

WBAL-AM, WBAL-TV, WIYY-FM
EEO PUBLIC FILE REPORT
June 1, 2020 - May 31, 2021

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
Sales Account Associate- Entry Level Open Date: 8/7/2019 Hire Date: 4/26/2021	3-4, 6-9, 11-13, 15, 17-20, 23-32, 35-40, 42-45	7
Account Executive Open Date: 8/30/2019 Hire Date: 10/12/2020	1, 3-9, 11-13, 15-20, 23-29, 31-33, 35-40, 42-45	7
Assistant Creative Services Director Open Date: 9/5/2019 Hire Date: 10/4/2020	1, 3-4, 6-9, 11-13, 15, 17-20, 23-29, 31-33, 35-40, 42-45	7
Account Executive Open Date: 11/9/2019 Hire Date: 9/28/2020	2-9, 11-15, 17-27, 29, 31-33, 35-44	7
Maintenance Technician Open Date: 11/18/2019 Hire Date: 7/13/2020	3-8, 10-13, 15, 17-20, 23-26, 29, 32-35, 37-40, 42-43, 45	10
News Producer Open Date: 2/20/2020 Hire Date: 8/31/2020	3-9, 11-13, 15, 17-20, 23-27, 29, 31-33, 35, 37-40, 42-43, 45	7
Digital Client Service Specialist Open Date: 3/12/2020 Hire Date: 8/3/2020	4, 6-8, 10-11, 13, 15, 17, 19-20, 23-26, 32, 35, 37-38, 40, 42-43, 45	10
Newscast Director Open Date: 8/7/2020 Hire Date: 10/26/2020	1, 3-9, 11-13, 15, 17-20, 23-27, 29, 31-33, 35, 37-40, 42-43, 45	7
Newscast Director Open Date: 8/7/2020 Hire Date: 1/11/2021	1, 3-9, 11-13, 15, 17-20, 23-27, 29, 31-33, 35, 37-40, 42-43, 45	7
Account Executive Open Date: 10/29/2020 Hire Date: 1/27/2021	4, 6-8, 15, 17, 19-20, 23-26, 32-33, 35, 37-40, 42-43, 45	7
Account Executive Open Date: 10/29/2020 Hire Date: 12/1/2020	4, 6-8, 15, 17, 19-20, 23-26, 32-33, 35, 37-40, 42-43, 45	7
Digital Client Specialist Open Date: 11/4/2020 Hire Date: 12/22/2020	4-8, 15, 17, 19-20, 23-26, 32, 35, 37-40, 42-43, 45	7
Reporter Open Date: 11/5/2020 Hire Date: 1/4/2021	1, 3-5, 7-8, 15, 17-20, 23-26, 32, 35, 37-40, 42-43, 45	7
Producer Open Date: 11/13/2020 Hire Date: 2/16/2021	4-5, 7-8, 15, 17-20, 23-26, 32, 35, 37-40, 42-43, 45	7

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Photographer/Editor Open Date: 12/7/2020 Hire Date: 2/8/2021	1, 3-5, 7-8, 15, 17-20, 23-26, 32, 35, 37-40, 42-43, 45	7
Producer Open Date: 12/31/2020 Hire Date: 3/1/2021	1, 3-8, 15, 17-20, 23-26, 32-33, 35, 37-40, 42-43, 45	7
Client Service Specialist Open Date: 1/6/2021 Hire Date: 2/1/2021	4-8, 15, 17-20, 23-26, 32, 35, 37-40, 42-43, 45	7
Videographer Open Date: 1/19/2021 Hire Date: 3/22/2021	1, 3-8, 15, 17-20, 23-26, 32-33, 35, 37-40, 42-43, 45	7
Sports Producer Open Date: 2/10/2021 Hire Date: 4/5/2021	1, 3-8, 15, 17-20, 23-26, 32-33, 35, 37-40, 42-43, 45	7
Account Executive Open Date: 2/17/2021 Hire Date: 5/3/2021	1, 4-8, 15, 17-20, 23-26, 32, 35, 37-38, 40, 42-43, 45	7
Account Executive Open Date: 2/17/2021 Hire Date: 5/24/2021	1, 4-8, 15, 17-20, 23-26, 32, 35, 37-38, 40, 42-43, 45	7
Sales Assistant Open Date: 3/3/2021 Hire Date: 4/5/2021	1, 4-8, 15, 17-20, 23-26, 32-33, 35, 37-38, 40, 42-43, 45	7
Assignment Editor Open Date: 4/2/2021 Hire Date: 5/24/2021	1, 3-8, 10, 15, 17-20, 23-26, 32-33, 35, 37-40, 42-43, 45	10

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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
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 : (301) 792-7707 Amea Raulerson Manual Posting	N	0
3	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
4	Baltimore City Community College 2901 Liberty Heights Ave. Baltimore, Maryland 21215 Phone : 410-462-8013 Email : hr@bcc.edu Deidre Hill	N	0
5	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : rrobinson@batestech.edu Roland Robinson	N	0
6	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

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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	Careers.HearstTelevision.com 214 N. Tryon St. Charlotte, North Carolina 28202 Phone : 704-348-8073 HTV Careers	N	88
8	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
9	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Michael Bille Manual Posting	N	0
10	Current Employee	N	3
11	Dept. of Labor, Licensing & Regulations 500 North Calvert St. #401 Baltimore, Maryland 21202 Phone : 410-230-6001 Bernadine Anderson Manual Posting	N	0
12	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
13	EqualityMagazines.com 13351 Riverside Dr. #514 Sherman Oaks, California 91423 Phone : 818.654.0870 Jeff Palmatier Manual Posting	N	0
14	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

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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	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 203-328-2691 Career Services Manual Posting	N	1
17	Jewish Vocational Svcs. 1515 Reisterstown Rd. Baltimore, Maryland 21208 Phone : (415) 391-3600 Email : info@jcsbaltimore.org Tova Jaffee	N	0
18	JournalismJobs.com PO Box 7294 Berkeley, California 94707 Phone : 510-524-2007 Email : contact@journalismjobs.com Career Services	N	0
19	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
20	Loyola College 4501 N. Charles Street Baltimore, Maryland 21210 Phone : (410) 617-2000 Mary DeManss Manual Posting	N	0
21	Maryland Comm. on Hispanic Affairs 301 Preston St Suite 1500 Baltimore, Maryland 21201 Phone : 410-767-7857 Email : jonathan.jayes-green@maryland.gov Jonathan Jayes-Green	N	0

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22	Maryland Office of Asian Pacific American Affairs 301 Preston St Suite 1500 Baltimore, Maryland 21201 Phone : 410-766-7491 Email : yi.shen@maryland.gov Yi Shen	N	0
23	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
24	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
25	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
26	MediaBistro 825 Eighth Avenue, 29th Floor New Yorkd, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
27	Napoli Management Group 8844 West Olympic Blvd, Suite 100 Beverly Hills, California 90211 Phone : 310-385-8227 Sue McInerney 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
28	National Association of Hispanic Journalists 1193 National Press Bldg. Washington, District of Columbia 20045 Phone : 202-662-7145 Career Services Manual Posting	N	0
29	Omega Studios 5609 Fishers Lane Rockville, Maryland 20852 Phone : 301-230-9100 Robert Adams Manual Posting	N	0
30	Pennsylvania Assoc. of Broadcasters 8501 Paxton St. Hummelstown, Pennsylvania 17036 Phone : 717-482-4820 Gail Ponti Manual Posting	N	0
31	Rapid Reliable Recruiting 100 West Road Suite 300 Towson, Maryland 21204 Phone : 410.337.5627 Leslie Carrington Manual Posting	N	0
32	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
33	Sheffield Audio Visual School 13816 Sunnybrook Rd. Phoenix, Maryland 21131 Phone : 800-355-6613 Email : vance@sheffieldav.com Career Services	N	0
34	Society of Broadcast Engineers 9102 N Meridian St. Suite 150 Indianapolis, Indiana 46260 Phone : 317-846-9000 Scott Jones 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
35	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
36	Talent Dynamics 600 Las Coninas Blvd. Suite 1000 Irving, Texas 75039 Phone : 214-640-3121 Career Services Manual Posting	N	0
37	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
38	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
39	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : (800) 374-0119 Email : jobs@tvjobs.com Career Services	N	0
40	TVB 120 Wall Street. 15th Floor New York, New York 10005 Phone : 212-935-5631 Email : htv.careers@hearst.com Career Services	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
41	University of Baltimore 1420 N. Charles St. Baltimore, Maryland 21201 Phone : 410-837-4200 Email : cjennings2@ubalt.edu Jessica Johnson	N	0
42	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
43	University of Maryland, BC 1000 Hilltop Circle Baltimore, Maryland 21250 Phone : 410-455-1000 Email : careers@umbc.edu Career Services	Y	0
44	Virginia Workforce Connection 5520 Cherokee Ave, Ste 100 Alexandria , Virginia 22314 Christopher Finta Manual Posting	N	0
45	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:			92

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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	6/1/2020	Listing of each upper-level category opening in a job bank or newsletter	During the period covered by this report, WBAL-TV filled upper-level positions and listed vacancies with media trade groups whose membership includes participation by women and minorities including AAJA, Equality Magazines, NAHJ, and other agencies that focus on minority participation/job placement.	1	Director of Programming & Public Affairs
2	6/1/2020	Establishment of training programs for station personnel	Established a comprehensive 10-12-month training, with ongoing career development and opportunities through the Hearst Sales Development Program. The Sales Account Associate learns industry-leading communication and sales techniques. Trains with top sales producers. Learn software skills on MediaLine and WideOrbit. After successfully completing the Hearst Sales Development Program, they will be eligible for an increase in responsibilities and a new job title.	2	General Sales Manager General Sales Manager
3	6/15/2020	Participation in events or programs sponsored by educational institutions	WBAL-TV's Director of Programming and Public Affairs attended National Association of Black Journalists and National Association of Hispanic Journalists joint convention for Student Projects Program, coaching multimedia journalists in news production: producing, writing, videography, editing, reporting, anchoring, etc.	1	Director of Programming & Public Affairs
4	6/15/2020	Establishment of an intern program designed to assist members of the community	Three (3) students from Johns Hopkins University, University of Maryland College Park and Towson University participated in the WBAL-TV College Internship Program: Fall 2020 Virtual 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.	5	Assignment Desk Manager General Sales Manager Director of Engineering Director of Creative Services

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5	6/24/2020	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 14 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	Director of Programming & Public Affairs Radio News Director Local Sales Manager Local Sales Manager
6	7/1/2020	Participation in events or programs sponsored by educational institutions	WBAL-TV's Director of Programming and Public Affairs and Business Manager attended the annual Emma Bowen Foundation Career Fair, designed to help minority students find careers in broadcast journalism.	2	Director of Programming & Public Affairs Business Manager
7	7/13/2020	Participation in events or programs sponsored by educational institutions	WBAL-TV's Director of Programming and Public Affairs leads Student Projects Program Producers Training and Coaching session for National Association of Black Journalists and National Association of Hispanic Journalists joint convention.	1	Director of Programming & Public Affairs
8	10/21/2020	Participation in events or programs sponsored by educational institutions	WBAL-TV General Sales Manager was a virtual panelist on Loyola University's Senior Capstone Student project that focused on the relevance of Television Advertising. Selected students were able to pitch their idea to the panelist in designated Zoom breakout rooms. The panelist provided feedback. There were 35 students in attendance and 2 faculty members.	1	General Sales Manager

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9	11/24/2020	Participation in events or programs sponsored by educational institutions	Speaker at Coppin State University for their Police and Society class (Policing Inside Out). This session was offered via Zoom with Morgan State University and Coppin State University students, Baltimore-area law enforcement professionals and community members.	1	Reporter
10	12/14/2020	Provision of training to management	Station leaders participated in a 4-hour conscious inclusion training hosted by a third party partner. The training included information on how to cultivate a culture of awareness around the many dimensions of diversity. Leaders reviewed a model of inclusion, how to uncover unconscious bias and other topics related to diversity and inclusion to create an inclusive environment of diverse perspectives to make individuals work experiences better.	8	General Manager General Manager Business Manager News Director
11	2/24/2021	Participation in events or programs sponsored by educational institutions	WBAL-TV's Director of Programming and Public Affairs participated in a virtual career fair, speaking with students from more than a dozen liberal arts colleges and universities in Maryland and Pennsylvania.	1	Director of Programming & Public Affairs
12	3/2/2021	Participation in events or programs sponsored by educational institutions	WBAL-TV's Director of Programming and Public Affairs participated in coaching/mentoring session for former NABJ Student Projects Program participants.	1	Director of Programming & Public Affairs
13	3/4/2021	Participation in events or programs sponsored by educational institutions	WBAL TV News Director participated in the Ithaca College 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 insights.	1	News Director
14	4/22/2021	Participation in events sponsored by community groups	WBAL-TV General Manager spoke to Community Media Center of Carroll County about various facets of television news. News, Sales, Programming and the internship program were the main focus. The presentation was viewed by 10 individuals via Zoom.	1	General Manager