

Annual EEO Public File Report Form

WABM/WTTO - BIRMINGHAM

Annual EEO Public File Report

The purpose of the EEO Public File Report (“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 that is comprised of the following station(s): WABM/WTTO – BIRMINGHAM and is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning December 1, 2008 to and including November 30, 2009 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer and started in the position. A person was deemed “interviewed” when he or she was interviewed in person or on the phone.

Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from December 1, 2008 to November 30, 2009

Station(s) Comprising Station Employment Unit: WABM/WTTO - BIRMINGHAM

Section 1: Vacancy Information

	Full-time Positions Filled By job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1	Programming Assistant	www.sbg.net	5
2	Traffic Manager	www.sbg.net	7
3	Promotion/Production Mgr	Referral	10
4	National Sales Assistant	Referral	7
5	Commercial Photog/Director/Editor	www.sbg.net	5
6	Account Executive (2 positions)	Referral (1), Internal Applicant (1)	11
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			

Total Number of Persons Interviewed and Started in the position during Applicable Period: 45

Appendix 2 to

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Covering the Period from December 1, 2007 to November 30, 2008

Station(s) Comprising Station Employment Unit: WABM/WTTO - BIRMINGHAM

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	Alabama A&M University 4900 Meridian Street Huntsville, AL 35811 256-372-8181 Contact: Tangela Rutledge-Gale Tangela.rutledge- tale@email.aamu.edu	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
B	Alabama Broadcasters Association Attn: Tina Currier 2180 Parkway Lake Drive Hoover, AL 35244 205-982-5001 Through 5/09	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
C	Alabama State Employment Service Attn: Barbara Thompson P.O. Box 59482 Birmingham, AL 35259-9482 205-870-3275	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
D	Alabama State University Attn: A. David Okeowo Department of Communications P.O. Box 271 Montgomery, AL 36101-0271 334-293-4100	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
E	Bessemer State Technical College Attn: Debra Ingram P.O. Box 308 Bessemer, AL 35021 205-426-7358	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
F	Bishop State Community College 351 N. Broad Street Mobile, AL 36603-5898 Contact: Juliette F. Womack Coordinator, Career Planning & Placement (as of 6/05) 251-690-6801	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)

	www.bishop.edu jwomack@bishop.edu		
G	Careerbuilder www.careerbuilder.com 703-637-7908 Allison Weitzman - Account Executive 8401 Greensboro Dr, Ste 250 McLean, VA 22102	1 0 0 4 0 2	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
H	Foundation for Women Attn: Margaret Hempel 120 Wall Street 33 rd Floor New York, NY 10005 (212) 709-4400	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
I	Herzing Institute Attn: Karen Easterling 280 West Valley Avenue Birmingham, AL 35209 205-916-2800	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
J	Hispanic Link News Service Charles A. Ericksen 1193 National Press Building 529 14 th Street NW Washington, DC 20045 (202) 234-0280	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
K	Internal Applicants	1 3 7 2 1	Programming Assistant Traffic Manager Promotion/Production Manager Comm Photog/Director/Editor Account Executive (2 positions)
L	JCCEO Personnel Dept Attn: Caprenia Robinson 300 8 th Avenue West Birmingham, AL 35204 205-327-7500	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
M	J.F. Drake State Technical College Attn: Sheila Daniel 3421 Meridian St. N Huntsville, AL 35811 256-539-8161	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
N	*Lee Hecht Harrison Attn: Beth Hosmer 3800 Colonnade Pkwy Suite 480 Birmingham, AL 35243 205-968-0098	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
O	Medialine www.medialine.com Contact Person: Mark Shilstone, Manager Box 51909 Pacific Grove, CA 93950 800-237-8073	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)

P	Miles College Attn: Darlene Mitchell P.O. Box 35208 Birmingham, AL 35208 205-929-1000	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Q	NAACP Attn: Meoinease Hutchinson 507 East Martin Street Raleigh, NC 27601 (919) 833-4873	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
R	National Association of Broadcasters Attn: Dwight Ellis 1771 North Street N Washington, DC 20036 202-429-5496	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
S	Nat'l Association of Hispanic Journalists Attn: Yaneth Guillen 1000 National Press Building 529 14 th Street NW Washington, DC 20045-2100 202-662-7145	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
T	National Hispanic Media Coalition Attn: Alex Nogales 2514 South Grand Avenue Los Angeles, CA 90007 (213) 746-6988	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
U	National Organization for Women Attn: Maureen Kentoff 1000 16 th Street NW Suite 700 Washington, DC 20036 (202) 628-8669	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
V	Native American Public Telecommunications Attn: Frank Blythe P.O. Box 83111 Lincoln, NE 68501 402-472-3522	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
W	Oakwood College Attn: Bennye Armstrong 7000 Adventist Blvd Huntsville, AL 35896 256-726-7000	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
X	Referrals	2 1 1 2 3	Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Y	Samford University (as of 6/09) Career Development Center careers@smaford.edu 800 Lakeshore Drive	0 0 0	National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)

	Birmingham, AL 35229 205-726-2980		
Z	Selma University Attn: Robin Thomas 1501 Lapsley Street Selma, AL 36701 334-872-2533	0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Aa	Senior Job Bank Attn: Eric Summers 3787 Palm Valey Road Suite 102 Ponta Verdra, FL 32082-4181	0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Bb	Sinclair Broadcast Group Attn: Sharon Pickeral 410-568-1517 www.sbgi.net 10706 Beaver Dam Road Cockeysville, MD 21030	3 1 1 2 1 1	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Cc	Stillman College Attn: Patricia Wilson 3600 Stillman Blvd Tuscaloosa, AL 35403 800-841-5722	0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Dd	Talladega College Attn: Veronica Miller Career Planning and Placement Office 627 West Battle Street Talladega, AL 35160 205-362-0206 yemiller@talladega.edu	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Ee	Trenholm State Technical College Attn: Benee' Edwards Job Placement Office 1225 Air Base Blvd Montgomery, AL 36108 334-832-9000 btedwards@trenholm.cc.al.us	0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Ff	Tuskegee University Attn: Sara Stringer 102 Old Administration Bldg Tuskegee, AL 36088 334-727-8011 ssstringer@tuskegee.edu	0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Gg	TV and Radio Jobs www.tvandradijobs.com Hal Abrams Mgr P.O. Box 129 Kanab, UT 84741 435-644-5992	0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Hh	TV Jobs www.tvjobs.com Contact Person: Mark Holloway,	0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant

	President 760-754-8177 P.O Box 4116 Oceanside, CA 92052	0 0	Comm Photog/Director/Editor Account Executive (2 positions)
ii	UAB Career Center Attn: Dale Stringfellow 1400 University Blvd Suite 516 Birmingham, AL 35294-1150 205-934-4324	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Jj	University of Alabama Attn: Jim Oakley P.O. Box 870172 Tuscaloosa, AL 35487 205-348-5848	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
Kk	WABM-TV & WTTO-TV Ads on air and websites www.wtto21.com www.wabm68.com Attn: Melissa Coubert 205-290-4041 651 Beacon Parkway W Suite 105 Birmingham, AL 35209	0 1 1 0 0 4	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)
LI	Women's Information Network 2850 Connecticut Ave NW #100 Washington, DC 20008-1526 (202) 347-2827	0 0 0 0 0 0	Programming Assistant Traffic Manager Promotion/Production Manager National Sales Assistant Comm Photog/Director/Editor Account Executive (2 positions)

* Indicates sources that have requested notification of job openings.

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from December 1, 2008 to November 30, 2009

Station(s) Comprising Station Employment Unit - WABM/WTTO - BIRMINGHAM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WABM/WTTO - BIRMINGHAM Station Employment Unit.

Internship Program

The station employment unit has an internship program as defined below:

Program Goal:

The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry.

Program Objectives:

- Develop links with universities and colleges to promote WABM/WTTO as prospective employers.
- Create a symbiotic relationship between interns and WABM/WTTO employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

Eligibility Requirements:

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably, applicants should be communication majors, though other majors may be considered.
- The applicant must be at least 18 years of age.
- The applicant must be in good academic standing, as defined by his or her academic institution.
- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the station's eligibility requirements.

From December 1, 2008 through November 30, 2009, the Station Employment Unit had 3 interns. The interns came to us from The University of Alabama (2) and Miles College (1).

Any person interested in internship opportunities should contact the station for more details.

Community Event Participation

“Free Friday Flicks”

Dates: 6/5, 6/12, 6/19, 6/26, 7/3, 7/10, 7/17, 7/24, 7/31 - 2009

Participating Employees – Marcia Jones – Public Service Director and Karen Swann-
Promotion/Production Manager

Host/Sponsor of Activity: WTTO at Homewood Park

Brief Description of Activity and Station Participation: A weekly station and community event during the summer at Homewood Park. Promotional spots run each week highlighting the “Free Friday Flick” of the week. The community is invited to come to the park and view the movie at no charge. WTTO and WABM staff provided information and was available to discuss station and current employment opportunities with the attendees.

Educational Event Participation

“Sales & Broadcasting Seminar”

Date of Station Participation: April 21, 2009

Participating Employee(s) – Steve Marks, COO – Sinclair Broadcast Group

Host/Sponsor of Activity: University of Alabama

Brief Description of Activity and Station Participation: Steve Marks, COO at Sinclair Broadcast Group spoke to the Communications class at the University of Alabama. An overview of the television broadcast industry was given with a discussion on broadcast sales and the training process that new Account Executives go through.

Educational Event Participation

“Job Shadow Day”

Date of Station Participation: April 23, 2009

Participating Employee(s) – Marcia Jones, Public Service Director

Host/Sponsor of Activity: Homewood High School

Brief Description of Activity and Station Participation: Homewood High School students received first hand guidance in relation to their career aspirations in television and the broadcast industry. Station personnel shared career information including education requirements, qualifications required, job details, and future outlook for broadcasting careers. Hands on activities and a tour of the station facilities were also a part of the Job Shadow Day for the students.

Community Event Participation

“Station Tour”

Date of Station Participation: September 15, 2009

Participating Employee(s) – Marcia Jones, Public Service Director

Host/Sponsor of Activity: Boy Scouts

Brief Description of Activity and Station Participation: The Boy Scouts of Pack 372 toured the station facilities. Areas of focus were Master Control, the main Edit bay and Studio facilities. In addition to a tour of the facilities there was an overview of station operations and discussion of careers in the television industry. A Q&A session concluded the tour.

Educational Event Participation

“Station Tour”

Date of Station Participation: October 26, 2009

Participating Employee(s) – Marcia Jones, Public Service Director

Host/Sponsor of Activity: Tuscaloosa City Schools

Brief Description of Activity and Station Participation: Tuscaloosa City School students in the Television Productions class received guidance related to their career interests in television and the broadcast industry. An overview of Media, Production, Engineering and Station operations was given. Station personnel shared career information including education requirements, qualifications required, job details and future outlook for broadcasting careers. In addition to the overview of the television industry, hands on activities, a tour of station facilities and a Q & A session completed the tour.

Training

Date of Station Participation: 6/06- present

Brief Description of Activity and Station Participation:

All new managers and new station employees participated in training for Recognizing and Preventing Sexual Harassment. This training was presented online through Corpedia.