

**EEO PUBLIC FILE REPORT**

**FOR**

**WBAL-TV, WBAL-AM & WIYY-FM**

This EEO Public File Report  
Covers the One-Year Period  
Ending on 5/31/14

## **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 5/31/14 (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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**WBAL-AM, WBAL-TV, WIYY-FM****EEO PUBLIC FILE REPORT****June 1, 2013 - May 31, 2014****I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Executive Producer Open Date: 1/10/2013 Hire Date: 9/9/2013	3, 5-8, 11-14, 17, 19-20, 22-25, 27, 29-33, 40-42, 44, 47-48, 50-51	11
Promotion Manager Open Date: 1/17/2013 Hire Date: 6/17/2013	1, 3, 5, 7-8, 11-14, 19-20, 23-25, 30-32, 40, 42, 44, 47-48, 50-51	11
Talk Show Host Open Date: 6/13/2013 Hire Date: 7/8/2013	4, 18, 26, 39, 52	52
Regional Accounting Manager Open Date: 6/17/2013 Hire Date: 8/15/2013	5, 9-10, 14-16, 19-20, 22-25, 27-28, 31-33, 35, 37-40, 42-43, 45, 47, 49-51	10
Sales & Marketing Executive for WIYY-FM, 98 Rock Open Date: 6/27/2013 Hire Date: 8/5/2013	2-3, 5-6, 8-9, 14-16, 20, 22-28, 31-33, 37, 39-40, 42, 44-45, 47, 49, 51	2
Sales & Marketing Executive for WIYY-FM, 98 Rock Open Date: 6/27/2013 Hire Date: 8/19/2013	2-3, 5-6, 8-9, 14-16, 20, 22-28, 31-33, 37, 39-40, 42, 44-45, 47, 49, 51	26
5AM Newscast Producer Open Date: 7/15/2013 Hire Date: 9/16/2013	5-6, 8-9, 11, 14-16, 19-20, 22-25, 27-28, 31, 33, 37, 39-40, 42, 44-45, 47, 49-51	11
Account Executive Open Date: 8/2/2013 Hire Date: 5/5/2014	1, 5-6, 8-11, 14-16, 19-20, 22-28, 31-33, 37, 39-40, 42, 44-45, 47-51	11
Meteorologist Open Date: 8/5/2013 Hire Date: 8/22/2013	5-6, 8-9, 11, 13-16, 20, 22-25, 27-28, 31-33, 36-37, 39-40, 42, 44-45, 47-51	36
Sales & Marketing Executive for WIYY-FM, 98 Rock Open Date: 8/7/2013 Hire Date: 5/5/2014	1-2, 5-9, 14-16, 20, 22-28, 31-33, 37, 39-40, 42, 44-45, 47, 49-51	2
Anchor/Reporter Open Date: 8/19/2013 Hire Date: 12/1/2013	5-6, 8-9, 14-17, 19-20, 22-25, 27-28, 31-33, 37, 39-40, 42, 44-45, 47, 49-51	17
Photographer/Editor Open Date: 9/16/2013 Hire Date: 11/11/2013	5-6, 8-9, 11, 14-16, 19-20, 22-25, 27-28, 31-33, 37, 39-40, 42, 44-45, 47, 49, 51	11
Account Executive Open Date: 9/17/2013 Hire Date: 12/3/2013	1, 5-6, 8-9, 11, 14-16, 19-25, 27-28, 31-33, 37, 39-40, 42, 44-45, 47, 49, 51	21
AM News Web Reporter/Editor Open Date: 10/22/2013 Hire Date: 12/2/2013	5-6, 8-9, 11-12, 14, 16, 19-22, 24-25, 27-28, 31-34, 37, 39-40, 42, 44-45, 47, 49-51	34

**WBAL-AM, WBAL-TV, WIYY-FM****EEO PUBLIC FILE REPORT****June 1, 2013 - May 31, 2014****I. VACANCY LIST**

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

<b>Job Title</b>	<b>Recruitment Sources ("RS") Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
AM News Web Reporter/Editor Open Date: 10/22/2013 Hire Date: 1/13/2014	5-6, 8-9, 11-12, 14, 16, 19-22, 24-25, 27-28, 31-34, 37, 39-40, 42, 44-45, 47, 49-51	21
Sales & Marketing Executive for WIYY-FM, 98 Rock Open Date: 10/22/2013 Hire Date: 12/11/2013	5-6, 8-12, 14, 16, 19-20, 22, 24-25, 27- 28, 31-33, 37, 39-40, 42, 44-45, 47, 49- 51	10
Producer/ Director Open Date: 11/18/2013 Hire Date: 2/18/2014	5-6, 8-9, 11-12, 14, 16-17, 19-20, 22, 24-25, 27-28, 31-33, 37, 39-40, 42, 44- 45, 47, 49-51	17
6pm News Producer Open Date: 1/16/2014 Hire Date: 5/5/2014	3, 5-6, 8-9, 11-14, 16, 19-20, 22, 24-25, 27-28, 31-33, 37, 39-40, 42-48, 50-51	11
Maintenance Technician Open Date: 2/11/2014 Hire Date: 5/1/2014	5-6, 8-9, 11-14, 16-17, 19-20, 22, 24- 25, 27-28, 31-33, 37, 39-40, 42-43, 45- 48, 50-51	17

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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 : <a href="http://602communications.com/site/">http://602communications.com/site/</a> Email : <a href="mailto:slizik@602communications.com">slizik@602communications.com</a> Sandy Lizik	N	0
2	98online.com 3800 Hooper Ave Baltimore, Maryland 21211 Phone : 1-800-767-1098 Url : <a href="http://98online.com">http://98online.com</a> John Laur Manual Posting	N	4
3	AFTRA/SAG 4340 East West Highway Suite 204 Bethesda, Maryland 20814 Phone : (301) 792-7707 Email : <a href="mailto:araulers@aftra.com">araulers@aftra.com</a> Amea Raulerson	N	0
4	AllAccess.com Maryland Url : <a href="http://www.allaccess.com">http://www.allaccess.com</a> Career Services Manual Posting	N	2
5	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
6	Black College Radio PO Box 3191 Atlanta, Georgia 30302 Phone : 404.523.6136 Url : <a href="http://www.blackcollegeradio.com/">http://www.blackcollegeradio.com/</a> Email : <a href="mailto:BCRmail@aol.com">BCRmail@aol.com</a> Career Services	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
7	Bowie State University 14000 Jericho Park Road Bowie, Maryland 20715 Phone : (301) 860-4000 Mary Johnson Manual Posting	N	0
8	Broadcasting Institute of Maryland 7200 Harford Road Baltimore, Maryland 21234 Phone : (410) 254-2770 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 : <a href="http://www.ccgmedia.com/employee_login.php">http://www.ccgmedia.com/employee_login.php</a> Career Services Manual Posting	N	0
10	Careerbuilder.com 666 Third Avenue Suite17A New York, New York 10017 Phone : 212.659.7035 John Mirrione Manual Posting	N	3
11	Careers.HearstTelevision.com 214 N. Tryon St Charlotte, North Carolina 28202 Phone : 704-348-8073 HTV Careers Manual Posting	N	10
12	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 : sellis2@ccbcmd.edu Samantha Ellis	N	0
13	Collective Talent California Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	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
14	College of Notre Dame 4701 N. Charles St. Baltimore, Maryland 21210 Phone : 410-435-0100 Url : <a href="http://www.ndm.edu/StudentServices/Career/employer">http://www.ndm.edu/StudentServices/Career/employer</a> Career Services Manual Posting	N	0
15	Communities Organized to Improve Life 1200 W Baltimore Street Baltimore, Maryland 21223 Phone : 410-659-5452 Email : <a href="mailto:susan@southwestseniorcenter.org">susan@southwestseniorcenter.org</a> Stacey Smith	N	0
16	Community Assistance Network 7900 E. Baltimore Street Baltimore, Maryland 21224 Phone : 410-285-4674 x118 Email : <a href="mailto:kalexander@canconnects.org">kalexander@canconnects.org</a> Fax : 1-410-285-6707 Karen Alexander	N	0
17	Current Employee	N	5
18	DCRTV 1981B Villaridge Dr Reston, Virginia 20191 Phone : 703-620-9466 Dave Hughes	N	1
19	Dept.of Labor, Licensing & Regulations 500 North Calvert St #401 Baltimore, Maryland 21202 Phone : 410-230-6001 Email : <a href="mailto:banderson@careernet.state.md.us">banderson@careernet.state.md.us</a> Bernadine Anderson	N	0
20	Emma L Bowen Foundation of Minority Interest in Media 524 W 57th Street New York, New York 10019 Phone : 212-975-2545 Email : <a href="mailto:sdrice@cbs.com">sdrice@cbs.com</a> Sandra Rice	N	0
21	Employee Referral L Coker	N	2

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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
22	Gov. Office of Minority Affairs 6 St. Paul Street Baltimore, Maryland 21202 Phone : 410-767-8232 Email : carmina.perezfowler@maryland.gov Ernie Mosbyu	N	0
23	Greater Baltimore Urban League 512 Orchard St Baltimore, Maryland 21201 Phone : 410-523-8150 Url : <a href="http://careers.bul.org/">http://careers.bul.org/</a> 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	2
26	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : . Career Services Manual Posting	N	5
27	Jewish Vocational Svcs 1515 Reisterstown Rd. Baltimore, Maryland 21208 Phone : (415)391-3600 Email : info@jcsbaltimore.org Tova Jaffee	N	0
28	Loyola College 4501 N. Charles Street Baltimore, Maryland 21210 Phone : (410) 617-2000 Email : mdemanss@loyola.edu Mary DeManss	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
29	Maryland Comm. on Hispanic Affairs 311 W. Saratoga St Baltimore, Maryland 21201 Phone : 410-767-7857 Career Services Manual Posting	N	0
30	Maryland Office of Asian Pacific American Affairs 311 W. Saratoga St Baltimore, Maryland 21201 Phone : 410-766-7491 Career Services Manual Posting	N	0
31	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
32	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
33	MDCD Broadcasters 150 Fayetteville St Suite 1610 Raleigh, North Carolina 27602 Phone : 919-821-7300 Url : <a href="http://www.mdcdbroadcasters.com">http://www.mdcdbroadcasters.com</a> Email : <a href="mailto:info@mdcdbroadcasters.com">info@mdcdbroadcasters.com</a> Fax : 1-919-834-8880 Lisa Reynolds	N	0
34	Monster.com . Baltimore, Maryland Phone : 1-800-666-7837 Career Services Manual Posting	N	1

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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
35	NAACP 4805 Mt. Hope Drive Baltimore, Maryland 21215 Phone : 410-486-4223 John White Manual Posting	N	0
36	Napoli Management Group 8844 West Olympic Blvd, Suite 100 Beverly Hills, California 90211 Phone : 310-385-8227 Email : mcInerneys@tvtalent.com Sue McInerney	N	1
37	National Organization for Women- Baltimore Chapter PO Box 253 Timonium, Maryland 21094 Phone : 443-495-4080 Email : info@baltimorenw.org Career Services	N	0
38	NPPA.org 3200 Crossdale Drive, Ste 306 Durham, North Carolina 27705 Phone : 225-388-0669 Arthur Lauck Manual Posting	N	0
39	NTS Media Online Maryland Phone : 858.486.7559 Email : al@ntsmediaonline.com Career Services	N	0
40	Omega Studios 5609 Fishers Lane Rockville, Maryland 20852 Phone : 301-230-9100 Email : Robert@omegastudios.com Robert Adams	N	0
41	Our Daily Bread Employment Center 725 Fallsway Baltimore, Maryland 21202 Phone : 443-986-9018 Sarah Matthews Manual Posting	N	0

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**II. MASTER RECRUITMENT SOURCE LIST ("MRSL")**

<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>
42	Pennsylvania Assoc. of Broadcasters 8501 Paxton St Hummelstown, Pennsylvania 17036 Phone : 717-482-4820 Email : gponti@pab.org Gail Ponti	N	0
43	Rapid Reliable Recruiting 100 West Road Suite 300 Towson, Maryland 21204 Phone : 410.337.5627 Email : Leslie@2rrecruiting.com Leslie Carrington	N	0
44	Sheffield Audio Visual School 13816 Sunnybrook Rd Phoenix, Maryland 21131 Phone : 800-355-6613 Email : vance@sheffieldav.com Career Services	N	0
45	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> Email : swallis@stevenson.edu Steven Wallis	N	0
46	Talent Dynamics 600 Las Coninas Blvd. Suite 1000 Irving, Texas 75039 Phone : 214-640-3121 Email : hedding@talentdynamics.com Career Services	N	0
47	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

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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
48	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : (800) 374-0119 Career Services Manual Posting	N	0
49	TVandRadioJobs.com Maryland Url : <a href="http://tvandradijobs.com/cgi-bin/classifieds/cls">http://tvandradijobs.com/cgi-bin/classifieds/cls</a> Career Services Manual Posting	N	0
50	University of Baltimore 1420 N. Charles St Baltimore, Maryland 21201 Phone : 410-837-4200 Email : <a href="mailto:jjohnson@ubalt.edu">jjohnson@ubalt.edu</a> Jessica Johnson	N	0
51	University of Maryland, BC 1000 Hilltop Circle Baltimore, Maryland 21250 Phone : 410-455-1000 Email : <a href="mailto:careers@umbc.edu">careers@umbc.edu</a> Career Services	Y	0
52	wbal.com 3800 Hooper Ave Baltimore, Maryland 21211 Url : <a href="http://wbal.com">http://wbal.com</a> John Laur Manual Posting	N	1
<b>TOTAL INTERVIEWS OVER REPORTING PERIOD:</b>			<b>37</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>	<b>Points</b>
1	6/2/2013	Participation in other activities designed by the station employment unit	WBAL-TV Internship Program - Summer-13 interns; Fall-11 interns and Spring-10 interns participated in the program.	1	Director of Programming/Public Affairs	1.00
2	6/9/2013	Participation in scholarship programs	Emma Bowen Foundation - The program entitles one student to receive an hourly salaried internship for four consecutive summers and a scholarship for college. The student selects a department to learn the many aspects of the operation and station specific skills. The station has the opportunity to train and mentor the student with the option of full time employment upon completion of their college degree.	1	Director of Programming/Public Affairs	1.00
3	6/12/2013	Participation in Job Fairs	Attended Howard University's Media Institute 2013 job fair. Interviewed eighteen graduate students of which two were called back for second interviews. Answered questions about careers in media sales.	1	General Sales Manager	0.25
4	10/13/2013	Participation in events or programs sponsored by educational institutions	Spoke to broadcasting students at Temple University about news broadcasting as a career option. Discussed the day to day responsibilities of a floor director and its importance in producing a news broadcast.	1	Floor Director	0.25
5	10/17/2013	Participation in events or programs sponsored by educational institutions	Keynote speaker at Towson University. Spoke to the Broadcast/Cable programming class educating students on the topics of network affiliation and programming, TV ratings, public affairs and local news.	1	Director of Programming/Public Affairs	0.25
6	10/17/2013	Participation in events or programs sponsored by educational institutions	Attended Howard University School of Communications Job and Internship Fair for the purpose of hiring an account executive. Interviewed 35 students of which three moved on to the second interview at the station.	1	General Sales Manager	0.25
7	11/4/2013	Participation in events or programs sponsored by educational institutions	Reporter presented a multimedia presentation and open discussion on radio news gathering and reporting for 11th grade learning disabled high school journalism students from Baltimore Lab School.	1	Reporter	0.25

**WBAL-AM, WBAL-TV, WIYY-FM****EEO PUBLIC FILE REPORT****June 1, 2013 - May 31, 2014****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>	<b>Points</b>
8	11/5/2013	Participation in events or programs sponsored by educational institutions	Participated in McDaniel College Intern Fair to select the first round of qualified candidates for an internship at the station. Qualified candidates did their second round of interviews at the station in their related field.	1	Production Assistant	0.25
9	4/4/2014	Participation in Job Fairs	Participant in Loyola University Career Fair - Interviewed 15 students. Discussed what it takes to start a career in media sales. Answered questions on media internships at stations.	1	General Sales Manager	0.25
10	4/7/2014	Participation in events or programs sponsored by educational institutions	Guest speaker for a communication and journalism class at Morgan State University. Presented a two hour presentation on careers in media sales focused on radio advertising. Conducted a question and answer session on the subject matter.	1	General Sales Manager	0.25
11	4/10/2014	Participation in Job Fairs	Participated in Morgan State University Spring Job Fair. Interviewed twelve students. Five candidates were brought in for a second interview and met with the GM	1	General Sales Manager	0.25
12	4/23/2014	Participation in events or programs sponsored by educational institutions	Immaculate Conception School STREAM Day. Share with students how Science, Technology, Religion, Engineering, Art and Math factor into a meteorologist's career.	1	Meteorologist	0.25
13	4/26/2014	Participation in events or programs sponsored by educational institutions	Represented WBAL TV at Unveristiy of Maryland College Park's Career Fair greeting students, faculty and staff. Answering questions about the station and questions in her related field.	1	Meteorologist	0.25
14	4/28/2014	Participation in events or programs sponsored by educational institutions	Keynote speaker at Universtiy of Maryland College of Computer, Mathematical, and Natural Science symposium.	1	Meteorologist	0.25
15	5/2/2014	Participation in events or programs sponsored by educational institutions	Participated in Guildford Elementary School's 5th grade professional career day. Discussed career path - high school, college and training in the related field. Discussed day to day tasks and responsibilities of the job	1	Meteorologist	0.25
<b>TOTAL POINTS OVER REPORTING PERIOD:</b>						<b>5.25</b>