

WBRC

EEO PUBLIC FILE REPORT

December 1, 2015 to November 30, 2016

I. VACANCY LIST

See **Master Recruitment Source List** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Reporter	1-26, 33	18
Sr. Digital Sales Specialist (2)	1-26	34 & 34
Reporter (2)	1-26	34 & 34
Marketing Producer	1-26, 33	18
Asst. Hub Director	1-20, 22-26	18
Local Sales Manager	1-26, 29	29
Producer	1-26	18
News Content Specialist (PT)	1-26	18
Asst. News Director	1-26	18
News Content Specialist (PT)	1-26	18
Producer	1-26	34
Photojournalist	1-26	18
Account Executive	1-26	34
Photojournalist	1-26	34
Maintenance Supervisor	1-15, 17-22, 25-26	34
Master Control Operator	1-23, 25-26	34
Producer	1-26	34
Anchor/Reporter	1-26	20
Reporter (2)	1-26	18 & 27
News Content Specialist (PT) (2)	1-26	34 & 34
Producer	1-20, 22-26	17

WBRC

EEO PUBLIC FILE REPORT

December 1, 2015 to November 30, 2016

II. MASTER LIST OF RECRUITMENT SOURCES

**Sources with an asterisk (*) denote organizations that requested notification of job vacancies*

<u>*Source Number</u>	<u>Organization</u>	<u>Contact Person</u>	<u>Mailing Address</u>	<u>Website/ Email</u>	<u>Phone Number</u>	<u>Number of Interviews</u>
COMMUNITY SOURCES						
1	Alabama A&M University	Career Services (Carolyn Lewis)	4900 Meridian St N Normal, AL 35762		256-372-5690	
2	Alabama State University	Ella Tucker	915 South Jackson St Montgomery, AL 36101		334-229-4156	
3	Auburn University	Karen Allen	400 Martin Hall Auburn, AL 36849		334-844-3864	
4	Birmingham Southern College	Peggy LoPresti	900 Arkadelphia Rd, Box 549010 Birmingham, AL 35254		205-226-4719	
5	Faulkner University	Marie C. Ottinger	5345 Atlanta Hwy Montgomery, AL 36109		334-386-7512	
6	Jacksonville State University	Career Center	207 Merrill Hall Jacksonville, AL 36265	careerservices@jsu.edu	256-782-5484	
7	Jefferson State Community College	Dr. Tamara Payne	JC/LWH 216 Birmingham, AL 35242		205-856-8588	
8	Lawson State Community College	Dr. Kristie Rankin	3060 Wilson Rd SW Birmingham, AL 35211		205-929-3514	

9	Samford University	Heather Averett	800 Lakeshore Dr, Room 205, Ralph W. Beeson Univ Center Birmingham, AL 35229		205-726-2980	
10	Talladega College	Career Center	627 West Battle St. Seymour Hall 115 Talladega, AL 35160		256-761-6274	
11	Troy State University	Career Center	110 Adams University Center Troy, AL 36082		334-670-3217	
12	University of Alabama at Birmingham	Kelli Holmes	1400 University Blvd, Hill University Center, Suite 532 Birmingham, AL 35294		205-975-4406	
13	UAB Dept of Communications	Leigh-Ann Doss	1400 University Blvd, HH302 Birmingham, AL 35294		205-934-3877	
14	University of Alabama	Career Advisor	Box 870293 Ferguson Center 751 Campus Dr. Tuscaloosa, AL 35487		205-348-5848	
15	University of South Alabama	Delia Ingram	Meisler Hall, Suite 2100 307 University Blvd. N Mobile, AL 36688			
16	Alabama Broadcasters Assoc	Lesia Rice	2180 Parkway Lake Drive Hoover, AL 35244	www.al-ba.com lrice@al-ba.com	205-982-5001	
17	WBRC On-Air Announcement	David Kelley	1720 Valley View Dr. Birmingham, AL 35209	dkelley@wbrc.com	205-583-8460	2
18	WBRC/Raycom Media Website	Donna Tadlock		https://careers- raycommedia.icims.com www.wbrc.com		28
19	Alabama JobLink		3440 3rd Ave S Birmingham, AL 35222	https://joblink.alabama.gov		
ADDITIONAL SOURCES						
20	Tvjobs.com			www.tvjobs.com		12
21	TVB Broadcast Jobs			www.tvb.org		
22	National Association of Hispanic Journalist		1050 Connecticut Ave NW 10th Floor Washington, DC 20045	http://nahj.hispano.com		

23	Asian American Journalist Assoc			www.aaja.org		
24	Native American Journalist Assoc	Rebecca Landsberry		rebeccalandsberry@naja.com		
25	NAACP		Metro Birmingham Branch PO Box 1268 Birmingham, AL 35203			
26	Birmingham Association of Black Journalist		PO Box 10023 Birmingham, AL 35202			
27	NABJ Career Fair					1
28	Agent					6
29	LinkedIn	Susan Willower				1
30	Careerbuilder	Susan Willower				1
31	Monster.com	Susan Willower				1
32	Univ. of Missouri					1
33	Savannah College of Art and Design	Monica Whitehead		http://www.scad.edu/success/career-resources		
WBRC SOURCES						
34	Referrals	Employees, Client	Vendors, Etc			26
35	WBRC Interns					1
36	Internal Transfers					18
					TOTAL	98

WBRC

EEO PUBLIC FILE REPORT

December 1, 2015 to November 30, 2016

III. SUPPLEMENTAL OUTREACH INITIATIVES

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

Describe Nature of Initiative:

Student Internship Program

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

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

Students will observe the day-to-day operations of a fast-paced news environment. An internship with the news department will involve observing the news staff in the news gathering process. This internship may include some field experience with news reporters and photographers to observe story development and interview skills during developing stories. Also includes observing the Operation/Production side of the news department by learning the responsibilities and job requirements for Directors, Technical Directors Chyron/ Audio Operators, Studio Technicians and Floor Directors. Students will also observe studio and control room crews during the mornings and evenings newscasts. NOTE: Interns are not permitted to operate equipment

Spring 2016 – 5 interns (News)

Summer 2016 – 6 interns (News)

Fall 2016 – 4 interns (News)

Students come from a variety of schools.

Names of Station Personnel involved in Initiative:

Lantz Croft – Assistant News Director

Robert Stevenson – Executive Producer

Felicia Rylee – Admin Assistant/Internship Coordinator

Various news department employees

WBRC

EEO PUBLIC FILE REPORT

December 1, 2015 to November 30, 2016

III. SUPPLEMENTAL OUTREACH INITIATIVES

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

Describe Nature of Initiative:

Broadcasting of outreach recruitment to local organization regarding job openings

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

WBRC airs the below promo recruiting organization who would like to receive our job openings.

“WBRC-TV, a Raycom Media station, is committed to a broad applicant recruiting outreach program in our continuing efforts to represent our diverse community. If your organization is interested in becoming part of our recruitment list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We will notify you of each full-time opening and ask you to refer individuals to us for consideration. Send your request to the address below. Mail to: WBRC HR, PO Box 6, Birmingham, AL 35201”

Names of Station Personnel involved in Initiative:

Felicia Rylee – Admin Assistant/EEOC Coordinator
Katrena Long – Traffic Coordinator

WBRC

EEO PUBLIC FILE REPORT

December 1, 2015 to November 30, 2016

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): February 15, 2016

Describe Nature of Initiative:

Career Fair

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

Attended a career fair at University of Alabama Birmingham. The career was through Athletic Department and open to all student athletes. Spoke with attendees about current full time, part time and internship opportunities.

Names of Station Personnel involved in Initiative:

Felicia Rylee – Administrative Assistant – EEOC Coordinator

WBRC

EEO PUBLIC FILE REPORT

December 1, 2015 to November 30, 2016

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): February 17, 2016

Describe Nature of Initiative:

Career Fair

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

Attended a career fair at Auburn University. The fair was open to all students through all majors. Spoke with attendees about current full time, part time and internship opportunities.

Names of Station Personnel involved in Initiative:

Felicia Rylee – Administrative Assistant/EEO Coordinator

WBRC

EEO PUBLIC FILE REPORT

December 1, 2015 to November 30, 2016

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 2, 2016

Describe Nature of Initiative:

Career Fair

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

Attended a career fair at Talladega College. The fair was open to all students through all majors. Spoke with attendees about current full time, part time and internship opportunities.

Names of Station Personnel involved in Initiative:

Felicia Rylee – Administrative Assistant/EEO Coordinator

WBRC

EEO PUBLIC FILE REPORT

December 1, 2015 to November 30, 2016

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 24, 2016

Describe Nature of Initiative:

Career Fair

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

Attended a career fair at The University of Alabama. The fair was through the College of Communication & Information Sciences and only open to students in majors of that college. Spoke with attendees about current full time, part time and internship opportunities.

Names of Station Personnel involved in Initiative:

Felicia Rylee – Administrative Assistant/EEO Coordinator

WBRC

EEO PUBLIC FILE REPORT

December 1, 2015 to November 30, 2016

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): April 28, 2016

Describe Nature of Initiative:

Kids and 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

WBRC housed 1 participant who is seeking a career in broadcast.

Names of Station Personnel involved in Initiative:

Steve Crocker - Reporter

Lantz Croft - Assistant News Director

Various content department employees

WBRC

EEO PUBLIC FILE REPORT

December 1, 2015 to November 30, 2016

III. SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): May 11, 2016

Describe Nature of Initiative:

Sponsored Regional Job Fair in partnership with State of Alabama Department of Labor

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

The State of Alabama Department of Labor partnered with the City of Birmingham and WBRC to host a Regional Job Fair. The fair was held at the Birmingham Jefferson Civic Center and was open any resident of Alabama. Companies from the region in all different industries attended to speak to participants about their openings.

Names of Station Personnel involved in Initiative:

Collin Gaston – GM
Shannon Maze – News Director
Various News, Engineering and Marketing Staff Members