

ANNUAL - EEO Public File Report Form

December 01, 2023-November 30, 2024

The purpose of this EEO Public File Report (Quarterly EEO report) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit (EU) that is comprised of the following station(s):

Station	City of License
WDJC-FM	Birmingham, Alabama
WXJC-AM	Birmingham, Alabama
WXJC-FM	Cullman, Alabama
WYDE-AM	Birmingham, Alabama
WYDE-FM	Cordova, Alabama

Section 1: Vacancy Information

Full-time Positions Filled by Job Title	Date Position Hired	Total # Interviewed	Recruitment Sources Utilized	Recruitment Source of Hire
Radio Commercial Producer	6-4-2024	3	1.1 – 1.3, 3.1, 3.4, 4.1-4.8,5.1-5.9, 6.1-6.3,7.1, 7.2, 7.4	1.1
Full-Time Board Operator/Receptionist	6-11-2024	3	1.1 – 1.3, 3.1, 3.4, 4.1-4.8,5.1-5.9, 6.1-6.3,7.1, 7.2, 7.4	7.4
Account Executive/Salesperson	8-29-2024	6	1.1 – 1.3, 3.1, 3.4, 4.1-4.8,5.1-5.9, 6.1-6.3,7.1, 7.2, 7.4	1.1
Radio Commercial Producer	10-1-2024	3	1.1 – 1.3, 3.1, 3.4, 4.1-4.8,5.1-5.9, 6.1-6.3,7.1, 7.2, 7.4	1.1

Total Interviews During

Applicable Period: 15

Vacancies: 4

Section 2: Recruitment Source Information

	Address	City, State	Contact	PHONE/EMAIL	# Interviews from this Source
1. RADIO ANNOUNCEMENTS					
1.1	WDJC-FM 93.7 Radio Promo				9
1.2	WXJC-AM 850 Radio Promo				
1.3	WXJC-FM 101.1 Radio Promo				
1.4	WYDE-AM 1260 Radio Promos				
1.5	WYDE-FM 92.5 Radio Promos				
2. CLASSIFIED ADS					
2.1					
3. WEBSITES					
3.1	WDJC Station Website	www.wdjconline.com			Website posting 1
3.2	WXJC Station Website	www.wxjcradio.com			Website posting
3.3	WYDE Station Website	www.wyderadio.com			Website Posting
3.4	HisAir.net	www.hisair.net	Website posting	Ted Kelly	225-306-8383 ted@hisair.net
3.5	Craig's List - Birmingham	Bham.craigslist.org			
3.6	Craig's List - Huntsville	Huntsville.craigslist.org			
3.7	All Access	www.allaccess.com	Website posting	Website posting	Website posting
3.8	SBE Website [Engineering]	www.sbe.org	Website posting	Website posting	Website posting
3.9	Indeed.com	www.indeed.com	Website posting	Website posting	Website posting
3.10	Christianjobs.com	www.christianjob.com	Website posting	Website Posting	Website posting
4. SCHOOLS					
4.1	Auburn University	1500 Wire Road	Auburn, Alabama 36849	career@auburn.edu	334-844-4000
4.2	Jefferson State Comm. College	3060 Wilson Road	Birmingham, AL 35221	Tamara Payne tlpayne@jeffersonstate.edu	205-856-8588
4.3	Lawson State Community College ahaley@lawsonstate.edu	1100 9 th Avenue, SW	Bessemer, AL 35022	Ms. Akilih M. Haley M.S.L. Career & College Transfer Services	205-929-3514
4.4	Miles College careerservices@miles.edu	P.O. Box 39800	Birmingham, AL 35208	Att: Verlanda Tate, Career Services	205-929-1440
4.5	Samford University career@samford.edu	800 Lakeshore Drive	Birmingham, AL 35209	Attn: Jennifer Fitzpatrick, MSEd	205-726-2980
4.6	Troy State University Foundation – Career Development Service	104 Eldridge Hall	Troy, Alabama 36082		334-640-3217
4.7	University of Alabama at Birmingham – Hill University Center – UAB Career Center	1400 University Blvd. Suite Hill 307	Birmingham, AL 35294	Careercenter@uab.edu dian@uab.edu	205-934-4324
4.8	Wallace State Community College	PO Box 2000	Hanceville, AL 35077	Attn: Christins Holmes christina.holmes@wallacestate.edu	256-352-8133
5. CHURCHES AND MINISTRIES					
5.1	Calvary Independent Baptist Church			Jackie jackiesprayers@ymail.com	

		Address	City, State	Contact	PHONE/EMAIL	# Interviews from this Source
5.2	Church of the Highlands	4700 Highlands Way	Birmingham, AL 35210	Marcus Marcus@churchofthehighlands.com	205-980-5577	
5.3	Greater Birmingham Ministries	2304 12 th Ave, North	Birmingham, AL 35234	William Blackaby info@gbm.org	205-326-6821 ext. 108	
5.4	Liberty Church of Birmingham	2732 Old Rocky Ridge Road	Birmingham, AL 35216	churchoffice@libertychurch.cc	205-988-5433	
5.5	Mountain Chapel United Methodist	2541 Rocky Ridge Road	Birmingham, AL 35216	mtncapelumc@bellsouth.net Jill, Debbie, Greg	205-822-0020	
5.6	Riverchase Community Church	205 Old Montgomery Highway	Birmingham, AL 35244	office@riverchase.cc	205-988-8515	
5.7	Riverchase United Methodist	1953 Old Montgomery Highway	Birmingham, AL 35244	Maryanne L. maryannel@riverchaseumc.org	205-987-4030	
5.8	The Church @ Liberty Park	12001 Liberty Parkway	Vestavia Hills, AL 35242	Erin Turner erin.turner@libertypark.org	205-969-1236	
5.9	Valleydale Church	2324 Valleydale Road	Birmingham, AL 35244	jhorstmann@valleydale.org	205-991-5282	

6. COMMUNITY ORGANIZATIONS

6.1	Alabama Department of Rehab Services/Vocational Rehab Services Job posting Website: www.alabamabltn.org	236 Goodwin Crest Drive	Homewood, AL 35219	Sharde Cleveland sharde.cleveland@rehab.alabama.gov	205-290-4541	
6.2	Alabama Works – Shelby County	109 Plaza Circle	Alabaster, AL 35007	Kristina Lawrence Kristina.lawrence@alcc.alabama.gov	205-663-2542	
6.3	Alabama Works – Birmingham	3216 4 th Avenue South	Birmingham, AL 35222	Zachary Gilmore Zachary.gilmore@alcc.alabama.gov	205-582-5237	

7. OTHER

7.1	In House Posting CMG Bulletin Board	120 Summit Parkway, Suite 200	Birmingham, AL 35209	Frank Franciosi	313-272-3434	
7.2	Employee/Staff Referral					2
7.3	Client Referral					
7.4	Previous or Existing Employee					1
7.5	Intra-company Transfer					
7.6	Current Employee (Promotion)					2
7.7	Alabama Broadcaster's Association	2180 Parkway Lake Drive	Hoover, AL 35244	Lesa Rice lrice@al-ba.com	205-982-5001	

Section 3: Supplemental Recruitment Activities

WALLACE STATE COMMUNITY JOB FAIR – 3/14/2024

The EU was one of 60 trade and civil entities to attend the Spring 2024 Campus Career Fair held by Wallace State Community College. This was a meet and greet opportunity to interact with over 200 students to establish a professional relationship and discuss potential jobs and/or internship opportunities. Attendees that were interested in a career in radio were provided with a flyer from the EU providing additional information.

UAB ELECTRICAL ENGINEERING TOUR – 3/26/2024

Professor Jon Marstrander and six Electrical Engineering students from UAB were given a tour of our facility located at 120 Summit Parkway in Homewood, Alabama. The tour included the EU's on-air studios, control rooms, production room and engineering and technical operations centers. During this tour, students were encouraged to ask questions. At the completion of this tour the students were permitted to continue the tour off site at our WDJC-Red Mountain Tower facility providing a complete picture of the transmitter and tower plant.

This EU sponsored opportunity was headed by Chief Engineer, Todd Dixon.

COOSA VALLEY ACADEMY CAREER FAIR - 11/14/2024

Coosa Valley Academy, located in Harpersville, Alabama, is a small Christian High School, geared towards providing their students a college preparatory education.

Coosa Valley Academy sponsored a Career Fair for their upper classmen on Thursday, November 14th, 2024. The EU was one of 18 employers and college recruiters to participate in this networking opportunity. An EU representative displayed opportunities for careers in radio. Many of the students and faculty in attendance were familiar with the EU. Approximately 80 participants attended.

WEEKLY SALES TRAINING SPECIFIC TO PROPRIETARY CRAWFORD MEDIA SELLING PLAN MAINTAINED

The EU's proprietary way of doing business, known as Tailored Plan, developed by company President, Donald Crawford, is a comprehensive, on-going program designed to educate Account Executives, Writer Producers, and Digital and Promotions Coordinators on the company's advertising philosophy.

To educate and hone the skills of current and new EU Staff, weekly Monday morning ZOOM meetings/training sessions were instituted in September 2021 and are ongoing. These meetings include staff from multiple markets (*Birmingham, Alabama* and Detroit, Michigan). A different tenet of Tailored Plan is covered each week with opportunities during each ZOOM to apply their knowledge with roleplay.

MENTOR PROGRAM FOR EXISTING EMPLOYEES

A current employee of the Birmingham EU expressed an interest in one day being promoted to the position of Writer Producer for the EU. Outside of the employees' normal daily duties in their current role as Board Operator/Front Desk Support, the EU is developing this employee's raw talent with special instruction in script writing and commercial production on a weekly basis working with seasoned Writer Producers in both the Birmingham and Detroit Markets.

This type of opportunity is available for any staff employed by the EU wishing to learn new skills that will qualify them for a higher paying position.

FOOTNOTE

SEU SELF ASSESSMENT

The SEU completed a self-assessment regarding our EEO Recruitment Sources. All non-productive recruitment sources have been removed from our source lists. Current contact information has been verified. The SEU is working on a continual basis to seek recruitment sources that will provide a broad response to each EU effort.