

WBAL-AM, WBAL-TV, WIYY-FM
EEO PUBLIC FILE REPORT
June 1, 2021 - May 31, 2022

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
Assistant Program Director Open Date: 12/23/2019 Hire Date: 7/12/2021	1-8, 10-12, 15-18, 20, 22-26, 28-31, 33-35, 37, 39-41	6
Anchor Reporter Open Date: 11/5/2020 Hire Date: 1/17/2022	1-4, 6-7, 15-18, 20, 22-25, 30, 33-37, 39-41	6
Account Executive Open Date: 1/20/2021 Hire Date: 9/13/2021	1, 3-7, 15-20, 22-25, 30, 33-37, 39-41	6
Producer Open Date: 2/19/2021 Hire Date: 6/9/2021	1-7, 15-18, 20, 22-25, 30, 33-37, 39-41	6
News Anchor Reporter Open Date: 4/16/2021 Hire Date: 8/2/2021	2-7, 9, 15-18, 20, 22-25, 30-31, 33-37, 39-41	6
News Anchor Reporter Open Date: 4/16/2021 Hire Date: 8/10/2021	2-7, 9, 15-18, 20, 22-25, 30-31, 33-37, 39-41	9
Production Coordinator Open Date: 4/21/2021 Hire Date: 6/21/2021	2-7, 15-18, 20, 23-25, 30-31, 33-37, 39-41	6
Digital Media Editor Open Date: 4/29/2021 Hire Date: 7/12/2021	2-7, 9, 15-18, 20, 22-25, 30-31, 33-37, 39-41	9
Photographer/Editor Open Date: 5/14/2021 Hire Date: 9/6/2021	3-7, 15-18, 20, 22-25, 30-31, 33-37, 39-41	6
Photographer/Editor Open Date: 5/14/2021 Hire Date: 8/30/2021	3-7, 15-18, 20, 22-25, 30-31, 33-37, 39-41	6
Account Executive Open Date: 6/11/2021 Hire Date: 6/29/2021	3-7, 15-18, 20, 22-25, 30-31, 33-35, 37, 39-41	6
Operations Technicians Open Date: 7/9/2021 Hire Date: 8/1/2021	3-7, 15-18, 20, 22-25, 30-35, 37, 39-41	6
Assistant Program Director Open Date: 7/28/2021 Hire Date: 8/23/2021	3-7, 9, 15-18, 20, 22-25, 30-31, 33-35, 37, 39-41	9
Executive Producer Open Date: 8/26/2021 Hire Date: 11/15/2021	3-7, 9, 15-18, 20, 22-25, 30-31, 33-37, 39-41	9

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Traffic Anchor/Reporter Open Date: 8/26/2021 Hire Date: 10/25/2021	3-7, 15-18, 20, 22-25, 30-31, 33-37, 39-41	6
Producer Open Date: 9/3/2021 Hire Date: 11/1/2021	3-7, 9, 15-18, 20, 22-25, 30-31, 33-37, 39-41	6
Newscast Director Open Date: 9/3/2021 Hire Date: 12/6/2021	2-7, 15-18, 20, 22-25, 30-31, 33-37, 39-41	6
Photographer Open Date: 9/7/2021 Hire Date: 11/1/2021	3-7, 15-18, 20, 22-25, 30-31, 33-35, 37, 39-41	6
Account Executive Open Date: 9/15/2021 Hire Date: 11/8/2021	3-7, 15-20, 22-25, 30-31, 33-35, 37, 39-41	19
Account Executive Open Date: 9/27/2021 Hire Date: 4/4/2022	3-5, 7, 9, 15-18, 20, 22-25, 30-31, 33-35, 37, 39-41	9
Operations Technician Open Date: 9/27/2021 Hire Date: 11/8/2021	3-7, 15-18, 20, 22-25, 30-31, 33-35, 37, 39-41	6
Reporter Open Date: 9/27/2021 Hire Date: 12/6/2021	2-7, 13, 15-18, 20, 22-25, 30-31, 33-37, 39-41	6
Production Coordinator Open Date: 9/27/2021 Hire Date: 12/29/2021	3-7, 15-18, 20, 22-25, 30-31, 33-36, 39-41	6
IT Support Specialist Open Date: 9/27/2021 Hire Date: 1/3/2022	3-7, 15-18, 20, 22-25, 30-31, 33-35, 37, 39-41	6
Creative Services Producer Open Date: 10/12/2021 Hire Date: 12/22/2021	3-7, 15-18, 20, 22-25, 27, 30-31, 33-35, 37, 39-41	6
Assistant Director of Engineering Open Date: 10/27/2021 Hire Date: 2/21/2022	3-7, 9, 15-18, 20, 22-25, 27, 30-37, 39-41	6
Photographer Open Date: 10/28/2021 Hire Date: 11/29/2021	2-7, 15-18, 20, 22-25, 27, 30, 33-37, 39-41	6
Photographer Open Date: 10/28/2021 Hire Date: 11/29/2021	2-7, 15-18, 20, 22-25, 27, 30, 33-37, 39-41	6

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Assignment Editor Open Date: 11/23/2021 Hire Date: 1/3/2022	3-4, 6, 15, 20, 23, 25, 30, 32-36, 39-41	6
Local Sales Manager Open Date: 1/11/2022 Hire Date: 1/28/2022	3, 5-7, 9, 15-16, 18, 20, 22-23, 25, 30, 33-36, 39-41	9
Account Executive Open Date: 1/26/2022 Hire Date: 5/2/2022	3, 5-7, 15-16, 18, 20, 22-23, 25, 30, 33- 36, 39-41	6
Sports Producer Open Date: 1/28/2022 Hire Date: 3/14/2022	3-7, 15-16, 18, 20, 22-25, 30-31, 33-36, 39-41	6
Talk Show Host Open Date: 2/15/2022 Hire Date: 3/21/2022	3-7, 15-16, 18, 20, 22-25, 27, 30-31, 33 -36, 39-41	6
Local Sales Assistant Open Date: 3/3/2022 Hire Date: 5/2/2022	3, 5-7, 15-16, 18, 20, 22-25, 27, 30, 33- 36, 39-41	6
Announcer Open Date: 3/17/2022 Hire Date: 4/4/2022	3-7, 9, 15-18, 20, 22-25, 27, 30-35, 39- 41	9
Sales Assistant Open Date: 5/3/2022 Hire Date: 5/23/2022	1, 3-7, 14-18, 20-25, 27, 30-31, 33-36, 38-41	6

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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 : gnewell@602communications.com Sandy Lizik	N	0
2	Asian American Journalists Association 5 Third Street Suite 1108 San Francisco, California 94103 Phone : 415-346-2051 Url : http://www.aaaja.org/membership/career_listings/ Career Services Manual Posting	N	0
3	Baltimore City Community College 2901 Liberty Heights Ave. Baltimore, Maryland 21215 Phone : 410-462-8013 Email : hr@bccc.edu Deidre Hill	N	0
4	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
5	Black College Radio PO Box 3191 Atlanta, Georgia 30302 Phone : 404.523.6136 Url : http://www.blackcollegeradio.com/ Email : BCRmail@aol.com Career Services	N	0
6	Careers.HearstTelevision.com 214 N. Tryon St. Charlotte, North Carolina 28202 Phone : 704-348-8073 HTV Careers	N	117

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	CCBC 800 South Rolling Road Baltimore, Maryland 21228 Phone : 443-840-4099 Url : http://www.ccbcmd.edu/campus.html Email : sellis2@ccbcmd.edu Samantha Ellis	N	0
8	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Michael Bille Manual Posting	N	0
9	Current Employee	N	12
10	Dept. of Labor, Licensing & Regulations 500 North Calvert St. #401 Baltimore, Maryland 21202 Phone : 410-230-6001 Bernadine Anderson Manual Posting	N	0
11	Emma L Bowen Foundation of Minority Interest in Media 524 W 57th Street New York, New York 10019 Phone : 212-975-2545 Email : Sandra.Rice@nbcuni.com Sandra Rice	N	0
12	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
13	Former Employee	N	1
14	Gov. Office of Minority Affairs 6 St. Paul Street Baltimore, Maryland 21202 Phone : 410-697-9600 Email : pamela.gregory@maryland.gov Pamela Gregory	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
15	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
16	Jewish Vocational Svcs. 1515 Reisterstown Rd. Baltimore, Maryland 21208 Phone : (415) 391-3600 Email : info@jcsbaltimore.org Tova Jaffee	N	0
17	JournalismJobs.com PO Box 7294 Berkeley, California 94707 Phone : 510-524-2007 Email : contact@journalismjobs.com Career Services	N	0
18	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
19	LinkedIn.com 2029 Stierlin Court Mountain View, , California 94043 Phone : 650-687-3600 Career Services Manual Posting	N	3
20	Loyola College 4501 N. Charles Street Baltimore, Maryland 21210 Phone : (410) 617-2000 Mary DeManss Manual Posting	N	0
21	Maryland Workforce Exchange 301 Preston St Suite 1500 Baltimore, Maryland 21201 Phone : 410-767-7857 Jonathan Jayes-Green 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
22	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
23	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
24	MDCD Broadcasters 150 Fayetteville St. Suite 1270 Raleigh, North Carolina 27601 Phone : 919-821-7300 Url : http://www.mdcdbroadcasters.com Email : info@mdcd.com Fax : 1-919-834-8880 Gail Summerville	N	0
25	MediaBistro 825 Eighth Avenue, 29th Floor New Yorkd, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
26	Napoli Management Group 8844 West Olympic Blvd, Suite 100 Beverly Hills, California 90211 Phone : 310-385-8227 Sue McInerney Manual Posting	N	0
27	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Url : https://northwestern-csm.symplicity.com Dainne Siekmann Manual Posting	N	0

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28	Omega Studios 5609 Fishers Lane Rockville, Maryland 20852 Phone : 301-230-9100 Robert Adams Manual Posting	N	0
29	Rapid Reliable Recruiting 100 West Road Suite 300 Towson, Maryland 21204 Phone : 410.337.5627 Leslie Carrington Manual Posting	N	0
30	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
31	Sheffield Audio Visual School 13816 Sunnybrook Rd. Phoenix, Maryland 21131 Phone : 800-355-6613 Email : vance@sheffieldav.com Career Services	N	0
32	Society of Broadcast Engineers 9102 N Meridian St. Suite 150 Indianapolis, Indiana 46260 Phone : 317-846-9000 Scott Jones Manual Posting	N	0
33	Stevenson University 1525 Greenspring Valley Rd. Lutherville-Timonium, Maryland 21153 Phone : 877-468-6852 Url : https://www.myinterfase.com/vjc/employer/ Steven Wallis Manual Posting	N	0

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34	Temple University 220 Mitten Hall 1913 N. Broad Street Philadelphia, Pennsylvania 19112 Phone : 215-204-7981 Url : http://www.temple.edu/provost/careercenter/ Kelly Hart Manual Posting	N	0
35	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
36	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : (800) 374-0119 Email : jobs@tvjobs.com Career Services	N	0
37	TVB 120 Wall Street. 15th Floor New York, New York 10005 Phone : 212-935-5631 Email : htv.careers@hearst.com Career Services	N	0
38	University of Baltimore 1420 N. Charles St. Baltimore, Maryland 21201 Phone : 410-837-4200 Jessica Johnson Manual Posting	N	0
39	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting	Y	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
40	University of Maryland, BC 1000 Hilltop Circle Baltimore, Maryland 21250 Phone : 410-455-1000 Email : careers@umbc.edu Career Services	Y	0
41	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			133

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	6/1/2021	Listing of each upper-level category opening in a job bank or newsletter	During the period covered by this report, the Station Employment Unit listed vacancies with media trade groups and other recruitment sources whose membership includes participation by women and minorities including AAJA, Emma Bowen Foundation for Minority Interests in Media, Equality Magazines, and other sources that focus on minority participation/job placement.	1	Business Manager
2	6/1/2021	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. This year's intern experienced training in Sales, News and Promotions. The station has the opportunity to train, mentor and sponsor the student with the option of full-time employment upon completion of collage..	1	Director of Programming & Public Affairs
3	6/1/2021	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.	1	General Sales Manager

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4	6/2/2021	Participation in events or programs sponsored by educational institutions	Provided the Defense Information School maintenance technicians a virtual tour of the inner-workings of a civilian broadcast facility. The Director of Engineering lead the class through the day-to-day operation of the news room and radio operations. Hearst Careers website was offered to the students and faculty.	35	Director of Engineering
5	7/5/2021	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 advancement and leadership roles within Hearst Television. This development program is a comprehensive 10-week training with defined training 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.	4	Business Manager Managing Editor Digital Manager Local Sales Manager
6	1/2/2022	Establishment of an intern program designed to assist members of the community	Fred Young Fellowship- the twelve week program is offered to a college senior or graduate student completing the last year of college. The fellow is paid an hourly salary. The fellow's primary focus is on learning to produce a newscast while being lead and mentored by senior leaders. Upon completion of the program, the fellow is offered a full-time newscast producing position at one of Hearst stations.	1	TV News Director

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
7	2/1/2022	Provision of training to management	Participants in the Diversity, Equity, and Inclusion (DEI) workshop learned the definition of diversity, equity, and inclusion, how to understand and articulate why DEI matters and how to recognize unconscious bias to effectively manage blind spots. Various activities were completed throughout the workshop to provide further understanding of these learning objectives. Included in the takeaways are various ways hiring managers can implement their learnings into the hiring process and into their current management style to foster an inclusive workplace culture.	3	General Manager General Manager Director of Programming and Pubic Affairs
8	2/9/2022	Provision of training to management	Hearst Television General Managers and Radio General Manager participated in an hour-long EEO training session presented by legal counsel. Topics included background and updates on the current EEO regulatory environment for broadcasters, including developments around EEO Form 395-B; discussion of the requirements of the FCC's EEO rule, including methods of ensuring equal employment opportunity and preventing discrimination; and practical considerations related to EEO programs for broadcast employment units.	2	General Manager General Manager
9	2/10/2022	Provision of training to management	Hearst Television General Managers and Radio General Manager participated in a workplace diversity training event presented by Dr. Janet Reid, PhD and Vincent R. Brown titled, Diversity, Equity, and Inclusion Dialogue and Learning Session. The session focused on the various dimensions of diversity and several different strategies to achieve equality, equity and inclusion in the workplace. The session also addressed different communication strategies. The overall goal was to provide training to station executive management about methods of ensuring equal opportunities and inclusion in the workplace.	2	General Manager General Manager

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10	2/24/2022	Participation in events or programs sponsored by educational institutions	WBAL Radio News Report was a virtual speaker at Georgetown University's graduate news writing class. They were shown scripts and played audio from newscast. Questions were taken on how to cover news for radio and how to cover news during a pandemic. Students were able to ask questions. The reporter provided Hearst careers as an option for future employment.	20	Reporter
11	3/1/2022	Participation in events or programs sponsored by educational institutions	News Director participated in the Syracuse University Career Fair. The career fair gives current students an opportunity to meet representatives from a variety of organizations to network, discuss job and internship opportunities, and gain career and industry insight.	1	News Director
12	3/3/2022	Establishment of an intern program designed to assist members of the community	Operation Transition - WBAL TV hosted the first military intern. The intern had an opportunity to transition into their next career as a paid intern through the military. At WBAL-TV, the intern experienced working with account executives in the sales department, producing a newscast, and working with a reporter in the radio newsroom.	1	TV News Director
13	5/11/2022	Participation in Job Fairs	Director of Public Affairs and Hearst Television's Director of Veteran Recruiting displayed visuals and a QR Code which directed you to WBAL-TV and Radio job postings at M&T Bank's Veteran Job Fair. The job fair focused on hiring veterans and transitioning military personal and their families.	2	Director of Programming & Public Affairs Director of Veteran Recruiting

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14	5/11/2022	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: the impact of COVID-19 on veterans and veteran recruitment; how 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.	22	General Manager Business Manager General Manager Local Sales Manager
15	5/13/2022	Establishment of an intern program designed to assist members of the community	Two (2) students from McDonald College, Delaware State University, Towson, University of Miami and University of Mississippi participated in the WBAL-TV College Internship Program: Summer 2022 Session. The curriculum included orientation and an in-depth observational and participatory day-to-day look at a television broadcast operation. Guests also included WBAL-TV reporters, producers and other staff.	6	Director of Programming & Public Affairs General Sales Manager Director of Engineering Director of Creative Services