

**WBAL-AM, WBAL-TV, WIYY-FM**  
**EEO PUBLIC FILE REPORT**  
**June 1, 2024 - May 31, 2025**

**I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
News Reporter Open Date: 8/28/2023 Hire Date: 8/15/2024	1-5, 8-9, 11-27, 29-39	27
News Reporter Open Date: 8/28/2023 Hire Date: 6/10/2024	1-5, 8-9, 11-27, 29-39	12
Account Executive Open Date: 10/31/2023 Hire Date: 1/6/2025	2, 5, 8-9, 11, 13-26, 29-39	16
Anchor Open Date: 2/26/2024 Hire Date: 9/22/2024	2, 4-5, 8-9, 11, 13-15, 17-25, 29-39	4
Digital Content Producer Open Date: 4/15/2024 Hire Date: 6/3/2024	2-5, 8-9, 11, 13-25, 29-39	4
Assignment Editor Open Date: 5/6/2024 Hire Date: 6/12/2024	1-5, 8-9, 11, 13-17, 19-25, 29-39	16
Local News Producer Open Date: 5/15/2024 Hire Date: 9/24/2024	1-5, 7-9, 11-25, 29-39	7
Sales Account Associate Open Date: 5/16/2024 Hire Date: 6/3/2024	1-5, 8-9, 11, 13-25, 29-39	4
Local News Photographer Open Date: 6/6/2024 Hire Date: 7/10/2024	1-5, 8-9, 11, 13-25, 29-39	4
Multimedia Marketing Producer Open Date: 6/18/2024 Hire Date: 8/25/2024	1-3, 5, 7-9, 11, 13-15, 17-25, 29-39	7
Sales Account Associate Open Date: 6/25/2024 Hire Date: 9/2/2024	1-5, 8-11, 13-15, 17-25, 29-39	10
Digital Client Specialist Open Date: 7/10/2024 Hire Date: 8/12/2024	1-5, 8-15, 17-25, 29-39	10
Broadcast Operations Technician Open Date: 7/18/2024 Hire Date: 8/17/2024	1-6, 8-9, 11, 13-25, 28-39	6
Talk Show Producer Open Date: 7/24/2024 Hire Date: 9/1/2024	1-5, 8-9, 11, 13-25, 29-39	16

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<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Executive Producer Special Projects Open Date: 8/13/2024 Hire Date: 9/2/2024	1, 3, 5-6, 8-9, 11, 13-15, 17-25, 29-39	6
Local News Producer Open Date: 9/23/2024 Hire Date: 10/28/2024	1, 3-5, 8-9, 11, 13-15, 17-25, 29-39	4
Account Executive Open Date: 9/24/2024 Hire Date: 3/3/2025	1, 3-6, 8-9, 11, 13-25, 29-39	4
Account Executive Open Date: 9/24/2024 Hire Date: 1/6/2025	1, 3-6, 8-9, 11, 13-25, 29-39	6
Sales Account Associate Open Date: 10/15/2024 Hire Date: 1/13/2025	1, 3-5, 8-9, 11-25, 29-39	4
Account Executive Open Date: 3/3/2025 Hire Date: 4/1/2025	1, 3-5, 8-9, 11, 13-25, 29-39	16

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<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>
1	602 Communications 1011 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Phone : 602-954-8373 Url : <a href="http://602communications.com/site/">http://602communications.com/site/</a> Email : <a href="mailto:gnewell@602communications.com">gnewell@602communications.com</a> Sandy Lizik	N	0
2	Baltimore City Community College 2901 Liberty Heights Ave. Baltimore, Maryland 21215 Phone : 410-462-8013 Email : <a href="mailto:hr@bccc.edu">hr@bccc.edu</a> Deidre Hill	N	0
3	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : <a href="mailto:kwitkoe@Batestech.edu">kwitkoe@Batestech.edu</a> Ken Witkoe	N	0
4	Careers.HearstTelevision.com 214 N. Tryon St. Charlotte, North Carolina 28202 Phone : 704-348-8073 HTV Careers	N	49
5	CCBC 800 South Rolling Road Baltimore, Maryland 21228 Phone : 443-840-4099 Url : <a href="http://www.ccbcmd.edu/campus.html">http://www.ccbcmd.edu/campus.html</a> Email : <a href="mailto:sellis2@ccbcmd.edu">sellis2@ccbcmd.edu</a> Samantha Ellis	N	0
6	Current Employee	N	3
7	Current Intern	N	2
8	Delaware State University 1200 North Dupont Highway Dover, Delaware 19901 Phone : 302-857-6060 Career Services Manual Posting	N	0

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9	Elon Univeristy 100 Campus Drive Elon, North Carolina 27244 Career Services Manual Posting	N	0
10	Employee Referral	N	2
11	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
12	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 203-328-2691 Career Services Manual Posting	N	5
13	Jewish Vocational Svcs. 1515 Reisterstown Rd. Baltimore, Maryland 21208 Phone : (415) 391-3600 Email : info@jcsbaltimore.org Lisa Cohn	N	0
14	JournalismJobs.com PO Box 7294 Berkeley, California 94707 Phone : 510-524-2007 Email : contact@journalismjobs.com Career Services	N	0
15	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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16	LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Career Services Manual Posting	N	28
17	Loyola College 4501 N. Charles Street Baltimore, Maryland 21210 Phone : (410) 617-2000 Mary DeManss Manual Posting	N	0
18	Maryland Workforce Exchange 301 Preston St Suite 1500 Baltimore, Maryland 21201 Phone : 410-767-7857 Jonathan Jayes-Green Manual Posting	N	0
19	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
20	McDaniel College 2 College Hill Westminster, Maryland 21157 Phone : 410-848-7000 Url : <a href="https://www.mcdaniel.edu/index.php/career_services">https://www.mcdaniel.edu/index.php/career_services</a> Career Services Manual Posting	N	0
21	MDCD Broadcasters 150 Fayetteville St. Suite 1270 Raleigh, North Carolina 27601 Phone : 919-821-7300 Url : <a href="http://www.mdcdbroadcasters.com">http://www.mdcdbroadcasters.com</a> Email : <a href="mailto:info@mdcd.com">info@mdcd.com</a> Fax : 1-919-834-8880 Gail Summerville	N	0

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<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>
22	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
23	Norfolk State University 700 Park Avenue Norfolk, Virginia 23504 Phone : 757-823-8462 Career Services Manual Posting	N	0
24	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Url : <a href="https://northwestern-csm.symplicity.com">https://northwestern-csm.symplicity.com</a> Dainne Siekmann Manual Posting	N	0
25	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
26	Sheffield Audio Visual School 13816 Sunnybrook Rd. Phoenix, Maryland 21131 Phone : 800-355-6613 Email : <a href="mailto:vance@sheffieldav.com">vance@sheffieldav.com</a> Career Services	N	0
27	Showbizjobs.com 3579 E. Foothill Blvd. Pasadena, California 91107 Phone : 626-798-4533 Url : <a href="https://www.showbizjobs.com/(626)798-4533">https://www.showbizjobs.com/(626)798-4533</a> Career Services Manual Posting	N	1

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<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>
28	Society of Broadcast Engineers 9102 N Meridian St. Suite 150 Indianapolis, Indiana 46260 Phone : 317-846-9000 Scott Jones Manual Posting	N	0
29	Spelman College 350 Spelman Ln SW Atlanta, Georgia 30314 Career Services Manual Posting	N	0
30	Stevenson University 1525 Greenspring Valley Rd. Lutherville-Timonium, Maryland 21153 Phone : 877-468-6852 Url : <a href="https://www.myinterfase.com/vjc/employer/">https://www.myinterfase.com/vjc/employer/</a> Steven Wallis Manual Posting	N	0
31	Temple University 220 Mitten Hall 1913 N. Broad Street Philadelphia, Pennsylvania 19112 Phone : 215-204-7981 Url : <a href="http://www.temple.edu/provost/careercenter/">http://www.temple.edu/provost/careercenter/</a> Kelly Hart Manual Posting	N	0
32	Towson University 8000 York Road Towson, Maryland 21252 Phone : 410-704-2000 Url : <a href="https://www.myinterfase.com/towson/employer/">https://www.myinterfase.com/towson/employer/</a> Career Services Manual Posting	N	0
33	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : (800) 374-0119 Email : <a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a> Career Services	N	0

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34	University of Baltimore 1420 N. Charles St. Baltimore, Maryland 21201 Phone : 410-837-4200 Jessica Johnson Manual Posting	N	0
35	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : <a href="http://colorado.edu/">http://colorado.edu/</a> Christine Mahoney Manual Posting	Y	0
36	University of Maryland, BC 1000 Hilltop Circle Baltimore, Maryland 21250 Phone : 410-455-1000 Career Services Manual Posting	Y	0
37	University of Michigan 515 E Jefferson St Ann Arbor, Michigan 48109 Career Services Manual Posting	N	0
38	Virginia State University 1 Hayden Sr Petersburg, Virginia 23806 Career Services Manual Posting	N	0
39	<a href="http://www.mediagignow.com">www.mediagignow.com</a> 550 W. Jackson Blvd Suite 200 Chicago, Illinois 60661 Phone : 336-553-0620 Url : <a href="http://www.mediagignow.com">http://www.mediagignow.com</a> Email : <a href="mailto:customerservice@mediagignow.com">customerservice@mediagignow.com</a> MediaGigNow.com	N	0
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>90</b>



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**III. RECRUITMENT INITIATIVES**

	<b>Date</b>	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>	<b>No. of Stations Participants</b>	<b>Participant Title</b>
1	Ongoing Event	Establishment of training programs for station personnel	Station personnel have access to a company internal learning management system, Hearst EDGE. Personnel have various assigned trainings to complete as well as self-led trainings. Topics include, communication skills, technical skills, creative, diversity, ethics, leadership and personal growth. Completion of these courses leads to personal and professional development of personnel and can lead to further growth within the company.	9	Sales Manager Sales Manager Sales Manager Radio Program Director
2	Ongoing Event	Provision of training to management	The Hearst Conscious Inclusion program underscores the company's commitment to an equitable, inclusive and diverse culture that speaks to our company's culture. Participants in the program learned the INCLUDE model that provides the fundamental knowledge and skills necessary to become more aware of how biases can impact behaviors in the workplace. Participants completed 6 sessions over a course of 6 months. These sessions included, Conscious Inclusion (two part), Allyship in Action, Race Matters, Moments of Truth and a wrap up session. Once participants complete this program, they earn the Change Agent certification.	4	Executive Producer News Operations Manager Producer Promotions Coordinator
3	Ongoing Event	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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4	Ongoing Event	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.	3	Executive Producer News Operations Manager Sales Manager

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5	6/3/2024	Establishment of training programs for station personnel	From June 3-7, 2024, one of WBAL TV's Executive Producers was a student in the 20th Annual Producer Academy's "Master Class." Additionally, WBAL TV's News Director was a presenter during the sessions. The training tools for upper-level positions sessions, included: "CAPX and Annual Budget Requests;" "Agents and Your On-Air Staff;" "Research 101 and Emerging Trends;" "Effective Coverage Plans and Leading Breaking News;" "Hearst Contracts Explained;" and "The Future of Successful Local Newsrooms." The guest speakers were Steve Swartz, President and CEO Hearst and Mike Hayes, President Hearst Television. The faculty were: Barb Maushard, SVP, News; Paige Harrison, VP, News; Nicholas Radziul, EVP; Kevin Stuart, VP, Research; Ernie Mourelo, VP, Digital News; Brian Doyle, Director of Content & Strategy; Kristin Hansen, VP, Human Resources; Sinan Sadar, Director of Talent Recruitment; Akili Franklin, Director of Management Recruitment; and Ben Hart, President & General Manager, WJCL-TV. Additional faculty included News Directors Stephanie Linton, WESH-TV; Tim Tunison, WBAL-TV; Alisha McDevitt, WMUR-TV; Margaret Cronan, WCVB-TV; Derek Schnell, KCRA-TV; and Kerri Sutton, WVTM-TV; along with financial planners, Alex Mejia, Sr. Director of Finance and Jack McDermott, Financial Planning; Yasmine Osborn, Director of Diversity, Equity and Inclusion; the Office of General Counsel's Howard Davis and Caitlin Baronowski; and Seth Geiger, President Smith Geiger.	2	Executive Producer News Director

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6	6/10/2024	Establishment of an intern program designed to assist members of the community	Summer 2024, WBAL TV welcomed an Emma Bowen Foundation Fellow to join their News department for 12 weeks. As an HTV Emma Bowen Fellow, the Fellow learned how a television station operates and contributed to the operation. The Emma Bowen Foundation program provides a multi-year internship to students of color at media companies where they gain significant on the job training in their field. Students are placed in all areas of the industry and focus on 3 programming tracks - Business of Media (Sales, Public Relations, Marketing, and Human Services); Content of Media (News Production, Broadcast Journalism, and Print Journalism); and Innovation of Media (Engineering, Software Development, Digital Marketing, and Coding). For Hearst Television, the focus track was content of media.	4	Director of Programming & Public Affairs Business Manager Fellow Executive Producer
7	6/10/2024	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.	4	Director of Programming & Public Affairs Assignment Manager News Director Executive Producer

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8	6/10/2024	Establishment of an intern program designed to assist members of the community	From June 10, 2024 to August 23, 2024 WBAL TV welcomed a Jeana Stanley Fellow to join the Finance department for 10 weeks. The Jeana Stanley Fellowship, recognized as an endowment from Hearst and the Emma Bowen Foundation, funded by Hearst, has been established in honor of Hearst Vice President of Finance Jeana Stanley, who passed away in June 2020. The endowment is designed to assist finance students from diverse backgrounds seeking internships and career opportunities in media. In addition to accessing need-based scholarships, students will receive industry-specific education and training and internship opportunities at Hearst and other media-related companies.	3	Fellow Business Manager Director of Finance
9	6/10/2024	Establishment of an intern program designed to assist members of the community	Jayne Miller Investigative Journalism Fellowship - a one-semester paid position at WBAL TV. The Fellowship is designed to give students exposure to the television broadcast news industry. The emphasis is on investigative journalism with an intense focus on research, newswriting and reporting. We welcomed one Fellow this year.	2	News Director Fellow
10	7/1/2024	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. We welcomed one Fellow this year.	2	News Director Fellow
11	8/10/2024	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

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12	8/21/2024	Provision of training to management	Hearst's Director of Veteran Recruiting visited the station to discuss Hearst's Veteran Recruiting Program, also known as "Operation Transition." This program provides training to hiring managers relating to the hiring of U.S. Armed Forces veterans. Topics covered in the session included: to evaluate the past employment and duties of armed services personnel and the "transferability" or applicability of those skills and qualifications to various broadcast careers; the process for identifying, interviewing, and attracting qualified candidates from the armed services pool; common values shared among military veterans and the culture of Hearst stations; ensuring non-discrimination in the consideration and hiring of veterans and periodic leave status; and common misconceptions about veteran employment. The training session also highlighted examples of the many contributions to the company made by existing veteran employees.	4	Director of Programming & Public Affairs News Director Director of Sales Radio News Director
13	8/22/2024	Participation in Job Fairs	WBAL TV Business Manager and Hearst's Director of Veteran Recruiting attended a recruit military job fair in Baltimore, MD. in an attempt to attract and recruit military veterans for open positions at Hearst Television stations.	2	Business Manager Hearst Director of Veteran Recruiting
14	9/8/2024	Participation in events or programs sponsored by educational institutions	During a visit to Coppin State University on September 8, 2024, the Director of Programming and Community Affairs educated more than 30 students and faculty about various career paths in broadcast television. They learned about early career opportunities at WBAL TV. They were directed to Hearst Careers to explore opportunities and apply for job openings.	1	Director of Programming & Public Affairs

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15	9/9/2024	Participation in events or programs sponsored by educational institutions	WBAL AM Reporter was invited to speak to nineteen sophomores and juniors at Southeastern University about the radio broadcast media industry. He discussed radio news, covering breaking news and what a day in the life of a Radio News Reporter looks like.	1	Reporter
16	Ongoing Event	Participation in events or programs sponsored by educational institutions	<p>The WBAL-TV Weather Champion Program is a comprehensive, interactive session on weather science and safety that is taught to Elementary age students by WBAL TV Meteorologists. The session is open to schools in Baltimore City and Anne Arundel, Baltimore, Carroll, Harford and Howard Counties and is designed for 3rd through 12th graders. Students will learn the answers to basic weather questions like: What is meteorology? How is weather forecasted? How to identify severe weather (Watch versus Warning). What are some tips on how to stay safe during severe weather? And more. At the completion of the session, students receive an official “Weather Champion” certificate, sticker and medallion beads. During the 2024-25 academic year, more than 1,860 students attended the program.</p>	4	<p>Meteorologist  Meteorologist  Meteorologist  Meteorologist</p>
17	10/16/2024	Participation in events or programs sponsored by educational institutions	Robert Lang, Reporter was invited to speak to 20 journalism students at Messiah College about the broadcast media industry and what a day in the life in Radio News looks like. Students were directed to Hearst Careers to explore job opportunities at Hearst Television.	1	Reporter

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18	11/8/2024	Establishment of a mentoring program	Beginning 11/8/2024, Hearst Television offered a 6-month mentorship program. The goal was to build productive relationships across the company. Employees benefited from career development support, by working in a diverse and inclusive environment, and through Hearst Television's leadership, the value of helping others succeed. WBAL TV had 17 participants in the mentorship program who were either "Mentors" or "Mentees". Meeting in person at the station or via Teams with employees from other stations, they discussed career objectives, offered advice, and discussed their station projects.	17	Business Manager President and General Manager Director of Engineering Radio Program Director
19	11/13/2024	Participation in events sponsored by organizations representing the community	Dan Joerres, President and General Manager and Deborah Weiner, Anchor were invited to speak to Baltimore Jewish Council Leadership Development Program about the broadcast media industry and what a day in the life in News looks like both on and off air.	2	President & General Manager Anchor
20	11/14/2024	Participation in events or programs sponsored by educational institutions	Our President and General Manager spoke to Virginia State University's Mass Communication Department. The students and faculty learned about broadcasting careers paths and the day-to-day operations of a television and radio station. They were directed to career opportunities offered on Hearst's career website.	1	President & General Manager
21	2/25/2025	Participation in events or programs sponsored by educational institutions	WBAL TV, WIYY FM and WBAL AM were invited to Towson University to participate in their career fair. WBAL TV, WIYY FM and WBAL AM had a booth to discuss employment opportunities with students and met with potential future talent about careers in broadcast media. About 150 visited the booth.	3	Sales Manager Creative Service Director Digital Content Producer



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22	4/8/2025	Establishment of a mentoring program	Beginning 4/8/2025, Hearst Television offered a 6-month mentorship program. The goal was to build productive relationships across the company. Employees benefited from career development support, by working in a diverse and inclusive environment, and through Hearst Television's leadership the value of helping others succeed. WBAL TV had 22 participants in the mentorship program who were either "Mentors" or "Mentees". Meeting in person at the station or via Teams with employees from other stations, they discussed career objectives, offered advice, and discussed their station projects.	22	Assistant News Program Director Sales Manager Executive Producer Account Executive
23	4/13/2025	Participation in events or programs sponsored by educational institutions	WBAL AM Sports Reporter was invited to speak at George Mason University's 2024 Society of Professional Journalists' Region 2 Conference. As a panelist, the reporter spoke about the sports broadcast media industry and what a day in the life of sports reporting looks like. The audience was comprised of journalism students from several schools. At the networking session, the students were directed to Hearst Careers to learn more about openings at Hearst Television.	1	Sports Reporter