

EEO PUBLIC FILE REPORT

FOR

WBHM(FM)

This EEO Public File Report
Covers the Period Ending
November 30, 2012

Equal Employment Opportunity Public File Report WBHM(FM)

*Recruitment Activity Summary
December 1, 2011-November 30, 2012*

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, 2012, the station had three full-time job vacancies.

Job Title

INFORMATION SYSTEMS SPECIALIST I
MARKET MANAGER
GENERAL MANAGER

2. Total Interviewees for Full-Time Vacancies

INFORMATION SYSTEMS SPECIALIST I – seven (7)
MARKET MANAGER – four (4)
GENERAL MANAGER – six (6)

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)	All interviewees for all three positions were formally referred by UAB Human Resources (17 persons total).
WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts	4
Facebook and Twitter (both WBHM and staff personal accounts)	1
ALL OTHER NON-UAB/WBHM SOURCES	12
Alabama Broadcasters Association Job Bank	

National Public Radio Listservs	
Corporation for Public Broadcasting (CPB) Jobline	
University-Station Alliance Listserv	
Birmingham-Southern College	
Wallace State Community College Hanceville	
Miles College	
Samford University	
Gadsden State Community College	
Jefferson State Community College	

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.

* * * * *

If you have questions concerning this Report, contact: Scott Hanley, General Manager WBHM, 650 11th Street South, Birmingham, Alabama 35294, 205-934-2606, scott@wbhm.org.

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Information Systems Specialist 1

Recruitment Source that Referred the Hiree: Non-UAB/WBHM Source

Date Vacancy Opened: Dec. 1, 2011

Total Number of Persons Interviewed for the Vacancy: 7

Date Vacancy Filled: March 1, 2012

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, www.uab.edu	3	No
WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org	1	No
Facebook and Twitter (both WBHM and staff personal accounts), www.facebook.com/WBHM90.3 and twitter.com/WBHM903	0	No
ALL OTHER NON-UAB/WBHM SOURCES	3	No
Alabama Broadcasters Association Job Bank, 2180 Parkway Lake Drive, Hoover AL 35244, 205-982-5001, http://al-ba.com		
National Public Radio Listservs, 635 Massachusetts Avenue, NW, Washington DC 20001, 202-513-3232, www.npr.org		
Corporation for Public Broadcasting (CPB) Jobline, 401 Ninth Street, NW Washington DC 20004-2129, 202-879-9600, http://cpb.org		
University-Station Alliance Listserv, 1017 W Brooke Hollow Ct, Stillwater OK 74075, 405-624-1192, www.us-alliance.org/		
Birmingham-Southern College Norton Campus Center, Room 241, 900 Arkadelphia Road,		

Birmingham AL 35254, 205-226-4719, www.bsc.edu		
Wallace State Community College Hanceville, 801 Main Street NW; P.O. Box 2000 Hanceville AL, 35077-2000, 866-350-9722, www.wallacestate.edu		
Miles College, 5500 Myron Massey Boulevard, Fairfield AL 35064, 205-929-1000, www.miles.edu		
Samford University, 800 Lakeshore Drive, Homewood AL 35229, 205-726-2011, www.samford.edu		
Gadsden State Community College, 1001 George Wallace Drive, Gadsden AL 35903, 256-549- 8200, www.gadsdenstate.edu		
Jefferson State Community College, 4600 County Road 17, Birmingham, AL 35242, 205- 983- 5911, www.jeffstateonline.com		

Job Title of Vacancy: Market Manager

Recruitment Source that Referred the Hiree: UAB Human Resources

Date Vacancy Opened: March 2, 2012

Total Number of Persons Interviewed for the Vacancy: 4

Date Vacancy Filled: April 9, 2012

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, www.uab.edu	2	No
WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org	2	No
Facebook and Twitter (both WBHM and staff personal accounts),	0	No

www.facebook.com/WBHM90.3 and twitter.com/WBHM903		
ALL OTHER NON-UAB/WBHM SOURCES	0	No
Alabama Broadcasters Association Job Bank, 2180 Parkway Lake Drive, Hoover AL 35244, 205-982-5001, http://al-ba.com		
National Public Radio Listservs, 635 Massachusetts Avenue, NW, Washington DC 20001, 202-513-3232, www.npr.org		
Corporation for Public Broadcasting (CPB) Jobline, 401 Ninth Street, NW Washington DC 20004-2129, 202-879-9600, http://cpb.org		
University-Station Alliance Listserv, 1017 W Brooke Hollow Ct, Stillwater OK 74075, 405- 624-1192, www.us-alliance.org/		
Birmingham-Southern College Norton Campus Center, Room 241, 900 Arkadelphia Road, Birmingham AL 35254, 205-226-4719, www.bsc.edu		
Wallace State Community College Hanceville, 801 Main Street NW; P.O. Box 2000 Hanceville AL, 35077-2000, 866-350-9722, www.wallacestate.edu		
Miles College, 5500 Myron Massey Boulevard, Fairfield AL 35064, 205-929-1000, www.miles.edu		
Samford University, 800 Lakeshore Drive, Homewood AL 35229, 205-726-2011, www.samford.edu		
Gadsden State Community College, 1001 George Wallace Drive, Gadsden AL 35903, 256-549- 8200, www.gadsdenstate.edu		
Jefferson State Community College, 4600 County Road 17, Birmingham, AL 35242, 205- 983- 5911, www.jeffstateonline.com		

Job Title of Vacancy: General Manager

Recruitment Source that Referred the Hiree: UAB Human Resources

Date Vacancy Opened: April 26, 2012

Total Number of Persons Interviewed for the Vacancy: 6

Date Vacancy Filled: Aug. 27, 2012

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, www.uab.edu	1	No
WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org	1	No
Facebook and Twitter (both WBHM and staff personal accounts), www.facebook.com/WBHM90.3 and twitter.com/WBHM903	1	No
ALL OTHER NON-UAB/WBHM SOURCES	3	No
Alabama Broadcasters Association Job Bank, 2180 Parkway Lake Drive, Hoover AL 35244, 205-982-5001, http://al-ba.com		
National Public Radio Listservs, 635 Massachusetts Avenue, NW, Washington DC 20001, 202-513-3232, www.npr.org		
Corporation for Public Broadcasting (CPB) Jobline, 401 Ninth Street, NW Washington DC 20004-2129, 202-879-9600, http://cpb.org		
University-Station Alliance Listserv, 1017 W Brooke Hollow Ct, Stillwater OK 74075, 405- 624-1192, www.us-alliance.org/		
Birmingham-Southern College Norton Campus Center, Room 241, 900 Arkadelphia Road, Birmingham AL 35254, 205-226-4719, www.bsc.edu		
Wallace State Community College Hanceville, 801 Main Street NW; P.O. Box 2000 Hanceville AL, 35077-2000, 866-350-9722,		

www.wallacestate.edu		
Miles College, 5500 Myron Massey Boulevard, Fairfield AL 35064, 205-929-1000, www.miles.edu		
Samford University, 800 Lakeshore Drive, Homewood AL 35229, 205-726-2011, www.samford.edu		
Gadsden State Community College, 1001 George Wallace Drive, Gadsden AL 35903, 256-549- 8200, www.gadsdenstate.edu		
Jefferson State Community College, 4600 County Road 17, Birmingham, AL 35242, 205- 983- 5911, www.jeffstateonline.com		

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	Training of Staff and Management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	<p>All staff are able and encouraged to enroll in free workshops and training programs administered by the licensee, the University of Alabama at Birmingham. These workshops include diversity training and managers training, just to name a few. The majority of workshops include online elements and classroom training.</p> <p>Information System Specialist Darrell McCalla completed UAB's Diversity Awareness Education program April 18, 2012.</p> <p>Market Manager Audrey Atkins completed UAB's Diversity Awareness Education program July 26, 2012.</p>

		General Manager Scott Hanley completed UAB's Diversity Awareness Education program October 8, 2012
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.</p>
EEO	Job Listings	Three job listings (Information Systems Specialist 1, Market Manager, and General Manager) were posted during the reporting period; see Exhibit A for recruitment sources used to fill the vacancies.
EEO	Job/Career Fairs	<p>UAB Government, Non-Profit, Volunteer Fair Tuesday, January 17, 2012 10 a.m. to 2 p.m.: WBHM was represented by Development Director Mary Hendley, who spoke with attendees, collected resumes and distributed applications for potential interns, as well as collect resumes for potential future openings.</p>
EEO	Job/Career Fairs	<p>Birmingham-Southern College 2012 Spring Career Fair Tuesday, February 21, 2012 2 to 5 p.m.: WBHM was represented by Program Director Michael Krall who was there to speak with attendees and collect resumes for potential interns and freelancers, as well as collect resumes for potential future openings.</p>

EEO	Outreach	<p>Program Director Michael Krall led tours of WBHM for Cub Scout Pack 321 from Bluff Park neighborhood of Hoover On Feb. 15 and 16, 2012. Pack 321 is chartered by Bluff Park United Methodist Church. Topics included radio production, interviewing, on-air hosting, as well as station operations and equipment. Krall also took questions from students and parents.</p>
EEO	Training. Outreach and Recruiting	<p>On March 1, 2012, News Director Tanya Ott guest lectured a Broadcast Management class at the University of North Alabama in Florence. Topics included an overview of public broadcasting and its similarities and differences with commercial broadcasting. Ott also discussed internship opportunities with WBHM.</p> <p>October 25 – 28, 2012, WBHM News Director Tanya Ott traveled to Philadelphia, PA, to give a two-day journalism workshop to 14 entry and mid-level journalists. Topics included public radio core values, story selection, interviewing, research, writing and production.</p>
EEO	Outreach	<p>On March 12, 2012, WBHM's Southern Education Desk reporter Dan Carsen was a "featured discussor" at a Faith In Action meeting. The group at that point consisted of 22 congregations (Christian, Jewish, and Muslim) looking to do what they could to improve education in Birmingham.</p>
EEO	Outreach	<p>May 24, 2012, WBHM and the Southern Education Desk co-sponsored the inaugural Issues & Ales event at the J Clyde Restaurant and Bar in Birmingham, AL. Roughly 55 people gathered to hear four panelists discuss "What Makes Good Teaching." The event was live tweeted and included 1.5 hours of discussion and audience participation.</p>

EEO	Internship program	During this period, WBHM provided internship opportunities for 13 college and high school students in the areas of news, promotions, business management and station operations.
EEO	Establishment of training program designed to enable station personnel to acquire skills that could qualify them for higher-level positions	<p>August 12 – 17, 2012, WBHM News Director Tanya Ott traveled to Columbia, MO, to attend an Association of Health Care Journalists fellowship training. Topics covered included racial disparities in health care, socio-economic determinants of health, hospital regulation, and computer-assisted reporting.</p> <p>September – November 2012. WBHM News Director Tanya Ott, Producer/Reporter Andrew Yeager and General Manager Scott Hanley participated in the NPR/Knight Foundation Digital Planning Program, including an in-person meeting September 17-19, 2012 in Washington DC with NPR and personnel from other stations across the country to develop skills and strategies for more effective digital news gathering, production and dissemination. Telephonic and internet-based training continued on a weekly basis through November 2012.</p>
EEO	Outreach	October 4, 2012, WBHM hosted Issues & Ales: The Future of Journalism event at Cantina Restaurant in Pepper Place, Birmingham, AL. More than 100 people gathered to hear four panelists discuss recent changes in the Alabama media landscape. The event was moderated by General Manager Scott Hanley, live “tweeted” and included 2 hours of discussion and audience participation.
EEO	Outreach	Saturday October 13, 2012, WBHM hosted a public open-house to give the public the chance to tour the station, meet the WBHM staff and management and share their own favorite public radio stories.