	Total Number Of Interviewees From All Sources For This Position	Recruitment Source of Hire	Recruitment Sources Utilized
1.	Account Executive WYDE-FM	01/04/16	6	In House Posting 30	1-26, 28-36
2.	On Air Host/Digital Assets Mgr. WDJC-FM	01/04/16	9	Employee Referral 36	1-26, 28-36
3.	Account Executive WDJC-FM	02/03/16	6	WDJC-FM On Air Ad 31	1-26, 28-36
4.	Creative Writer WDJC-FM	04/18/16	8	WDJC-FM On Air Ad 31	1-26, 28-36
5.	Creative Writer WDJC-FM	04/18/16	8	WDJC-FM On Air Ad 31	1-26, 28-36
6.	Account Executive WYDE-FM	05/02/16	6	Employee Referral 36	1-26, 29-36
7.	Creative Writer WDJC-FM	05/02/16	8	WDJC-FM On Air Ad 31	1-26, 28-36
8.	On Air Host WYDE-FM	07/01/16	7	In House Posting 30	1-26, 28, 30-36, 48
9.	On Air Host WYDE-FM	07/01/16		WYDE-FM On Air Ad 35	
10.	Account Executive WDJC-FM	11/01/16	20	WDJC-FM On Air Ad 31	1-26, 28, 30-36, 48

Total Number of Persons Interviewed During Applicable Period: 78

Number of vacancies: 10

Appendix 2 to

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Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
1	Greater Birmingham Ministries 2304 12 th Avenue, North Birmingham, AL 35234 205-326-6821 (Phone) Ext. #108 205-252-8458 (Fax) Attn: Mr. William Blackaby Email: info@gbm.org Website: www.gbm.org	0
2	Samford University 800 Lakeshore Drive Birmingham, AL 35209 205-726-2578 (Phone) 205-726-2842 (Fax) Attn: Lindsay Seabor Email: lcseabor@samford.edu Website: www.samfordbulldogs.org	0
3	University Of Alabama At Birmingham Hill University Center, Suite 532 1400 University Blvd. Birmingham, AL 35294 205-934-4324 Attn: Laura Weems Email: careerservices@uab.edu	0
4	Miles College P.O. Box 39800 Birmingham, AL 35208 205-929-1000 Attn: Dr. Glenda Brown-Wade gbrown_wade@miles.edu Career Fair Date: 04/02/15	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
5	Jessie's Place for Women & Children 2305 5th Avenue North Birmingham, AL 35203 Attn: Ms. Glenda Murphy (205)-902-2619 (205) 323-0170 jplb.glenda@yahoo.com	0
6	Beth Hallel Messianic Congregation- Birmingham Rabbi Eric Walker 2230 Sumpter Street Birmingham, AL 35226 (205) 822/2510 bethhallel@bellsouth.net Email www.shalombirmingham.com – Website	0
7	Alabama Department of Rehab Services Vocational Rehab Services/ABLE Network 236 Goodwin Crest Drive Birmingham, AL 35209 Attn: Ms. Peggy Anderson (205)-290-4457 Bobbi Stephenson – (205)-290-4465 Phone: 205-290-4400 www.rehab.state.al.us – Website www.alabamabl.org – Job Posting Website bobbi.stephenson@rehab.alabama.gov – Email	0
8	Mt. Zion Full Gospel Baptist Church 923 Graymont Avenue West Birmingham, AL 35204 205-780-1806 Ext. 21 Attn: Ms. Sheree N. Head – Administrator Email: administration@mtzionfg.org	0
9	Lawson State Community College 1100 9 th Avenue, SW Bessemer, AL 35022 205-929-3514 Attn: Dr. Kristie R. Rankin, Career Services www.lawsonstate.edu Email: krankin@lawsonstate.edu Career Fair Date: 03/08/16	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
10	Jefferson State Community College One Stop Career Center 2601 Carson Road Birmingham, AL 35215 205-856-8588 Attn: Nancy Beauchamp, Director Email: nbeau@jeffstateonline.com	0
11	Wallace State Community College P.O. Box 2000 Hanceville, AL 35077 256-352-8133 Attn: Susan Peek Email: susan.peek@wallacestate.edu Web: www.wallacestate.edu Career Fair Date: 04/06/16	0
12	Mountain Top Community Church Contact: Autumn Bearden 205-776-8020 Email: Autumn.bearden@mountaintopchurch.com	0
13	Riverchase United Methodist Contact: Cliff Fleming 205-987-4030 Email: ccfleming@earthlink.com	0
14	Valleydale Church Contact: Saint Green 205-991-5282 Email: sgreen@valleydale.org	0
15	Riverchase Community Church Contact: 205-988-8515 Email: office@riverchase.cc	0
16	Liberty Church of Birmingham Contact Jay Johnsey 205-988-5433 Email: Jjohnsey@libertychurch.cc	0
17	Inverness Vineyard Contact: Steve 205-980-1690 Email: steve@invernessvineyard.org	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
18	Mountain Brook Community Church Contact: Lauren 205-822-5980 Email: laurenr@mbcc.us	0
19	Vestavia Hills Baptist Contact: Dennis 205-979-5920 Email: dennis@vhbc.com	0
20	Liberty Park Baptist Church Contact: David Lucas 205-969-1236 Email: david.lucas@libertypark.org	0
21	The Lutheran Church of Vestavia Hills Contact: Sharon 205-823-1883 Email: church_administrator@vestavialutheran.org	0
22	Mountain Chapel United Methodist Contact: Jill, Debbie or Greg 205-822-0020 Email: mtnchapelumc@bellsouth.net	0
23	Church of the Highlands Contact: Marcus Wright 205-980-5577 Email: marcus@churchofthehighlands.com	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
24	www.wdjconline.com all contact is made electronically through the internet to Web Master Mark Harvard Email contact: mharvard@crawfordbroadcasting.com	3
25	www.850wxjc.com all contact is made electronically through the internet to Web Master Mark Harvard Email contact: mharvard@crawfordbroadcasting.com	0
26	www.101wyde.com (WYDE-FM) all contact is made electronically through the internet to Web Master Mark Harvard Email contact: mharvard@crawfordbroadcasting.com	2
27	www.careerbuilder.com Posting done online via internet only	0
28	www.allaccess.com Posting done online via internet only	4
29	www.monster.com Posting done online via internet only	5
30	In-House Posting of Job Availability Part Time to Full Time Status (Mail Room/Break Room Areas)	3
31	WDJC-FM 93.7 RADIO PROMO (On Air Ad)	52
32	WXJC-AM 850 RADIO PROMO (On Air Ad)	0
33	WXJC-FM 92.5 RADIO PROMO (On Air Ad)	0
34	WYDE-AM 1260 RADIO PROMO (On Air Ad)	0
35	WYDE-FM 101.1 RADIO PROMO (On Air Ad)	4

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
36	Referral from Current Employee	5
37	Career Fair Participant Lawson State Career Fair March 08, 2016	0
38	Facebook.com WXJC-The-Truth	0
39	Facebook.com 101.1 FM The Source	0
40	Facebook.com 93.7 WDJC	0
41	Current Employee (Transfer Employee/Promotion)	0
42	Birmingham Work Release Program 1216 25 th Street, North Birmingham, AL 35234 205-252-2994 Contact: Warden Shirley Smith	0
43	State of Alabama Job Link 205-254-1373 Contact: Joel William Email: joblink.al.gov	0
44	Craigslist – Birmingham, AL	0
45	Craigslist – Huntsville, AL	0
46	Career Fair Participant Miles College Career Fair (Did not attend Miles College Career Fair 2016.)	0
47	Career Fair Participant Wallace State Career Fair April 6 th , 2016	0
48	Indeed.com (Search Engine – Unknown Source) www.indeed.com	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
49	Troy State University Foundation Career Development Services 104 Eldridge Hall Troy, Alabama 36082 334-670-3217 Career Fair: September 28th, 2016	0

Appendix 3 to

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Stations Comprising Station Employment Unit: WDJC-FM, WXJC-AM, WXJC-FM,
WYDE-AM & WYDE-FM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by
WDJC-FM, WXJC-AM, WXJC-FM,
WYDE-AM & WYDE-FM

1. **Mentoring of Account Executives** in the “Tailored Plan” method of selling continues to stabilize the sales force, develop professional skills and enable staff to meet objectives and benchmarks which are being conducted monthly by our Sales Management team. This training method has continued to be implemented during 2015 and 2016. Our Local and National Sales Managers continue to work closely with our Account Executives and Creative Writers to ensure their understanding of our Company’s sales standards and procedures.
2. **SEU Self-Assessment** – The SEU completed a self-assessment regarding our EEO Recruitment Sources. All non-productive recruitment sources have been removed from our source lists. Current contact information has been verified. The SEU is working on a continual basis to seek recruitment sources that will perhaps be more responsive to our EEO recruiting efforts.
3. **Station Tours** – In an effort to reach our community the SEU conducted station tours for small groups, students and parents. High School and College students, Musicians and New Artists participated in the tours. Guided tours included meeting the on-air hosts of CBC Birmingham, as well as various other staff members, a general knowledge overview of various positions was explained, the SEU gave a brief explanation of how radio is broadcasted. The tour also included a brief discussion regarding opportunities to apply for our Internship Program. The SEU conducted a total of 3 tours during 2015-2016.
4. The SEU participated in a **Career/Wellness Job Fair** on March 8th, 2016. The Career Fair was held at the Bessemer Civic Complex located in Bessemer, AL. This was a Career/Wellness Job Fair that was hosted by Lawson State Community College, which was open to their college students and the outside community. Crawford Broadcasting Company (WDJC-FM, WXJC-AM/FM and WYDE-AM/FM) along with several other Employment Organizations participated in this Career Fair. Several of our management team attended the Career Fair in an effort to educate college students and others individuals from the area communities about Employment and Internship Opportunities within WDJC-FM, WXJC-AM/FM and WYDE-AM/FM. The SEU acquired several resumes during this Career Fair. Onsite interviews were not conducted but resumes were brought back to the employment unit to be reviewed.

5. The SEU participated in a **Career Fair** on April 6th, 2016. The Career Fair was held at Wallace State Community College located in Hanceville, AL. The SEU attended the Career Fair in an effort to educate students and job seekers about Employment and Internship Opportunities within WDJC-FM, WXJC-AM/FM and WYDE-AM/FM. The SEU obtained several resumes at this Career Fair. Onsite interviews were not conducted however resumes were brought back to the employment unit to be reviewed. Participants included Wallace State Community College Students and Wallace State Community College Alumni and some individuals from the outside communities.

6. The SEU participated in a **Career Fair** on September 28th, 2016. The Career Fair was held at Troy State University located in Troy, AL. The SEU attended the Career Fair in an effort to educate students and job seekers about Employment and Internship Opportunities within WDJC-FM, WXJC-AM/FM and WYDE-AM/FM. The SEU obtained several resumes at this Career Fair. Onsite interviews were not conducted however resumes were brought back to the employment unit for review. Participants included Troy State University Students and Alumni.

7. The SEU spoke to approximately 25 students in a Public Speaking Class at the Shelby-Hoover campus of Jefferson State Community College on Wednesday, November 2, 2016 at 6:30 p.m. Information discussed with the students included; Types of Broadcasting Positions that exist specifically within the Crawford Broadcasting Stations, Voice Over opportunities as well as current open positions in which they may apply. In addition, the SEU distributed written instructions on how to apply for volunteer for college credit Internship/Shadowing positions.