

**WBRC**  
**EEO PUBLIC FILE REPORT**  
**December 1, 2019 – November 30, 2020**

**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
Executive Producer	1 - 24, 26, 27	27
Account Executive	1 - 18, 20 - 24, 26 - 28	27
Photographer	1 - 24, 26, 27, 29	29
Multi-Media Journalist (2)	1 – 17, 19 – 24, 26, 27, 29	29 & 27
Producer	1 - 24, 26, 27	24
Traffic Anchor	23, 24, 26	24
Account Executive (2)	1 - 24, 26, 27, 29	24 & 29
Reporter/MMJ	11 – 24, 26, 27, 29	29

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Alabama State University Ella Tucker, 915 South Jackson Street, Montgomery, AL 36101 334-229-4156	N	
2	Faulkner University Mattie C. Ottinger, 5345 Atlanta Hwy., Montgomery, AL 36109 334-386-7512	N	
3	Jacksonville State University Career Service, 207 Merrill Hall, Jacksonville, AL 36265 256-782-5482	N	
4	Jefferson State Community College Dr. Tamara Payne, JC/LWH 216, Birmingham, AL 35242 205-856-8588	N	
5	Lawson State Community College Dr. Kristie Rankin/Ms. Akilih Haley, 3060 Wilson Rd SW, Birmingham, AL 35211 205-929-3514	N	
6	Samford University Heather Averett, Ralph W. Beeson University Center, Room 205, 800 Lakeshore Dr, Birmingham, AL 35229 205-726-2980	N	
7	Talladega College Career Service, 627 West Battle St, Seymour Hall-115, Talladega, AL 35160 256-761-6274	N	
8	UAB Department of Communication Studies Leigh-Ann Doss, 1400 University Blvd, HH302, Birmingham, AL 35294 205-934-3877	N	
9	NAACP – Metro Birmingham Branch 1520 4 <sup>th</sup> Ave N, Birmingham, AL 35203	N	
10	Birmingham Association of Black Journalist PO Box 10023, Birmingham, AL 35202	N	
11	Alabama A&M University <a href="http://www.handshake.com">www.handshake.com</a>	N	
12	Auburn University <a href="http://www.handshake.com">www.handshake.com</a>	N	

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
13	Birmingham Southern College <a href="http://www.handshake.com">www.handshake.com</a>	N	
14	Troy State University <a href="http://www.handshake.com">www.handshake.com</a>	N	
15	University of Alabama <a href="http://www.hanshake.com">www.hanshake.com</a>	N	
16	University of Alabama Birmingham <a href="http://www.hanshake.com">www.hanshake.com</a>	N	
17	University of Alabama Huntsville <a href="http://www.handshake.com">www.handshake.com</a>	N	
18	University of Mississippi <a href="http://www.handshake.com">www.handshake.com</a>	N	
19	University of South Alabama <a href="http://www.handshake.com">www.handshake.com</a>	N	
20	University of Southern Mississippi <a href="http://www.handshake.com">www.handshake.com</a>	N	
21	Alabama Broadcasters Association <a href="http://www.al-ba.com">www.al-ba.com</a>	N	
22	Alabama JobLink <a href="http://www.joblink.alabama.gov">www.joblink.alabama.gov</a>	N	
23	WBRC on-air advertisement Felicia Rylee; <a href="mailto:frylee@wbrc.com">frylee@wbrc.com</a>	N	
24	WBRC/ Gray Television Career Websites <a href="http://www.wbrc.com">www.wbrc.com</a> ; <a href="http://www.gray.tv/careers">www.gray.tv/careers</a>	N	11
25	WBRC Social Media Pages Jenna Wood - Facebook, Twitter, Instagram	N	
26	TV Jobs <a href="http://www.tvjobs.com">www.tvjobs.com</a>	N	
27	Indeed <a href="http://www.indeed.com">www.indeed.com</a>	N	18
28	LinkedIn <a href="http://www.linkedin.com">www.linkedin.com</a>	N	3
29	Referrals – employee, client, vendor, etc.	N	10
30	Internal Employees	N	1
31	Careerbuilder <a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	N	1
32	Talent Agency	N	1
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>45</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description of Activity</b>
<b>1</b>	Internship Program	<p>WBRC offers an academic credit internship program for registered juniors, seniors, and graduate students. The program is offered year-round (spring, summer and fall semesters).</p> <p>Students observe and learn all aspects of the news industry. During their time, they are placed with an employee in each position of the newsroom. Additionally, the internship includes field experience with reporters and photographers.</p> <p>Students come from a variety of schools including: Jacksonville State University, Samford University, and University of Alabama Birmingham.</p> <p>Below are the number of interns each semester:  Spring 2020 (ended 3/13/20) – 4 interns  Our Summer and Fall 2020 programs were suspended due to COVID19.</p>
<b>2</b>	Career Fair	<p>On February 19, 2020, the EEO Coordinator attended a career fair at University of Montevallo. The fair was through the College of Communication and was open to all students. During the event, attendees were given information on WBRC job and internship opportunities.</p>
<b>3</b>	Career Fair	<p>On March 5, 2020, the EEO Coordinator attended a career fair at Jacksonville State University. The fair was through the Office of Career Services and was open to all students. During the event, attendees were given information on WBRC job and internship opportunities.</p>

4	Broadcasting of Outreach Promo	<p>WBRC airs the below promo recruiting organization who would like to receive our job openings.</p> <p>WBRC-TV, a Gray Television 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</p>
5	Diversity and Inclusion Training	<p>July 9 - August 4, 2020 – General Manager participated in a training series “Foundations in Diversity, Equity and Inclusion” from Adaway Consulting, a program developed for Gray Television. Information covered in this training included: how biases influence interaction and decision making and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gendered language, race, class and ability, how to apologize effectively.</p>
6	EEO Training	<p>On November 19, 2020, the EEO Coordinator attended a web-based training on EEO matters. The training was provided by legal EEO counsel for Gray Television. Following the call, the EEO Coordinator shared the information with appropriate station management.</p>