

WBAL-AM, WBAL-TV, WIYY-FM
EEO PUBLIC FILE REPORT
June 1, 2023 - May 31, 2024

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
Building Maintenance Associate Open Date: 11/14/2022 Hire Date: 7/31/2023	1-5, 7, 9-10, 12-30, 32-36	4
Digital Media Manager Open Date: 3/2/2023 Hire Date: 6/13/2023	1-5, 7-8, 10, 12-24, 26-36	4
Account Executive Open Date: 3/9/2023 Hire Date: 1/2/2024	1-8, 10, 12-24, 26-30, 32-36	4
Account Executive Open Date: 3/9/2023 Hire Date: 7/1/2023	1-8, 10, 12-24, 26-30, 32-36	6
Executive Producer Open Date: 3/29/2023 Hire Date: 11/12/2023	1-5, 7-8, 10, 12-24, 26-36	4
Reporter Open Date: 4/10/2023 Hire Date: 2/8/2024	1-5, 7-8, 10, 12-24, 26-36	4
Assistant Program Director Open Date: 4/21/2023 Hire Date: 7/12/2023	1-5, 7-8, 10, 12-24, 26-30, 32-36	4
Operations Technician Open Date: 4/26/2023 Hire Date: 6/5/2023	1-8, 10, 12-36	6
Photographer/Editor Open Date: 5/3/2023 Hire Date: 7/3/2023	1-5, 7-8, 10, 12-24, 26-30, 32-36	4
Receptionist Open Date: 5/16/2023 Hire Date: 7/5/2023	1-5, 7-8, 10-24, 26-30, 32-36	4
Associate Producer Open Date: 7/10/2023 Hire Date: 1/10/2024	2-5, 7-8, 10, 12-36	4
Account Executive Open Date: 7/12/2023 Hire Date: 4/29/2024	1-5, 7-8, 10, 12-36	4
Client Service Specialist Open Date: 7/12/2023 Hire Date: 9/6/2023	1-5, 7-8, 10, 12-36	4
Producer Open Date: 7/27/2023 Hire Date: 12/4/2023	1-5, 7-8, 10, 12-24, 26-36	4

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Promotions & Events Coordinator Open Date: 7/31/2023 Hire Date: 10/2/2023	1-5, 7-8, 10, 12-36	4
Local News Executive Producer Open Date: 8/17/2023 Hire Date: 9/4/2023	1-3, 5-8, 10, 12-24, 26-36	6
Creative Services Director Open Date: 10/4/2023 Hire Date: 12/31/2023	2, 4-8, 10, 12-24, 26-30, 32-36	6
Account Executive Open Date: 10/31/2023 Hire Date: 1/22/2024	2, 4-5, 7-8, 10, 12-24, 26-36	4
Broadcast Operations Technician Open Date: 11/2/2023 Hire Date: 1/2/2024	1-2, 5-8, 10, 12-36	6
Photographer Open Date: 11/9/2023 Hire Date: 1/8/2024	2, 4-5, 7-8, 10, 12-24, 26-36	4
Broadcast Maintenance Technician Open Date: 1/9/2024 Hire Date: 2/20/2024	1-5, 7-8, 10, 12-36	4
Client Service Specialist Open Date: 1/23/2024 Hire Date: 4/22/2024	2, 4-5, 7-8, 10, 12-23, 26-36	4

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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 : gnewell@602communications.com Sandy Lizik	N	0
2	Baltimore City Community College 2901 Liberty Heights Ave. Baltimore, Maryland 21215 Phone : 410-462-8013 Email : hr@bccc.edu Deidre Hill	N	0
3	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : kwitkoe@Batestech.edu Ken Witkoe	N	0
4	Careers.HearstTelevision.com 214 N. Tryon St. Charlotte, North Carolina 28202 Phone : 704-348-8073 HTV Careers	N	84
5	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
6	Current Employee	N	5
7	Delaware State University 1200 North Dupont Highway Dover, Delaware 19901 Phone : 302-857-6060 Career Services Manual Posting	N	0

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8	Elon Univeristy 100 Campus Drive Elon, North Carolina 27244 Career Services Manual Posting	N	0
9	Gov. Office of Minority Affairs 6 St. Paul Street Baltimore, Maryland 21202 Phone : 410-697-9600 Email : pamelagregory@maryland.gov Pamela Gregory	N	0
10	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
11	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 203-328-2691 Career Services Manual Posting	N	1
12	Jewish Vocational Svcs. 1515 Reisterstown Rd. Baltimore, Maryland 21208 Phone : (415) 391-3600 Email : info@jcsbaltimore.org Tova Jaffee	N	0
13	JournalismJobs.com PO Box 7294 Berkeley, California 94707 Phone : 510-524-2007 Email : contact@journalismjobs.com Career Services	N	0
14	Kweisi Mfume 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

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15	Loyola College 4501 N. Charles Street Baltimore, Maryland 21210 Phone : (410) 617-2000 Mary DeManss Manual Posting	N	0
16	Maryland Workforce Exchange 301 Preston St Suite 1500 Baltimore, Maryland 21201 Phone : 410-767-7857 Jonathan Jayes-Green Manual Posting	N	0
17	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
18	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
19	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
20	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	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
21	Norfolk State University 700 Park Avenue Norfolk, Virginia 23504 Phone : 757-823-8462 Career Services Manual Posting	N	0
22	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Url : https://northwestern-csm.symplicity.com Dainne Siekmann Manual Posting	N	0
23	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
24	Sheffield Audio Visual School 13816 Sunnybrook Rd. Phoenix, Maryland 21131 Phone : 800-355-6613 Email : vance@sheffieldav.com Career Services	N	0
25	Society of Broadcast Engineers 9102 N Meridian St. Suite 150 Indianapolis, Indiana 46260 Phone : 317-846-9000 Scott Jones Manual Posting	N	0
26	Spelman College 350 Spelman Ln SW Atlanta, Georgia 30314 Career Services Manual Posting	N	0

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27	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
28	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
29	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
30	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : (800) 374-0119 Email : jobs@tvjobs.com Career Services	N	0
31	University of Baltimore 1420 N. Charles St. Baltimore, Maryland 21201 Phone : 410-837-4200 Jessica Johnson Manual Posting	N	0
32	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

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33	University of Maryland, BC 1000 Hilltop Circle Baltimore, Maryland 21250 Phone : 410-455-1000 Career Services Manual Posting	Y	0
34	University of Michigan 515 E Jefferson St Ann Arbor, Michigan 48109 Career Services Manual Posting	N	0
35	Virginia State University 1 Hayden Sr Petersburg, Virginia 23806 Career Services Manual Posting	N	0
36	www.mediagignow.com 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			90

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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	6/3/2023	Establishment of training programs for station personnel	The Harvard Leadership Development Program is designed to train and develop hand selected managers and potential leaders for future career advancements and leadership roles within Hearst Television. This development program is a comprehensive 14-week training with defined program topics and follow-up coursework. Training program objectives are tracked by the human resources team and reported to Corporate Management. After successful completion of the Harvard Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles.	4	Digital Sales Manager Anchor Executive Producer Producer
2	6/3/2023	Establishment of training programs for station personnel	The Cornell Leadership Development Program is designed to train and develop hand selected managers and potential leaders for future career advancements and leadership roles within Hearst Television. This development program is a comprehensive 14-week training with defined program topics and follow-up coursework. Training program objectives are tracked by the human resources team and reported to Corporate Management. After successful completion of the Cornell Leadership Development Program, the participants will have the skills/experience necessary to qualify for career advancement and leadership roles.	1	Assistant News Director
3	6/3/2023	Listing of each upper-level category opening in a job bank or newsletter	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

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4	6/3/2023	Establishment of an intern program designed to assist members of the community	Emma Bowen Foundation - the program entitles one student to receive an hourly, paid 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 experienced training in Sales, News and promotions. The station has the opportunity to train, mentor and sponsor the student with the option of full-time employment upon completion of college.	4	Director of Programming & Public Affairs Director of Sales Executive Producer News Director
5	6/3/2023	Establishment of an intern program designed to assist members of the community	Three (3) students participated in the WBAL -TV College Internship Program Summer session. The curriculum included orientation and an in-depth observational and participatory day-to-day look at a television broadcast operation. Guest instructors included WBAL-TV producers, reporters and other staff.	7	Director of Programming & Public Affairs Assignment Manager Executive Producer News Director Producers Reporter
6	6/3/2023	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This Sales Development Program is a comprehensive 10-12 month training with a defined training program outline and milestone goals. Training program objectives are tracked by the Sales Management Team and reported to Corporate Management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role.	2	Director of Sales Local Sales Manager

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7	6/20/2023	Establishment of an intern program designed to assist members of the community	Fred Young Fellowship - this twelve week program is offered to a college senior or graduate student completing the last year of college. The Fellow is paid an hourly wage. The Fellow's primary focus is on learning to produce a newscast while being led and mentored by senior leaders. Upon completion of the program, the Fellow is offered a full-time newscast producing position at one of the Hearst stations.	1	News Director
8	8/10/2023	Participation in events or programs sponsored by educational institutions	Provided the Defense Information School Maintenance Technicians a tour of inner-workings of a civilian broadcast facility. The Director of Engineering led the class through the day-to-day operation of the newsroom and radio operations.	1	Director of Engineering
9	9/11/2023	Establishment of an intern program designed to assist members of the community	Four (4) students participated in the WBAL -TV College Internship Program Fall session. The curriculum included orientation and an in-depth observational and participatory day-to-day look at a television broadcast operation. Guest instructors included WBAL-TV producers, reporters and other staff.	4	Director of Programming & Public Affairs Producers Reporters Assignment Manager

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10	1/17/2024	Participation in other activities designed by the station employment unit	Hearst Television Connect is a networking program that brings educators and students from local community colleges, universities, and technology schools to WBAL-TV. During these events, station personnel educate the attendees about various career paths in broadcast television. The program starts by coaching educators on how to teach their students about the industry and connect with our hiring managers. Following this, students are invited to the station for a hands-on educational experience. They learn about each department, network with staff, and have the opportunity to apply for job openings. In the latest event, five schools participated in the educator portion, and 18 students attended the student portion.	4	Early Career Recruiter News Director Director of Sales Radio News Director
11	2/5/2024	Establishment of an intern program designed to assist members of the community	Three (3) students participated in the WBAL -TV College Internship Program Spring session. The curriculum included orientation and an in-depth observational and participatory day-to-look at a television broadcast operation. Guest instructors included WBAL-TV producers, reporters and other staff.	3	Director of Programming & Public Affairs
12	2/15/2024	Participation in events or programs sponsored by educational institutions	WBAL News Radio Sports Reporter was a speaker at Loyola Blakefield Sports Broadcasting Club The Sports Reporter spoke to students and faculty about sports reporting, writing and live sports broadcasting. Questions were taken on how to cover sports for radio. The students were provided the Hearst Careers website as an option for future employment.	1	Reporter
13	2/23/2024	Participation in events or programs sponsored by educational institutions	Provided four Defense Information School Maintenance instructors a tour of the inner-workings of a civilian radio broadcast facility. The instructors were shown the day-to day operations of the radio studio and engineering departments.	4	Program Director Program Director

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14	3/18/2024	Establishment of an intern program designed to assist members of the community	Military Intern - the eight (8) week internship program is offered through the Army Career Skills Program, in partnership with WBAL-TV. It is designed to assist military veterans, soon to transition from the military to civilian life, an opportunity to learn the day-to-day operations of a news station. The intern's primary focus is on learning to produce a newscast while being led and mentored by senior leaders. The internship is paid by The Army Career Skills Program.	1	News Director
15	3/19/2024	Participation in events or programs sponsored by educational institutions	President and General Manager participated in career day at Loyola Blakefield. The students and faculty learned about broadcasting career paths, station community engagement, partnerships and the day-to-day operations of a television and radio station. Students learned how an education in news broadcasting, engineering, sales and business are components that make up a broadcast operation.	1	President & General Manager
16	4/13/2024	Participation in events or programs sponsored by educational institutions	A WBAL RadioNews Sports Reporter was a panelist at Georgetown University's Society of Professional Journalist Conference. Students and faculty members attended the conference. The conference focused on news writing and production. Questions were taken on how to cover news for radio. The students were provided the Hearst Careers website as an option for future employment.	1	Reporter

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17	4/29/2024	Participation in events or programs sponsored by educational institutions	Two Meteorologists visited Morgan State University's Climate Science Division where they gave a lecture on science communication and careers in Meteorology to student and faculty in the Climate Science Division. The atmospheric research taking place on campus allowed the meteorologists to participate in a weather balloon launch. The students were offered the Hearst Careers website as a resource for finding job opportunities and internships.	2	Meteorologist Meteorologist