

**ANNUAL EEO Public File Report Form  
December 1st, 2010 – November 30th, 2011**

Stations Comprising Station Employment Unit: WDJC-FM, WXJC-AM, WXJC-FM,  
WYDE-AM & WYDE-FM

The purpose of this 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):

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

and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning December 1st, 2010 to and including November 30th, 2011 (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), 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 from each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 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 entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of full-time positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to

ANNUAL EEO Public File Report Form

Covering the Period from December 1st, 2010 to November 30th, 2011

Stations Comprising Station Employment Unit: WDJC-FM, WXJC-AM, WXJC-FM,  
WYDE-AM & WYDE-FM

Section 1: Vacancy Information:

|     | Full-time Positions Filled by Job Title | Date Position Hired | Total Number Of Interviewees From All Sources For This Position | Recruitment Source of Hire | Recruitment Sources Utilized |
|-----|---|---------------------|---|----------------------------|------------------------------|
| 1.  | Chief Board Operator                    | 12/06/10            | 6   | 38                         | 1-26, 29-36 & 38             |
| 2.  | On-Air Host                             | 01/10/11            | 6   | 36                         | 1-26 and 29-36               |
| 3.  | Account Executive                       | 03/21/11            | 6   | 36                         | 1-26, 28, 30-38              |
| 4.  | Account Executive                       | 03/21/11            | 6   | 36                         | 1-26, 28, 30-38              |
| 5.  | Account Executive                       | 03/21/11            | 6   | 24                         | 1-26, 28, 30-38              |
| 6.  | On-Air Host – WYDE                      | 05/01/11            | 6   | 36                         | 1-26, 28, 30-36 & 38-39      |
| 7.  | Producer/Board Op                       | 05/01/11            | 7   | 38                         | 1-26, 28, 30-36 & 38-39      |
| 8.  | Executive Assistant                     | 06/30/11            | 7   | 31                         | 1-27, 29-36 & 38-39          |
| 9.  | Creative Writer                         | 07/08/11            | 6   | 35                         | 1-26, 29-36 & 38-39          |
| 10. | Sales Assistant                         | 07/28/11            | 10  | 31                         | 1-26, 29-36 & 38-39          |
| 11. | On-Air Host / AE                        | 07/21/11            | 6   | 36                         | 1-26, 28, 30-36 & 38-39      |
| 12. | Account Executive                       | 09/19/11            | 6   | 36                         | 1-26, 28, 30-36 & 38-39      |

Total Number of Persons Interviewed During Applicable Period: **78**

Appendix 2 to

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Covering the Period from December 1st, 2010 to November 30th, 2011

Stations Comprising Station Employment Unit: WDJC-FM, WXJC-AM, WXJC-FM,  
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Section 2: Recruitment Source Information

|   | Recruitment Source<br>(Name, Address, Telephone Number, Contact Person)   | Total Number of Interviewees This Source Has Provided During This Period (If Any) |
|---|---|---|
| 1 | Greater Birmingham Ministries<br>2304 12 <sup>th</sup> Avenue, North<br>Birmingham, AL 35234<br>205-326-6821 (Phone) Ext. #115<br>205-252-8458 (Fax)<br>Attn: Mr. George Thompson<br>Email: <a href="mailto:george@gbm.org">george@gbm.org</a>  | 0   |
| 2 | Samford University<br>800 Lakeshore Drive<br>Birmingham, AL 35209<br>205-726-2578 (Phone)<br>205-726-2842 (Fax)<br>Attn: Lindsay Seabor<br>Email: <a href="mailto:lcseabor@samford.edu">lcseabor@samford.edu</a><br>Website: <a href="http://www.samfordbulldogs.org">www.samfordbulldogs.org</a> | 0   |
| 3 | University Of Alabama At Birmingham<br>Hill University Center, Suite 532<br>1400 University Blvd.<br>Birmingham, AL 35294<br>205-934-4324<br>Attn: Laura Weems<br>Email: <a href="mailto:careerservices@uab.edu">careerservices@uab.edu</a>   | 1   |
| 4 | Miles College<br>P.O. Box 39800<br>Birmingham, AL 35208<br>205-929-1000<br>Attn: Dr. Glenda Brown-Wade<br>Email: <a href="mailto:gbrown_wade@miles.edu">gbrown_wade@miles.edu</a>   | 0   |

|    | Recruitment Source<br>(Name, Address, Telephone Number, Contact Person)  | Total Number of Interviewees This Source Has Provided During This Period (If Any) |
|----|--|---|
| 5  | Jessie's Place for Women & Children<br>2305 5th Avenue North<br>Birmingham, AL 35203<br>Attn: Ms. Glenda Murphy (205)-902-2619<br>(205) 323-0170<br><a href="mailto:jplb_glenda@yahoo.com">jplb_glenda@yahoo.com</a>   | 0   |
| 6  | <b>Beth Hallel Messianic Congregation-<br/>Birmingham</b><br>Rabbi Eric Walker<br>2230 Sumpter Street<br>Birmingham, AL 35226<br>(205) 822/2510<br><a href="mailto:bethhallel@bellsouth.net">bethhallel@bellsouth.net</a> Email<br><a href="http://www.shalombirmingham.com">www.shalombirmingham.com</a> – Website  | 0   |
| 7  | <b>Alabama Department of Rehab Services<br/>Vocational Rehab Services/ABLE Network</b><br>236 Goodwin Crest Drive<br>Birmingham, AL 35209<br>Attn: Ms. Peggy Anderson (205)-290-4457<br>Ashley (205)-290-4458<br>Phone: 205-290-4400<br><a href="http://www.rehab.state.al.us">www.rehab.state.al.us</a> – Website<br><a href="http://www.alabamabl.org">www.alabamabl.org</a> – Job Posting Website<br><a href="mailto:tammy.lovell@rehab.alabama.gov">tammy.lovell@rehab.alabama.gov</a> – Email | 0   |
| 8  | Mt. Zion Full Gospel Baptist Church<br>923 Graymont Avenue West<br>Birmingham, AL 35204<br>205-780-1806 Ext. 21<br>Attn: Ms. Sheree N. Head – Administrator<br>Email: <a href="mailto:administration@mtzionfg.org">administration@mtzionfg.org</a>   | 0   |
| 9  | Lawson State Community College<br>1100 9 <sup>th</sup> Avenue, SW<br>Bessemer, AL 35022<br>205-929-3514<br>Attn: Dr. Kristie R. Rankin, Career Services<br><a href="http://www.lawsonstate.edu">www.lawsonstate.edu</a><br>Email: <a href="mailto:krankin@lawsonstate.edu">krankin@lawsonstate.edu</a>   | 0   |
| 10 | Jefferson State Community College<br>One Stop Career Center<br>2601 Carson Road<br>Birmingham, AL 35215<br>205-856-8588<br>Attn: Nancy Beauchamp, Director<br>Email: <a href="mailto:nbeau@jeffstateonline.com">nbeau@jeffstateonline.com</a>  | 0   |

|    | Recruitment Source<br>(Name, Address, Telephone Number, Contact Person)  | Total Number of Interviewees This Source Has Provided During This Period (If Any) |
|----|--|---|
| 11 | Wallace State Community College<br>P.O. Box 2000<br>Hanceville, AL 35077<br>256-352-8133<br>Attn: Darlene Huff, Job Placement Specialist<br>Email: <a href="mailto:Darlene.huff@wallacestate.edu">Darlene.huff@wallacestate.edu</a><br>Web: <a href="http://www.wallacestate.edu">www.wallacestate.edu</a> | 0   |
| 12 | Mountain Top Community Church<br>Contact: Autumn Bearden<br>205-776-8020<br>Email: <a href="mailto:Autumn.bearden@mountaintopchurch.com">Autumn.bearden@mountaintopchurch.com</a>  | 0   |
| 13 | Riverchase United Methodist<br>Contact: Cliff Fleming<br>205-987-4030<br>Email: <a href="mailto:ccfleming@earthlink.com">ccfleming@earthlink.com</a>   | 0   |
| 14 | Valleydale Church<br>Contact: Saint Green<br>205-991-5282<br>Email: <a href="mailto:sgreen@valleydale.org">sgreen@valleydale.org</a>   | 0   |
| 15 | Riverchase Community Church<br>Contact:<br>205-988-8515<br>Email: <a href="mailto:office@riverchase.cc">office@riverchase.cc</a>   | 0   |
| 16 | Liberty Church of Birmingham<br>Contact Jay Johnsey<br>205-988-5433<br>Email: <a href="mailto:Jjohnsey@libertychurch.cc">Jjohnsey@libertychurch.cc</a>   | 0   |
| 17 | Inverness Vineyard<br>Contact: Steve<br>205-980-1690<br>Email: <a href="mailto:steve@invernessvineyard.org">steve@invernessvineyard.org</a>  | 0   |
| 18 | Mountain Brook Community Church<br>Contact: Lauren<br>205-822-5980<br>Email: <a href="mailto:laurenr@mbcc.us">laurenr@mbcc.us</a>  | 0   |
| 19 | Vestavia Hills Baptist<br>Contact: Dennis<br>205-979-5920<br>Email: <a href="mailto:dennis@vhbc.com">dennis@vhbc.com</a>   | 0   |
| 20 | Liberty Park Baptist Church<br>Contact: David Lucas<br>205-969-1236<br>Email: <a href="mailto:david.lucas@libertypark.org">david.lucas@libertypark.org</a>   | 0   |

|    | Recruitment Source<br>(Name, Address, Telephone Number, Contact Person)  | Total Number of Interviewees This Source Has Provided During This Period (If Any) |
|----|--|---|
| 21 | The Lutheran Church of Vestavia Hills<br><i>(Requested to be removed from mailing list 05/27/11)</i><br>Contact: Sharon<br>205-823-1883<br>Email: <a href="mailto:church_administrator@vestavialutheran.org">church_administrator@vestavialutheran.org</a> | 0   |
| 22 | Mountain Chapel United Methodist<br>Contact: Jill, Debbie or Greg<br>205-822-0020<br>Email: <a href="mailto:mtnchapelumc@bellsouth.net">mtnchapelumc@bellsouth.net</a>   | 0   |
| 23 | Church of the Highlands<br>Contact: Marcus Wright<br>205-980-5577<br>Email: <a href="mailto:marcus@churchofthehighlands.com">marcus@churchofthehighlands.com</a>   | 0   |
| 24 | <a href="http://www.wdjonline.com">www.wdjonline.com</a><br>all contact is made electronically through the internet to Web Master Mark Harvard<br>Email contact: production@101wyde.com  | 4   |
| 25 | <a href="http://www.850wxjc.com">www.850wxjc.com</a><br>all contact is made electronically through the internet to Web Master Mark Harvard<br>Email contact: production@101wyde.com  | 0   |
| 26 | <a href="http://www.101wyde.com">www.101wyde.com</a> (WYDE-FM)<br>all contact is made electronically through the internet to Web Master Mark Harvard<br>Email contact: production@101wyde.com  | 2   |
| 27 | <a href="http://www.careerbuilder.com">www.careerbuilder.com</a><br>Posting done online via internet only  | 2   |
| 28 | <a href="http://www.allaccess.com">www.allaccess.com</a><br>Posting done online via internet only  | 0   |
| 29 | <a href="http://www.monster.com">www.monster.com</a><br>Posting done online via internet only  | 10  |
| 30 | In-House Posting of Job Availability<br>(Mail Room/Break Room Areas)   | 1   |
| 31 | WDJC-FM 93.7 RADIO PROMO   | 29  |
| 32 | WXJC-AM 850 RADIO PROMO  | 0   |

|    | Recruitment Source<br>(Name, Address, Telephone Number, Contact Person)     | Total Number of Interviewees This Source Has Provided During This Period (If Any) |
|----|---|---|
| 33 | WXJC-FM 92.5 RADIO PROMO  | 1   |
| 34 | WYDE-AM 1260 RADIO PROMO  | 0   |
| 35 | WYDE-FM 101.1 RADIO PROMO   | 3   |
| 36 | Referral from Current Employee  | 21  |
| 37 | Career Fair – Career/Wellness – March 9 <sup>th</sup> , 2011 – Bessemer, AL | 0   |
| 38 | Current Employee (Part-Time to Full Time Status)                            | 4   |
| 39 | Career Fair – Miles College – April 7 <sup>th</sup> , 2011                  | 0   |
| 40 | Facebook.com (Social Network Site – Added 08/31/11)                         | 0   |
| 41 | Twitter.com (Social Network Site – Added 08/31/11)                          | 0   |
| 42 | Bham.craigslist.org (Social Network Site – Added 08/31/11)                  | 0   |

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by  
WDJC-FM, WXJC-AM, WXJC-FM,  
WYDE-AM & WYDE-FM

1. **Mentoring of Account Executives** in the “Tailored Plan” method of selling continues to stabilize the sales force, develop professional skills and enable staff to meet objectives and benchmarks which are being conducted monthly by our Sales Management team. This training method began on Tuesday, December 7th, 2007 and has continued to be implemented during 2010 and 2011. Our Local and National Sales Managers continue to work closely with our Account Executives and Creative Writers to ensure their understanding of our Company’s sales standards and procedures.
2. **SEU Assessment** – The SEU completed an 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 perhaps be more responsive to our EEO recruiting efforts.
3. **Station Tours** – In an effort to reach our community the SEU conducted station tours for small groups, teachers, students and parents. Students from grade levels of Pre-Elementary School to High School participated in the tours. In addition, the guided tour included meeting the on-air hosts of CBC Birmingham, as well as various other staff members, a general knowledge overview of various positions was explained, our engineering department gave explanation of how radio is broadcasted. The tour also included a brief discussion and a handout regarding our Internship Program. With these brief tours, the SEU was able to recruit two prospects for our 2011 internship program.
4. The SEU participated in a **Career/Wellness Job Fair** on March 9<sup>th</sup>, 2011. The Career Fair was held at the Bessemer Civic Complex located in Bessemer, AL. This was a Career/Wellness Job Fair that was hosted by Lawson State Community College, which was open to their college students and the outside community. Crawford Broadcasting, Inc. (WDJC-FM, WXJC-AM/FM and WYDE-AM/FM) along with several other Employment Organizations participated in this Career Fair. Several of our management team attended the Career Fair in an effort to educate college students and others individuals from the area communities about Employment and Internship Opportunities within WDJC-FM, WXJC-AM/FM and WYDE-AM/FM. The SEU acquired several resumes during this Career Fair.

5. The SEU participated in a **Career Fair** on April 7, 2011. The Career Fair was held at Miles College Career Planning and Placement Center located in Fairfield, AL. The SEU attended the Career Fair in an effort to educate students and job seekers about Employment and Internship Opportunities within WDJC-FM, WXJC-AM/FM and WYDE-AM/FM. The SEU obtained several resumes during this Career Fair. Participants included Miles College Students, Miles College Alumni and some individuals from the outside communities.
6. The SEU participated in an EEO / Public File Training Meeting on July 20, 2011. The EEO/Public File Training meeting was held at 120 Summit Parkway, Suite 200, Birmingham, AL. The meeting was conducted by our EEO Director and included several individuals of the SEU.
7. **Annual Anti-Discrimination and Harassment Forum** – The Stations Employment Unit held a mandatory Annual Anti-Discrimination and Harassment Forum on Friday, November 4, 2011 at 9:00am for all current employees. The SEU reiterated that Crawford Broadcasting, Inc. will not tolerate discrimination of any kind regardless of age, sex, race, disability, marital status, ethnic background, national origin, religion, color or veteran status. Each Employee received verbal and written documentation on the Company Policies regarding Anti-Discrimination and Harassment.

Covering the Applicable Period from November 30th, 2009 through November 30th, 2011

During the period of November 30<sup>th</sup>, 2009 through November 30<sup>th</sup>, 2011, the Stations Employment Unit (WDJC-FM, WXJC-AM/FM, and WYDE-AM/FM) has utilized an array of recruitment sources in order to vigorously maintain outreach efforts extensively throughout the community in recruiting for all full-time employment vacancies. Those Recruitment Sources included; Posting vacancies onto our Stations Websites and Job Board; Posting vacancies on [www.monster.com](http://www.monster.com) and other Internet Employment Websites in order to reach more job seekers within the local communities, as well as those in-state and out-of-state. In addition, the SEU has recently begun utilizing social network sites such as; [www.facebook.com](http://www.facebook.com) and [www.twitter.com](http://www.twitter.com). The SEU broadcast vacancies On-Air in order to reach the listening audience. The SEU's in-reach efforts include posting vacancies "In-House" on bulletin boards and in large traffic areas to reach current employees seeking to change positions. The SEU continues to send mail outs and/or emails of employment opportunities to our "List of Recruitment Source Organizations". Those Recruitment Sources who request job vacancy information are contacted periodically in order to verify that they would like to continue receiving notices and to update their contact information. These particular mail outs and/or emails reach our local community career centers, churches, ministries, colleges, universities and other organizations that may not have access to the internet.

Supplemental Recruitment Activities undertaken by the SEU includes, extensive training for our Account Executives which aids in stabilizing the sales force. The SEU continues to implement the Internship Program in order for college students to be educated on various departments within our stations. The SEU participated in area Career Fairs at Lawson State Community College located in Bessemer, AL and Miles College located in Fairfield, AL in order to educate the public and job seekers about employment opportunities within our stations. The Career Fairs included many well established organizations such as; HealthSouth, Blue Cross & Blue Shield, Wachovia Bank, Southern Company and many others. These type Career Fairs reach several hundred job seekers. The SEU received EEO and Public File Training in order to maintain knowledge on current EEO requirements, policies and procedures. The SEU continues to hold Annual Anti-Discrimination and Harassment Forums for all current employees. The SEU continues to conduct station tours for area Cub Scouts and Home Schooled Organization Groups.

The SEU has effectively acquired numerous resumes and employment applications from candidates varying in age, race, color, national origin, religion, and sex by utilizing all of the recruitment sources as mentioned above for the period of November 30<sup>th</sup>, 2009 through November 30<sup>th</sup>, 2011.