

## 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, 2016 to and including November 30th, 2017 (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, 2016 to November 30th, 2017

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 Hired	Total Number Of Interviewees From All Sources For This Position	Recruitment Source of Hire	Recruitment Sources Utilized
1.	Account Executive	02/01/17	13	36 Referral	1-26, 28-36, 50
2.	Account Executive	02/06/17	13	31 WDJC-FM On Air Ad	1-26, 28-36, 50
3.	Producer/On Air Host	02/20/17	6	35 WYDE-FM On Air Ad	1-26, 28, 30-35
4.	Creative Writer	03/01/17	6	31 WDJC-FM On Air Ad	1-26, 28, 30-35
5.	Account Executive WYDE	03/01/17	7	35 WYDE-FM On Air Ad	1-26, 28, 30-35
6.	Engineering Assistant	03/20/17	6	30 In House Posting	1-26, 28, 30, 36-37, 48
7.	On Air Talent Host WDJC	03/31/17	9	48 Indeed.com	1-26, 28, 30, 30-37, 48
8.	Sales/Administrative Assistant	03/31/17	6	36 Referral	1-26, 28, 30, 36-37, 48
9.	Operations Assistant	05/09/17	14	48 Indeed.com	1-26, 28, 30, 30-37, 47-49
10.	On Air Talent Host WDJC	06/12/17	7	30 In House Posting	1-26, 28, 30, 36-37, 48
11.	Creative Writer	06/19/17	16	48 Indeed.com	1-26, 28, 30, 32-36, 48-49
12.	Account Executive WYDE	08/14/17	6	48 Indeed.com	1-26, 28, 30, 34-36, 48
13.	Account Executive WDJC	09/05/17	7	31 WDJC-FM On Air Ad	1-26, 28, 30-36, 48
14.	Traffic Manager	10/16/17	7	30 In House Posting	1-23, 28, 30-36, 48
15.	On Air Talent Host WDJC	11/01/17	6	30 In House Posting	1-26, 28, 30-36, 48
16.	Account Executive WYDE	11/01/17	7	35 WYDE-FM On Air Ad	1-26, 30-35, 48
17.	Senior Board Operator	11/10/17	6	30 In House Posting	1-26, 28, 30-35, 48

**Total Number of Persons Interviewed During Applicable Period: 142**

Number of vacancies: 17

Appendix 2 to

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Stations Comprising Station Employment Unit: WDJC-FM, WXJC-AM, WXJC-FM,  
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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 <sup>th</sup> Avenue, North Birmingham, AL 35234 205-326-6821 (Phone) Ext. #108 205-252-8458 (Fax) Attn: Mr. William Blackaby Email: <a href="mailto:info@gbm.org">info@gbm.org</a> Website: <a href="http://www.gbm.org">www.gbm.org</a>	0
2	Samford University 800 Lakeshore Drive Birmingham, AL 35209 205-726-2578 (Phone) 205-726-2842 (Fax) Attn: Lindsay Seaborn Email: <a href="mailto:lcseabor@samford.edu">lcseabor@samford.edu</a> Website: <a href="http://www.samfordbulldogs.org">www.samfordbulldogs.org</a>	0
3	University Of Alabama At Birmingham Hill University Center, Suite 532 1400 University Blvd. Birmingham, AL 35294 205-934-4324 Attn: Laura Weems Email: <a href="mailto:careerservices@uab.edu">careerservices@uab.edu</a>	1
4	Miles College P.O. Box 39800 Birmingham, AL 35208 205-929-1000 Attn: Dr. Glenda Brown-Wade <a href="mailto:gbrown_wade@miles.edu">gbrown_wade@miles.edu</a> Career Fair Date: Did not attend in 2017.	0

	Recruitment Source (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 2305 5th Avenue North Birmingham, AL 35203 Attn: Ms. Glenda Murphy (205)-902-2619 (205) 323-0170 <a href="mailto:jplb.glenda@yahoo.com">jplb.glenda@yahoo.com</a>	0
6	<b>Beth Hallel Messianic Congregation- Birmingham</b> Rabbi Eric Walker 2230 Sumpter Street Birmingham, AL 35226 (205) 822/2510 <a href="mailto:bethhallel@bellsouth.net">bethhallel@bellsouth.net</a> Email <a href="http://www.shalombirmingham.com">www.shalombirmingham.com</a> – Website	0
7	<b>Alabama Department of Rehab Services Vocational Rehab Services/ABLE Network</b> 236 Goodwin Crest Drive Birmingham, AL 35209 Attn: Ms. Peggy Anderson (205)-290-4457 Bobbi Stephenson – (205)-290-4465 Phone: 205-290-4400 <a href="http://www.rehab.state.al.us">www.rehab.state.al.us</a> – Website <a href="http://www.alabamabl.org">www.alabamabl.org</a> – Job Posting Website <a href="mailto:bobbi.stephenson@rehab.alabama.gov">bobbi.stephenson@rehab.alabama.gov</a> – Email	0
8	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: <a href="mailto:administration@mtzionfg.org">administration@mtzionfg.org</a>	0
9	Lawson State Community College 1100 9 <sup>th</sup> Avenue, SW Bessemer, AL 35022 205-929-3514 Attn: Dr. Kristie R. Rankin, Career Services <a href="http://www.lawsonstate.edu">www.lawsonstate.edu</a> Email: <a href="mailto:krankin@lawsonstate.edu">krankin@lawsonstate.edu</a> Career Fair Date: 03/14/17	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
10	Jefferson State Community College One Stop Career Center 2601 Carson Road Birmingham, AL 35215 205-856-8588 Attn: Nancy Beauchamp, Director Email: <a href="mailto:nbeau@jeffstateonline.com">nbeau@jeffstateonline.com</a>	0
11	Wallace State Community College P.O. Box 2000 Hanceville, AL 35077 256-352-8133 Attn: Susan Peek Email: <a href="mailto:susan.peek@wallacestate.edu">susan.peek@wallacestate.edu</a> Web: <a href="http://www.wallacestate.edu">www.wallacestate.edu</a> Career Fair Date: 04/12/17	0
12	Mountain Top Community Church Contact: Autumn Bearden 205-776-8020 Email: <a href="mailto:Autumn.bearden@mountaintopchurch.com">Autumn.bearden@mountaintopchurch.com</a>	0
13	Riverchase United Methodist Contact: Cliff Fleming 205-987-4030 Email: <a href="mailto:ccfleming@earthlink.com">ccfleming@earthlink.com</a>	0
14	Valleydale Church Contact: Saint Green 205-991-5282 Email: <a href="mailto:sgreen@valleydale.org">sgreen@valleydale.org</a>	0
15	Riverchase Community Church Contact: 205-988-8515 Email: <a href="mailto:office@riverchase.cc">office@riverchase.cc</a>	0
16	Liberty Church of Birmingham Contact Jay Johnsey 205-988-5433 Email: <a href="mailto:Jjohnsey@libertychurch.cc">Jjohnsey@libertychurch.cc</a>	0
17	Inverness Vineyard Contact: Steve 205-980-1690 Email: <a href="mailto:steve@invernessvineyard.org">steve@invernessvineyard.org</a>	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
18	Mountain Brook Community Church Contact: Lauren 205-822-5980 Email: <a href="mailto:lauren@mbcc.us">lauren@mbcc.us</a>	0
19	Vestavia Hills Baptist Contact: Dennis 205-979-5920 Email: <a href="mailto:dennis@vhbc.com">dennis@vhbc.com</a>	0
20	Liberty Park Baptist Church Contact: David Lucas 205-969-1236 Email: <a href="mailto:david.lucas@libertypark.org">david.lucas@libertypark.org</a>	0
21	The Lutheran Church of Vestavia Hills Contact: Sharon 205-823-1883 Email: <a href="mailto:church_administrator@vestavialutheran.org">church_administrator@vestavialutheran.org</a>	0
22	Mountain Chapel United Methodist Contact: Jill, Debbie or Greg 205-822-0020 Email: <a href="mailto:mtnchapelumc@bellsouth.net">mtnchapelumc@bellsouth.net</a>	0
23	Church of the Highlands Contact: Marcus Wright 205-980-5577 Email: <a href="mailto:marcus@churchofthehighlands.com">marcus@churchofthehighlands.com</a>	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
24	<a href="http://www.wdjconline.com">www.wdjconline.com</a> all contact is made electronically through the internet to Web Master Mark Harvard Email contact: mharvard@crawfordbroadcasting.com	13
25	<a href="http://www.850wxjc.com">www.850wxjc.com</a> all contact is made electronically through the internet to Web Master Mark Harvard Email contact: mharvard@crawfordbroadcasting.com	0
26	<a href="http://www.101wyde.com">www.101wyde.com</a> (WYDE-FM) all contact is made electronically through the internet to Web Master Mark Harvard Email contact: mharvard@crawfordbroadcasting.com	3
27	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a> Posting done online via internet only	0
28	<a href="http://www.allaccess.com">www.allaccess.com</a> Posting done online via internet only	2
29	<a href="http://www.monster.com">www.monster.com</a> Posting done online via internet only	3
30	In-House Posting of Job Availability Part Time to Full Time Status (Posted In Mail Room/Break Room Areas & at other CBC Markets)	9
31	WDJC-FM 93.7 RADIO PROMO (On Air Ad)	36
32	WXJC-AM 850 RADIO PROMO (On Air Ad)	0
33	WXJC-FM 92.5 RADIO PROMO (On Air Ad)	0
34	WYDE-AM 1260 RADIO PROMO (On Air Ad)	0
35	WYDE-FM 101.1 RADIO PROMO (On Air Ad)	6

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
36	Referral from Current/Former Employee	14
37	Career Fair Participant Lawson State Career Fair Career Fair:03/14/17	0
38	Facebook.com WXJC-The-Truth	0
39	Facebook.com 101.1 FM The Source	0
40	Facebook.com 93.7 WDJC	0
41	Current Employee (Transfer Employee/Promotion)	0
42	Birmingham Work Release Program 1216 25 <sup>th</sup> Street, North Birmingham, AL 35234 205-252-2994 Contact: Warden Shirley Smith	0
43	State of Alabama Job Link 205-254-1373 Contact: Joel William Email: joblink.al.gov	0
44	Craigslist – Birmingham, AL	0
45	Craigslist – Huntsville, AL	0
46	Career Fair Participant Miles College Career Fair Career Fair: n/a	0
47	Career Fair Participant Wallace State Career Fair Career Fair: 04/12/17	0
48	Indeed.com <a href="http://www.indeed.com">www.indeed.com</a>	53

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
49	Troy State University Foundation Career Development Services 104 Eldridge Hall Troy, Alabama 36082 334-670-3217 Spring Career Fair: 04/19/17 Fall Career Fair: 10/18/17	1
50	Linked In <a href="https://www.linkedin.com">https://www.linkedin.com</a> Customer service 650-687-3600	1

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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 has continued to be implemented during 2016 and 2017. 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. **Station Tours** – In an effort to reach our community the SEU conducted station tours for small groups, students, leaders and parents. Girl Scout Troops, their Leaders and Parents participated in guided station tours. Each 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, the SEU gave a brief explanation of how radio is broadcasted. The tour also included a brief discussion regarding opportunities to apply for our Internship Program. The SEU conducted a total of 2 tours during 2016-2017.
4. The SEU participated in a **Career/Wellness Job Fair** on March 14<sup>th</sup>, 2017. 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 Company (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. Onsite interviews were not conducted but resumes were brought back to the employment unit to be reviewed.

5. The SEU participated in a **Career Fair** on April 12<sup>th</sup>, 2017. The Career Fair was held at Wallace State Community College located in Hanceville, 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 at this Career Fair. Onsite interviews were not conducted however resumes were brought back to the employment unit to be reviewed. Participants included Wallace State Community College Students and Wallace State Community College Alumni and some individuals from the outside communities.
  
6. The SEU participated in a **Career Fair** on April 19<sup>th</sup>, 2017. The Career Fair was held at Troy State University located in Troy, 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 at this Career Fair. Onsite interviews were not conducted however resumes were brought back to the employment unit for review. Participants included Troy State University Students and Alumni.
  
7. The SEU participated in a **FALL Career Fair** on October 18<sup>th</sup>, 2017. The Career Fair was held at Troy State University located in Troy, 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 at this Career Fair. Onsite interviews were not conducted however resumes were brought back to the employment unit for review. Participants included Troy State University Students and Alumni.
  
8. **Annual Anti-Discrimination and Harassment Forum** – The Stations Employment Unit held a mandatory Annual Anti-Discrimination and Harassment Forum on Monday, November 6, 2017 at 9:00am for all current employees. The SEU reiterated that Crawford Broadcasting Company 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.