

EEO PUBLIC FILE REPORT

FOR

WBAL-TV, WBAL-AM & WIYY-FM

This EEO Public File Report
Covers the One-Year Period
Ending on 5/31/13

EEO Annual Public File Report

WBAL-TV, WBAL-AM & WIYY-FM

This EEO Public File Report is filed in Station **WBAL-TV, WBAL-AM & WIYY-FM**'s public inspection files pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule.

The information contained in this Report covers the one year time period ending 5/31/13 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain the following information for each full-time vacancy:

- * The full-time vacancies over the Reporting Period, the recruitment sources used to fill each vacancy, and the recruitment source that referred the hiree for each full-time vacancy;
- * The master list of recruitment sources utilized by the station, identified by name, address, contact person and telephone number; and
- * The total number of persons interviewed for each recruiting source over the Reporting Period.

Attachment 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to:
WBAL-TV | 3800 Hooper Ave | Baltimore, MD 21211

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I. VACANCY LIST

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

| Job Title | Recruitment Sources ("RS") Used to Fill Vacancy | RS Referring Hiree |
|---|--|-----------------------|
| DIGITAL EDITOR Open Date: 3/6/2012 Hire Date: 5/28/2012 | 2, 4-8, 11-13, 17, 19-20, 22, 24-25, 29-34, 36-37, 40-42, 45, 47, 49-52, 54-55, 57 | 11 |
| Engineering Maintenance Technician Open Date: 3/28/2012 Hire Date: 6/1/2012 | 2, 4-8, 11-14, 16-20, 22-25, 29-34, 36, 39, 41-42, 45, 47-49, 51-55 | 18 |
| Sales & Marketing Executive for WIYY-FM, 98 Rock Open Date: 4/25/2012 Hire Date: 7/30/2012 | 2, 4-17, 19-26, 29-34, 36, 38-39, 41-42, 45, 47-49, 51-55, 57 | 21 |
| Account Executive Open Date: 5/4/2012 Hire Date: 7/9/2012 | 1-2, 4-9, 11-17, 19-25, 29-34, 36, 41-42, 45, 47, 49, 51-52, 54-55 | 11 |
| Account Executive Open Date: 5/4/2012 Hire Date: 9/24/2012 | 1-2, 4-9, 11-17, 19-25, 29-34, 36, 41-42, 45, 47, 49, 51-52, 54-55 | 21 |
| Weekend Newscasts Producer Open Date: 6/5/2012 Hire Date: 1/6/2013 | 2, 4-8, 11-14, 16, 18-20, 22-25, 29-30, 33-34, 41-42, 45, 47, 49, 51-52, 54-55 | 18 |
| Account Executive Open Date: 6/12/2012 Hire Date: 9/27/2012 | 1-2, 4-8, 11-16, 19-20, 22-25, 29-34, 38, 41-43, 45, 47, 49, 51-52, 54-55 | 43 |
| Sales & Marketing Executive for WIYY-FM, 98 Rock Open Date: 6/12/2012 Hire Date: 10/16/2012 | 1-2, 4-8, 11-16, 19-25, 29-34, 38, 41-42, 45, 47, 49, 51-52, 54-55 | 11 |
| Account Executive Open Date: 6/19/2012 Hire Date: 9/4/2012 | 1-2, 4-8, 10-15, 19-20, 24-27, 29-30, 33-34, 41-42, 45, 47, 49, 51-52, 54-55, 57 | 27 |
| Photographer/Editor Open Date: 6/27/2012 Hire Date: 8/6/2012 | 2, 4-9, 11-14, 19-20, 22-25, 29-31, 33-34, 37, 39, 41-42, 45, 47, 49, 51-55, 57 | 11 |
| Photographer/Editor Open Date: 6/27/2012 Hire Date: 8/6/2012 | 2, 4-9, 11-14, 19-20, 22-25, 29-31, 33-34, 37, 39, 41-42, 45, 47, 49, 51-55, 57 | 39 |
| Morning Show Co-Host – WBAL Radio Open Date: 7/17/2012 Hire Date: 10/15/2012 | 9, 20, 22, 25-26, 35, 41-42, 45, 47, 52, 55 | 26 |
| On-air announcer/Host at 98Rock WIYY/Baltimore Open Date: 8/1/2012 Hire Date: 9/4/2012 | 2, 4-9, 11-16, 18-20, 22-25, 29-34, 41-42, 45, 49, 51-56 | 18 |
| Account Executive Open Date: 8/22/2012 Hire Date: 4/29/2013 | 1-2, 4-9, 11-17, 19-20, 22-25, 28, 30, 33-34, 39, 41-42, 45, 49, 51-55 | 28 |

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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 |
|---|--|-----------------------|
| Web Reporter/editor Open Date: 9/17/2012 Hire Date: 11/5/2012 | 2-4, 6-9, 11-20, 22-25, 30-34, 41-42, 45, 47, 49, 51-55, 57 | 11 |
| National Sales Manager Open Date: 9/19/2012 Hire Date: 10/15/2012 | 1-4, 6-9, 11-14, 18-20, 22-26, 30-34, 41- 42, 44-45, 47, 49, 51-55 | 18 |
| Sales & Marketing Executive for WIYY-FM, 98 Rock Open Date: 10/9/2012 Hire Date: 12/11/2012 | 1-2, 4, 6-8, 11-14, 19-21, 23-26, 29-34, 41-42, 45, 47, 49, 51-52, 54-55 | 26 |
| Sales & Marketing Executive for WIYY-FM, 98 Rock Open Date: 10/9/2012 Hire Date: 10/29/2012 | 1-2, 4, 6-8, 11-14, 19-21, 23-26, 29-34, 41-42, 45, 47, 49, 51-52, 54-55 | 26 |
| Account Executive Open Date: 11/27/2012 Hire Date: 4/8/2013 | 1-2, 4, 6-8, 11-14, 19-21, 23-25, 29-31, 33-34, 39, 41-42, 44-45, 51-52, 54-55 | 39 |
| Account Executive Open Date: 11/27/2012 Hire Date: 4/8/2013 | 1-2, 4, 6-8, 11-14, 19-21, 23-25, 29-31, 33-34, 39, 41-42, 44-45, 51-52, 54-55 | 39 |
| Business Manager Open Date: 2/13/2013 Hire Date: 4/23/2013 | 2, 4, 6-8, 11-14, 19-20, 22-26, 29, 33- 34, 38, 41-42, 45-47, 49, 51-52, 54-55, 57 | 26 |

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|------------------|---|--|---|
| 1 | 602 Communications 1011 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Phone : 602-954-8373 Url : http://602communications.com/site/ Email : slizik@602communications.com Sandy Lizik | N | 0 |
| 2 | AFTRA/SAG 4340 East West Highway Suite 204 Bethesda, Maryland 20814 Phone : . Email : araulers@aftra.com Amea Raulerson | N | 0 |
| 3 | AllAccess.com Maryland Url : http://www.allaccess.com Career Services Manual Posting | N | 0 |
| 4 | Baltimore City Community College 2901 Liberty Heights Ave Baltimore, Maryland 21215 Phone : 410-462-8013 Email : hr@bccc.edu Deidre Hill | N | 0 |
| 5 | BCCC 2901 Liberty Ave. Baltimore, Maryland 21215 Phone : 404-523-6136 Email : dhill@bccc.edu Deidre Hill | N | 0 |
| 6 | Black College Radio PO Box 3191 Atlanta, Georgia 30302 Url : http://www.blackcollegeradio.com/ Email : BCRmail@aol.com Career Services | N | 0 |
| 7 | Bowie State University 14000 Jericho Park Road Bowie, Maryland 20715 Mary Johnson Manual Posting | N | 0 |

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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 |
|-----------|---|---|--|
| 8 | Broadcasting Institute of Maryland 7200 Harford Road Baltimore, Maryland 21234 Email : nb@bim.org Norman Brooks | N | 0 |
| 9 | Career Communications Group 729 E. Pratt St 5th Floor Baltimore, Maryland 21202 Phone : 410-244-7101 Url : http://www.ccgmedia.com/employee_login.php Career Services Manual Posting | N | 0 |
| 10 | Careerbuilder.com Maryland Url : http://www.careerbuilder.com/default.aspx?cbRecurs Bill McKinney Manual Posting | N | 2 |
| 11 | Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Phone : 704-348-8073 HTV Careers Manual Posting | N | 29 |
| 12 | CCBC 800 South Rolling Road Baltimore, Maryland 21228 Phone : 443-840-4099 Url : http://www.ccbcmd.edu/campus.html Email : ceed@ccbc.cc.md.org Career Services | N | 0 |
| 13 | Collective Talent California Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille | N | 0 |
| 14 | College of Notre Dame 4701 N. Charles St. Baltimore, Maryland 21210 Phone : 410-435-0100 Url : http://www.ndm.edu/StudentServices/Career/employer Career Services Manual Posting | N | 0 |

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|------------------|--|--|---|
| 15 | Communities Organized to Improve Life 1200 W Baltimore Street Baltimore, Maryland 21223 Phone : 410-837-2036 Stacey Smith Manual Posting | N | 0 |
| 16 | Community Assistance Network 7900 E. Baltimore Street Baltimore, Maryland 21224 Phone : 410-285-4674 Geraldine Thompson Manual Posting | N | 0 |
| 17 | Coppin State College 2500 West North Ave. Baltimore, Maryland 21216 Phone : 410-383-5855 Seana Coulter Manual Posting | N | 0 |
| 18 | Current Employee | N | 11 |
| 19 | Dept. of Labor, Licensing & Regulations 500 North Calvert St #401 Baltimore, Maryland 21202 Phone : 410-230-6001 Email : banderson@careernet.state.md.us Bernadine Anderson | N | 0 |
| 20 | Emma L Bowen Foundation of Minority Interest in Media 524 W 57th Street New York, New York 10019 Email : sdrice@cbs.com Career Services | N | 0 |
| 21 | Employee Referral BARBARA ANDERSON | N | 11 |
| 22 | Gov. Office of Minority Affairs 6 St. Paul Street Baltimore, Maryland 21202 Phone : 410-767-8232 Ernie Mosby Manual Posting | N | 0 |

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| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|------------------|---|--|---|
| 23 | Greater Baltimore Urban League 512 Orchard St Baltimore, Maryland 21201 Phone : 410-523-8150 Url : http://careers.bul.org/ Career Services Manual Posting | N | 0 |
| 24 | Hon. Elijah Cummings 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 |
| 25 | 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 | 5 |
| 26 | Indeed.com | N | 19 |
| 27 | Internal Candidate | N | 1 |
| 28 | Internet Ad | N | 1 |
| 29 | Jewish Vocational Svcs 1515 Reisterstown Rd. Baltimore, Maryland 21208 Email : info@jcsbaltimore.org Tova Jaffee | N | 0 |
| 30 | Loyola College 4501 N. Charles Street Baltimore, Maryland 21210 Mary DeManss Manual Posting | N | 0 |
| 31 | Maryland Comm. on Hispanic Affairs 311 W. Saratoga St Baltimore, Maryland 21201 Phone : 410-767-7857 Career Services Manual Posting | N | 0 |

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| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|------------------|---|--|---|
| 32 | Maryland Office of Asian Pacific American Affairs 311 W. Saratoga St Baltimore, Maryland 21201 Phone : 410-766-7491 Career Services Manual Posting | N | 0 |
| 33 | Mayor's Office of Employment Development 417 East Fayette St Suite 468 Baltimore, Maryland 21202 Phone : 410-396-3009 Email : rhoward@oedworks.com Jesse Rice | N | 0 |
| 34 | McDaniel College 2 College Hill Westminster, Maryland 21157 Phone : 410-848-7000 Url : https://www.mcdaniel.edu/index.php/career_services Career Services Manual Posting | N | 0 |
| 35 | MDCD Broadcasters 150 Fayetteville St Suite 1610 Raleigh, North Carolina 27602 Phone : 919-821-7300 Url : http://www.mdcdbroadcasters.com Lisa Reynolds Manual Posting | N | 0 |
| 36 | Morgan State University Center for Career Develop 1700 East Cold Spring Lane Baltimore, Maryland 21251 Phone : 443-885-3333 Career Services Manual Posting | N | 0 |
| 37 | NAACP 4805 Mt. Hope Drive Baltimore, Maryland 21215 Phone : 410-486-4223 John White Manual Posting | N | 0 |

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| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|--|---|--|
| 38 | National Organization for Women- Baltimore Chapter PO Box 253 Timonium, Maryland 21094 Phone : 443-495-4080 Email : info@baltimorenow.org Career Services | N | 0 |
| 39 | Non-Employee Referral | N | 6 |
| 40 | NPPA.otg 3200 Crossdale Drive, Ste 306 Durham, North Carolina 27705 Phone : 225-388-0669 Arthur Lauck Manual Posting | N | 0 |
| 41 | NTS Media Online Maryland Email : al@ntsmidiaonline.com Career Services | N | 0 |
| 42 | Omega Studios 5609 Fishers Lane Rockville, Maryland 20852 Phone : 301-230-9100 Email : Robert@omegastudios.com Robert Adams | N | 0 |
| 43 | On Air Recruitment Ad | N | 1 |
| 44 | Our Daily Bread Employment Center 725 Fallsway Baltimore, Maryland 21202 Phone : 443-986-9018 Sarah Matthews Manual Posting | N | 0 |
| 45 | Pennsylvania Assoc. of Broadcasters 8501 Paxton St Hummelstown, Pennsylvania 17036 Phone : 717-482-4820 Email : gponti@pab.org Gail Ponti | N | 0 |
| 46 | Rapid Reliable Recruiting 100 West Road Suite 300 Towson, Maryland 21204 Phone : 410.337.5627 Email : Leslie@2rrecruiting.com Leslie Carrington | N | 0 |

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| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|-----------|---|---|--|
| 47 | Sheffield Audio Visual School 13816 Sunnybrook Rd Phoenix, Maryland 21131 Phone : 800-355-6613 Email : vance@sheffieldav.com Career Services | N | 0 |
| 48 | Station Website | N | 2 |
| 49 | Stevenson University 1525 Greenspring Valley Rd. Lutherville-Timonium, Maryland 21153 Phone : 877-468-6852 Url : https://www.myinterfase.com/vjc/employer/ Career Services Manual Posting | N | 0 |
| 50 | Talent Dynamics 600 Las Coninas Blvd. Suite 1000 Irving, Texas 75039 Phone : 214-640-3121 Email : hedding@talentdynamics.com Career Services | N | 0 |
| 51 | Towson University 8000 York Road Towson, Maryland 21252 Phone : 410-704-2000 Url : https://www.myinterfase.com/towson/employer/ Career Services Manual Posting | N | 0 |
| 52 | TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : . Career Services Manual Posting | N | 0 |
| 53 | TVandRadioJobs.com Maryland Url : http://tvandradiojobs.com/cgi-bin/classifieds/clas Career Services Manual Posting | N | 0 |

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

| RS Number | RS Information | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS Over Reporting Period |
|--|--|--|---|
| 54 | University of Baltimore 1420 N. Charles St Baltimore, Maryland 21201 Phone : 410-837-4200 Email : careercenter@ubmail.ubalt.edu Career Services | N | 0 |
| 55 | University of Maryland, BC 1000 Hilltop Circle Baltimore, Maryland 21250 Phone : 410-455-1000 Email : careers@umbc.edu Career Services | Y | 0 |
| 56 | Villa Julie College Career Development Office 1525 Greenspring Valley Road Stevenson, Maryland 21153 Phone : Ellen Yerman Manual Posting | N | 0 |
| 57 | wbal.com 3800 Hooper Ave Baltimore, Maryland 21211 Url : http://wbal.com John Laur Manual Posting | N | 0 |
| TOTAL INTERVIEWS OVER REPORTING PERIOD: | | | 88 |

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III. RECRUITMENT INITIATIVES

| | Date | Type of Recruitment Initiative (Menu Selection) | Brief Description Of Activity | No. of Stations Participants | Participant Title | Points |
|---|-------------|---|---|-------------------------------------|--|---------------|
| 1 | 6/13/2012 | Participation in events or programs sponsored by educational institutions | NABEF Media Sales Institute - Howard University, Washington, DC | 1 | GSM, WIYY-FM | 0.25 |
| 2 | 7/2/2012 | Participation in scholarship programs | EMMA BOWEN FOUNDATION | 1 | Business Manager | 1.00 |
| 3 | 9/3/2012 | Participation in other activities designed by the station employment unit | WBAL-TV Internship Program Fall, Spring, & Summer Semesters. Fall-7 interns; Spring-11 interns and Summer-15 interns | 7 | Dctr of Prog & Public Affairs Production Assist. & Prod. News Assignment Editor Sports Anchor | 1.00 |
| 4 | 10/18/2012 | Participation in events or programs sponsored by educational institutions | Guest Speaker - Morgan State University School of Communication - Spoke to University students about starting a career in Radio Broadcasting Sales and Marketing. | 1 | GSM, WIYY-FM | 0.25 |
| 5 | 10/20/2012 | Participation in events sponsored by community groups | Social Media Day at Laurel Park, MD Media panalist- Described the unique way WBAL-AM uses social media and digital platforms to report daily news and events. | 1 | Radio Anchor/Reporter | 0.25 |
| 6 | 10/25/2012 | Participation in events or programs sponsored by educational institutions | Career Fair - Howard University School of Communications | 1 | GSM, WIYY-FM | 0.25 |
| 7 | 11/20/2012 | Participation in events or programs sponsored by educational institutions | Web Design Presentation - Catonsville High School | 1 | Radio Digital Manager | 0.25 |
| 8 | 11/27/2012 | Participation in events or programs sponsored by educational institutions | Guest speaker for the Au Courant series - Notre Dame University's Renaissance Institute | 1 | Radio Anchor/Reporter | 0.25 |
| 9 | 3/27/2013 | Participation in events or programs sponsored by educational institutions | Goucher College - Media Management and Content Class Lecture | 1 | News Director | 0.25 |

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III. RECRUITMENT INITIATIVES

| | Date | Type of Recruitment Initiative (Menu Selection) | Brief Description Of Activity | No. of Stations Participants | Participant Title | Points |
|--|-------------|---|--|-------------------------------------|--|---------------|
| 10 | 4/16/2013 | Participation in other activities designed by the station employment unit | WBAL-TV - Managers of Maryland State Police & Corrections half day workshop. WBAL_TV devised and hosted a half day workshop to train them on the process of gathering and reporting local news, how to communicate to a local station, explore how our station can work with local public safety authorities and the advantage of knowing and understanding how a local television station operates. | 3 | President/GM Drct of Prog & Public Affairs News Director | 1.00 |
| 11 | 4/17/2013 | Participation in events or programs sponsored by educational institutions | Goucher College - Media Management and Content Class Lecture | 1 | Dctr of Prog & Public Affairs | 0.25 |
| 12 | 5/3/2013 | Participation in other activities designed by the station employment unit | NAB Broadcast Leadership Training Program - Washington, DC | 1 | President/GM | 1.00 |
| TOTAL POINTS OVER REPORTING PERIOD: | | | | | | 6.00 |