

ANNUAL EEO Public File Report Form

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, 2009 to and including November 30th, 2010 (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

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Covering the Period from December 1st, 2009 to November 30th, 2010

Stations Comprising Station Employment Unit: WDJC-FM, WXJC-AM, WXJC-FM,
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Section 1: Vacancy Information:

	Full-time Positions Filled by Job Title	Date Position Opened	Total Number Of Interviewees From All Sources For This Position	Recruitment Source of Hire	Recruitment Sources Utilized
1.	Sales Assistant	12/30/09	7	Employee Referral	1-16, 22, 24-25, 30
2.	Account Executive	03/01/10	6	In-House Posting	1-20, 22-24, 29-31
3.	Sales Assistant	08/09/10	6	WDJC-FM Website	1-20, 23-30
4.					
5.					

Total Number of Persons Interviewed During Applicable Period: **19**

Appendix 2 to

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Covering the Period from December 1st, 2009 to November 30th, 2010

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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)
1*	Greater Birmingham Ministries 2304 12 th Avenue, North Birmingham, AL 35234 205-326-6821 (Phone) Ext. #115 205-252-8458 (Fax) Attn: Mr. George Thompson Email: george@gbm.org	0
2*	Auburn University 303 Mary Martin Hall Auburn, AL 35849 334-844-3864 Attn: Karen Allen Email: allenkm@auburn.edu Tiger Recruiting Link–Auburn’s Job Postings Website: www.auburn.edu/career	0
3*	Samford University 800 Lakeshore Drive Birmingham, AL 35209 205-726-2578 (Phone) 205-726-2842 (Fax) Attn: Lindsay Seaborn Email: lseabor@samford.edu Website: www.samfordbulldogs.org	0
4*	University of Alabama Box 870293, Career Center Tuscaloosa, AL 35487 205-348-5848 Attn: Angela Kelley Website: www.myinterfase.com/alabama	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
5*	University Of Alabama At Birmingham Hill University Center, Suite 532 1400 University Blvd. Birmingham, AL 35294 205-934-4324 Attn: Laura Weems Email: careerservices@uab.edu	0
6*	Miles College P.O. Box 39800 Birmingham, AL 35208 205-929-1000 Attn: Dr. Glenda Brown-Wade gbrown_wade@miles.edu	0
7*	NAACP – Bessemer Branch #5004 Attn: Wendell Stephenson, President P.O. Box 303 Bessemer, AL 35021 205-475-3017 – Wendell Stephenson 205-428-6697 – Branch #5004 naacp.bessemeral@hotmail.com	0
8*	Jessie’s Place for Women & Children 2305 5th Avenue North Birmingham, AL 35203 Attn: Ms. Glenda Murphy (205)-902-2619 (205) 323-0170 jplb_glenda@yahoo.com	0
9*	Jefferson County Work Force Dev. Center 3420 3 rd Avenue South Birmingham, AL 35222 205-324-0061 – Cathy Hulsey 205-323-7146 hulseyc@jccal.org	0
10*	American Legion of Alabama State Board of Veterans Affairs Attn: Mr. Lannon Limbaugh 1144 Carnation Drive Birmingham, AL 35215 205-853-7722 americanlegionalabama@earthlink.net	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
11*	Office of Senior Citizens Services Ms. Lucy Lipp, Senior Citizens Service Dir. 2601 Highland Avenue South Birmingham, AL 35205 (205) 325-4811 / (205) 325-1416 lucy.lipp@adss.alabama.gov - Email www.jeffcoseniorcitizens.org – Website	0
12*	Alabama Department of Rehab Services Vocational Rehab Services/ABLE Network 236 Goodwin Crest Drive Birmingham, AL 35209 Attn: Ms. Peggy Anderson (205)-290-4457 Ashley (205)-290-4458 Phone: 205-290-4400 www.rehab.state.al.us – Website www.alabamabl.org – Job Posting Website tammy.lovell@rehab.alabama.gov – Email	0
13*	Mt. Zion Full Gospel Baptist Church 923 Graymont Avenue West Birmingham, AL 35204 205-780-1806 Ext. 21 Attn: Ms. Sheree N. Head – Administrator Email: administration@mtzionfg.org	0
14*	Lawson State Community College 1100 9 th Avenue, SW Bessemer, AL 35022 205-929-3514 Attn: Dr. Kristie R. Rankin, Career Services www.lawsonstate.edu Email: krankin@lawsonstate.edu	0
15*	Jefferson State Community College One Stop Career Center 2601 Carson Road Birmingham, AL 35215 205-856-8588 Attn: Nancy Beauchamp, Director Email: nbeau@jeffstateonline.com	0
16*	The Village – Re-Entry Program 300 24 th Street, South Birmingham, AL 35233 205-413-7725 Attn: Michael L. Catoe Email: mike@welcometothevillage.net Web: www.welcometothevillage.net	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
17*	Wallace State Community College <i>(New 02/2010)</i> P.O. Box 2000 Hanceville, AL 35077 256-352-8133 Attn: Darlene Huff, Job Placement Specialist Email: Darlene.huff@wallacestate.edu Web: www.wallacestate.edu	0
18	www.wdjconline.com all contact is made electronically through the internet to Web Master Mark Harvard Email contact: production@101wyde.com	3
19	www.850wxjc.com all contact is made electronically through the internet to Web Master Mark Harvard Email contact: production@101wyde.com	0
20	www.101wyde.com (WYDE-FM) all contact is made electronically through the internet to Web Master Mark Harvard Email contact: production@101wyde.com	0
21	www.careerbuilder.com Posting done online via internet only	0
22	www.allaccess1.com Posting done online via internet only	0
23	www.monster.com Posting done online via internet only	1
24	In-House Posting of Job Availability (Mail Room/Break Room Areas)	1
25	WDJC-FM 93.7 RADIO PROMO	6
26	WXJC-AM 850 RADIO PROMO	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
27	WXJC-FM 92.5 RADIO PROMO	0
28	WYDE-AM 1260 RADIO PROMO	0
29	WYDE-FM 101.1 RADIO PROMO	1
30	Referral from Current Employee	5
31	Career Fair Participant	2

* Indicates sources that have been contacted during this Applicable Period and have requested that they remain on the contact list for job openings. Sources have requested to either receive job posting via email address, U.S. Mail, via fax and/or their specific job posting website(s). Please note that Recruitment Source #17 did not verify that they wished to be on our source list until February 2010, therefore they were added at that specific time period.

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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, August 7th, 2007 and has continued to be implemented during 2009 and 2010. 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 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 perhaps be more responsive to our EEO recruiting efforts.
3. **Mentoring of College Students** - Justin Brown, WDJC-FM afternoon On-Air Host, spoke to Samford University’s “Religion in Media Class” for approximately one hour on Tuesday, February 16, 2010. The topic title was “Job Prospects in Social Networking”. Social Networking using Twitter, Facebook, Flycast and our CBC Birmingham, Alabama Station’s Websites were examples used during this forum. Justin Brown also included in depth, details pertaining to radio broadcasting and the importance of the roll of a show host. Samford University posted comments made by the students that attended this forum on their website. Interaction included a time for questions and answers. Approximately 20 college students and their Professors were in attendance.
4. **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.

5. The SEU participated in a **Career/Wellness Job Fair** on March 8th, 2010. 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.
6. The SEU participated in a **Career Fair** on March 16th, 2010. The Career Fair was held at Wallace State Community College located in Hanceville, AL (This College is near the Cullman and Huntsville, AL areas). Crawford Broadcasting, Inc. (WDJC-FM, WXJC-AM/FM and WYDE-AM/FM) along with several other Employment Organizations participated in this Career Fair for the Healthcare, Business & Industry Professions. 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.
7. The SEU participated in a **Career Fair** on March 31, 2010. The Career Fair was held at Miles College Career Planning and Placement Center located in Birmingham, 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 and Miles College Alumni and some individuals from the outside communities.
8. **Annual Anti-Discrimination and Harassment Forum** – The Stations Employment Unit held a mandatory Annual Anti-Discrimination and Harassment Forum on Monday, September 7, 2010 at 9:30am 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.