

EEO PUBLIC FILE REPORT

FOR

WBHM(FM)

This EEO Public File Report
Covers the Period Ending
November 30, 2011

Equal Employment Opportunity Public File Report WBHM(FM)

Recruitment Activity Summary December 1, 2010-November 30, 2011

This EEO Public File Report is filed in the public inspection files for Station WBHM(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

1. Total Full-Time Vacancies

During the period ending on November 30, 2011, the station had one full-time job vacancy.

Job Title

Senior Reporter

2. Total Interviewees for Full-Time Vacancies

Six candidates interviewed by phone for the position; three candidates interviewed in person for the position.

3. Recruitment Sources

The following are the recruitment sources used during the period covered by this report and the cumulative number of interviewees referred by each:

Recruitment Source	Total Number of Interviewees
University of Alabama at Birmingham Human Resources (via www.wbhm.org and www.uab.edu)	0
Facebook and Twitter (both WBHM's and News Director Tanya Ott's accounts)	5
Email listserv of Association of Independents in Radio	1

4. Supplemental Information

Exhibit A contains the following information for each full-time vacancy:

- * The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- * The recruitment source that referred the hiree for each full-time vacancy;
- * The total number of persons interviewed for each full-time vacancy; and,
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Exhibit B contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

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If you have questions concerning this Report, contact: Kristi Lamont Ellis, Interim General Manager WBHM, 650 11th Street South, Birmingham, Alabama 35294, 205-934-2606, kmle@uab.edu.

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Senior Reporter
Recruitment Source that Referred the Hiree: Facebook
Date Vacancy Opened: 1/1/11
Total Number of Persons Interviewed for the Vacancy: 6
Date Vacancy Filled: 4/03/11

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did The Source Request Notification?
University of Alabama at Birmingham, Administration Building, Room 110 701 20th Street South Birmingham, AL 35294-0102, 205-934-5246	0	No
Social Media (www.facebook.com) and www.twitter.com)	5	No
Education Writers' Association website (www.ewa.org)	0	No
Association of Independents in Radio (AIR) listserv (www.airmedia.org)	1	No
NewsLink email listserv (newslink@listserve.mpr.org)	0	No

EXHIBIT B

MENU OPTION ACTIVITIES

Station WBHM has engaged in the following outreach activities during the period covered by this Report:

Activity Classification	Type of Activity	Brief Description
EEO	Staff Training	All staff are able to enroll in free workshops and training programs administered by the licensee. These workshops include diversity training and managers training, just to name a few. The majority of workshops include on-line elements and classroom training.
EEO	Mentoring	<p>News Director Tanya Ott was active in two public radio news initiatives. She served as the journalism consultant on the Morning Edition Grad School project and the Morning Edition Grad School for Journalists (http://www.prpd.org/knowledgebase/local_news_initiative/morning_edition_grad_school.aspx), both of which assess the morning news programming of public radio stations across the country and provides training to newsrooms to improve their presentation of Morning Edition.</p> <p>Ott also served as a journalism trainer for the PRNDI NewsWorks program, teaching regional workshop for public radio newsrooms. She also was a presenter/trainer at the 2011 Conferences of the Public Radio News Directors Inc. (PRNDI) and the Radio Television Digital News Directors Association (RTDNA).</p>
EEO	Job Listings	One job listing (Senior Reporter) was posted during the reporting period; see Exhibit A for recruitment sources used to fill the vacancy.
EEO	Job/Career Fairs	Birmingham-Southern College

		<p>2011 Spring Career Fair Tuesday, February 22, 2011 2 to 5 p.m.</p> <p>WBHM was represented by Development Director Mary Hendley, who was there to speak with attendees and collect resumes for potential interns and freelancers, as WBHM at that time had no full-time or part-time jobs for which members of this applicant pool would have been qualified.</p> <p>WBHM Business Officer, Ernest Williams, Jr., spoke to Marianne (June) Mack's communication class in UAB Education Building Room 151 March 3, 2011. He along with two other guest speakers covered finance in broadcasting with a class of 28 students, none of whom had ever been exposed to the topic before. Williams spoke on the various avenues by which revenues are generated for WBHM and NPR in general. In particular he covered the station's two annual fundraising events, explaining how the drives solicits funding from individuals who are listeners to the station and provide support for the programs that are aired on the radio and online. Williams also explained the underwriting process and how it varies from that of a commercial radio station's sales process. The students were eager to know the costs of national programming and the costs of producing local programming, as well as how a rate schedule is created. Williams also explained to them the process of applying for and receiving grants as a revenue source, and answered several questions about the process of generating revenue and the process of budgeting for a fiscal year.</p> <p>On March 23, 2011, WBHM News Director Tanya Ott guest lectured for UAB instructor Janice Ward's undergraduate class in interviewing. The</p>
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		<p>lesson included how to identify and develop a good news story, how to conduct an effective interview, and what distinguishes public media journalism from commercial journalism.</p> <p>WBHM News Director Tanya Ott spoke to Marianne (June) Mack's communication class in UAB Education Building Room 151 April 7, 2011. She led a spirited conversation about the importance of watchdog journalism, interview and research techniques and ethics in journalism with a class of 28 students.</p> <p>On June 14, 2011, WBHM News Director Tanya Ott spoke to a group of middle school students enrolled in the Red Mountain Writing Project summer camp at UAB. The conversation included discussion of what constitutes a good new story, how we research stories, and how we conduct interviews.</p> <p>On June 30, 2011, Program Director Michael Krall spoke to 16 students enrolled in the University of Alabama at Birmingham's Digital Community Studies course taught by Rosie O'Beirne (part of the Department of History and Anthropology). Topics included:</p> <ul style="list-style-type: none"> -What makes a good question? -What makes a good story? -Listening to and discussing audio from StoryCorps that's already aired on WBHM -Listening to and discussing audio before/after stories were edited so students can hear the difference between raw audio and a finalized version. <p>UAB Fall Job and Career Fair Tuesday, September 20, 2011 UAB Campus Rec. Center</p>
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		<p>10 a.m. to 3 p.m.</p> <p>WBHM was represented by (now-retired) General Manager Mike , who was there to speak with attendees and collect resumes for potential interns and freelancers, as WBHM had no full-time or part-time jobs available when this event was held.</p> <p>On September 21, 2011, WBHM News Director Tanya Ott guest lectured for UAB's graduate level course in Public Health Narrative Journalism. The lesson included how to identify and develop a good news story and what distinguishes public media journalism from commercial journalism.</p> <p>On October 12, 2011, WBHM News Director Tanya Ott guest lectured via Skype for an undergraduate journalism class at West Texas A&M University. The lesson included how to identify and develop a good news story, story research, writing, using nat sound and what distinguishes public media journalism from commercial journalism.</p> <p>Birmingham-Southern College 2011 Fall Career Fair Tuesday, Oct. 18, 2011 2 to 5 p.m.</p> <p>WBHM was represented by post-graduate intern Kenan LeParc, who was there to speak with attendees and collect resumes for potential interns and freelancers, as WBHM had no full-time or part-time jobs available when this event was held. It is worth noting for purposes of this report that LeParc, a French citizen, is a recent graduate of Birmingham-Southern.</p>
EEO	Outreach	<p>WBHM Business Officer Ernest Williams, Jr., spoke to Marianne (June) Mack's communication class in Heritage</p>

		<p>Hall Room 125 October 19, 2011. He along with one other guest spoke to the class of 21 on the subject of finances in broadcasting. He covered how revenues are raised for NPR stations. The discussion was mainly focused on the ways in which revenue is generated to operate a NPR station and the cost associated operations. The students were eager to find out how a non-profit raises money though membership drives, and how underwriting differs from a commercial station. The students asked many questions about that grant process, and how they are awarded. Both guests gave a wealth of information about the operations in broadcasting and all avenues to gain revenue.</p> <p>Interim General Manager Kristi Lamont Ellis met with M. Burnett, a University of Phoenix graduate student in health care administration, at the station Oct. 25, 2011 at the student's request to discuss Ellis' job responsibilities, inclusive of both her PR and WBHM roles. The meeting was conducted as an interview, per an assignment Burnett received in her class.</p> <p>News Director Tanya Ott met Oct. 28, 2011, with Associate Professor Wilson Lowery, the graduate coordinator for the University of Alabama Department of Journalism, and his student assistant to changing news media forms and practices in urban areas; in particular in regard to WBHM's news programming and website. The discussion, held at the station, was to inform research on how changing technologies, media forms and media uses are shaping decisions about coverage.</p> <p>Another important outreach/education effort is our internship program. Each semester WBHM's news and</p>
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		<p>development departments give training and hands-on experience to high school and college students considering careers in broadcasting. These were competitive internships where all students were interviewed and were required to provide copies of past work. All students received on-site training to improve their skills in news writing, production values and on-air presentation. In 2011 we hosted interns from Jefferson County International Baccalaureate Program (Shades Valley High School), Samford University, Beloit University, Vanderbilt University, and Birmingham Southern University.</p>
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