

EEO PUBLIC FILE REPORT

FOR

WBHM(FM)

This EEO Public File Report
Covers the Period Ending
November 30, 2007

**Equal Employment Opportunity Public File Report
WBHM(FM)**

*Recruitment Activity Summary
December 1, 2006-November 30, 2007*

This EEO Public File Report is filed in the public inspection files for Station WBHM(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

1. Total Full-Time Vacancies

During the period ending on November 30, 2006, the station filled the following full-time vacancies:

Job Title

Radio Announcer/Producer (UAB Pos. # UB108E2) [0707021-3481BR]

2. Total Interviewees for Full-Time Vacancies

The station interviewed the following total number of people for all full-time vacancies during the period covered in this Report: Five. (47 applicants; 39 referrals)

3. Recruitment Sources

The following are the recruitment sources used during the period covered by this report and the cumulative number of interviewees referred by each:

| Recruitment Source | Total Number of Interviewees |
|--|------------------------------|
| 1. Current Magazine | |
| 6. WBHM.ORG | |
| 7. UAB Jobline | |
| 8. Word of Mouth/Self Initiated | |
| 11. Public Radio News Directors Listserv | |
| 13. JournalismJobs.com Listerv | |
| 15. Public Radio Program Directors | |
| 16. Poynter Institute Career Center | |
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4. Supplemental Information

Exhibit A contains the following information for each full-time vacancy:

- * The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- * The recruitment source that referred the hiree for each full-time vacancy;
- * The total number of persons interviewed for each full-time vacancy; and,
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Exhibit B contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

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If you have questions concerning this Report, contact: Mike Morgan, General Manager WBHM, 650 11th Street South, Birmingham, Alabama 35294, 205-934-2606, Mike@wbhm.org.

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

| | |
|---|---------------------------------------|
| Job Title of Vacancy: | RadioAnnouncer/Producer |
| Recruitment Source that Referred the Hiree: | Word of Mouth/Self Initiated _ |
| Date Vacancy Opened: | July 19, 2007 |
| Total Number of Persons Interviewed for the Vacancy: | 5 |
| Date Vacancy Filled: | November 12, 2007 |

Recruitment Sources Used to Fill the Vacancy

| Recruitment Source (Name, Address, Contact Person, Telephone Number) | Total Number of Interviewees Referred by the Source for the Vacancy | Did The Source Request Notification? |
|---|--|---|
| CURRENT MAGAZINE, Danielle Mungin 1612 K Street NW, Suite 704 Washington, DC 20006 202-463-7055 X36 | | No |
| WBHM.ORG, Patrick Dorriety 650 11 th Street South Birmingham, AL 35294 205-934-2606 | | No |
| UAB Office of Human Resource Management Ben Carr, 701 20th St. S., Birmingham, AL 35294. 205-934-5248 | 39 | No |
| Word of Mouth/Self Initiated (Notification List of requested notifications) | | Yes |
| Public Radio News Directors Inc. (PRINDI) Connie Walker newslink@mpr.org 821 University Avenue Madison, WI 53706 | | No |
| JournalismJobs.com [Listserv] Berkeley, CA 510-653-1521 | | No |
| Director of Career Center Poynter Institute Colleen Eddy careers.poynter.org 727-456-2331 | | No |

EXHIBIT B

MENU OPTION ACTIVITIES

Station WBHM has engaged in the following outreach activities during the period covered by this Report:

| Activity Classification | Type of Activity | Brief Description |
|--------------------------------|-------------------------|---|
| EEO | Intern Program | <p>During the period WBHM used 4 UAB Broadcast Students and 2 high school students to assist with program production, writing and web site production. These were competitive internships where all students were interviewed and were required to provide copies of past work. All students received on-site training to improve their skills in news writing, production values and on-air presentation. The students received class credit for their WBHM work, based on reports prepared by WBHM's News Director and/or WBHM's Program Director.</p> |
| EEO | Staff Training | <p>All staff are able to enroll in free workshops and training programs administered by the licensee. These workshop include diversity training and managers training, just to name a few. The majority of workshops include on-line elements and classroom training.</p> <p>For a five day period, beginning Monday, February 12, 2007, WBHM Announcer/Producer Rosemary Pennington served as a Knight Fellow in Specialized Journalism at College Park, MD. While there she attended seminars focusing on urban and suburban development issues.</p> <p>Mary Hendley, WBHM Development Director, attended a one-day workshop on Donor-Centered Fundraising with Penelope Burke.</p> |
| EEO | Mentoring | <p>Under the auspices of the Public Radio News Directors Incorporated NewsWorks Program and the Morning Edition Grad School project, WBHM News Director Tanya Ott provided training to WBHM news and production personnel and as well as news personnel at more than two dozen stations across the country. She also provided one-on-one</p> |

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| | | <p>mentoring to journalists who attended the PRNDI Annual Conference in New Orleans in July 2007. The mentoring program is designed to improve news skills, including interview techniques, writing and production skills.</p> <p>In 2007, WBHM continued its Making Radio Series – an occasional workshop series that teaches community members about story conception, broadcast writing, digital editing and other skills necessary to work as radio journalist. Several of the workshop attendees have gone on to become freelance reporters for WBHM</p> <p>07/13/2007 On July 13, 2007 WBHM hosted Dr. Max Michael and his UAB Public Health Class.</p> <p>The purpose was to hold a mock news conference at WBHM to help teach the students who were taking a college level public communications course how to address and respond to the media. WBHM’s Announcer/Producers, Steve Chiotakis and Rosemary Pennington participated in the conference and were assisted by freelancers Les Lovoy and Gigi Douban. Each student chose a topic of discussion and the reporters – in discovery phase – asked questions of each student.</p> |
| EEO | Job Listings | <p>One job was listed during the period as detailed in the Recruitment Activity Summary and Exhibit A of this Document.</p> <p>In July 2007 WBHM began the process of filling an open producer-host position. The position was listed through various web sites and print outlets including Current, Newslink, Pubradio, AIRDaily (the listserv for the Association of Independents in Radio), the Poynter Institute’s online job listing, JournalismJobs.com, UAB, and wbhm.org.</p> |
| EEO | Job/Career Fairs | <p>WBHM Management staff manned a Booth at the 2007 Spring Career Fair sponsored by the licensee. The all-day Career Fair was on Thursday, February 22, 2007. WBHM was represented by News Director Tanya Ott, Program Director Michael Krall, Business and</p> |

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| | | <p>Financial Manager Ernest Williams, Development Director Mary Hendley and General Manager Mike Morgan.</p> <p>On March 6, 2007 Business and Financial Manager Ernest Williams spoke to Professor June Mack's Fundamentals of Broadcasting Class at UAB. He was a member of a panel discussing the economics of radio with his remarks centering on the financial aspects of operating a public radio station.</p> <p>Development Director Mary Hendley, News Director Tanya Ott, Program Director Michael Krall and General Manager Mike Morgan represented WBHM at the 2007 Fall Career Fair, sponsored by the station's licensee. The Fall Career Fair took place on Tuesday, September 18, 2007.</p> <p>WBHM Announcer/Producer Steve Chiotakis lectured to the Introduction to Mass Communications class at UAB. With the class of more than 50 students he discussed the ins and outs of broadcasting and, to a limited degree, about journalism. He talked about the history of radio, television and how electronic media is changing the way we gather and receive information. The group asked many questions about what it's like to be on the radio and what it takes to continue in broadcasting.</p> <p>On October 24, 2007 WBHM's Announcer/producer Steve Chiotakis spoke with the UAB Mass Communication 316/Newsriting class. With this newsriting class he gave a shortened-version of a workshop he's taught about 'writing for the ear'. The lecture included a listening-session of stories that were written with a radio audience in mind and several hand-outs that included step-by-step tips that are helpful in the radio journalism craft. A question and answer session capped an hour-long visit.</p> |
| EEO | Outreach | <p>On December 17, 2006 WBHM Development Director Mary Hendley spoke with 80 7th grade English students at Homewood Middle School about the importance of writing skills in public radio.</p> |

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| | | <p>On May 18, 2007 WBHM Announcer/Producer Steve Chiotakis attended the Crestline School Career Day, Mountain Brook, Alabama. While there he spoke to 4th and 5th graders about broadcast communication. His presentation also included mock interviews, writing exercises, news judgment and demonstrations on using radio field production equipment. Explained how radio was the “first” electronic medium and gave a brief timeline of print, electronic and internet technology. Five different classes of about 7-10 students each participated.</p> <p>On May 24, 2007 Development Director Mary Hendley spoke with approximately 100 students during their Career Day at Homewood Middle School. Her conversation centered around her role in the operation of WBHM.</p> <p>WBHM staff manned a booth at the Magic City Art Connection Art Fair in Birmingham's Linn Park, held April 27, 28 & 29, 2007.</p> <p>WBHM staff manned a booth at the City Stages Music Festival in downtown Birmingham, held June 15, 16 & 17, 2007.</p> <p>On July 17, 2007 WBHM's Announcer/Producer Steve Chiotakis participated, along with other area media representatives, in a day-long New Media Conference Birmingham. The Conference, “It's News to You, but is it News?”, was attended by public relations students and professionals from all over north-central Alabama to allow them a better idea about how journalists – electronic and print – prepare for work and do their jobs. There were sessions that explored the latest internet trend of blogging, potential conflicts of interest and the process by which journalists go about story reporting and writing.</p> <p>WBHM staff held an open house on Saturday, September 8, 2007 from 1:00 p.m. until 5:00 p.m. We gave station tours and answered questions from interested listeners and friends</p> |
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| | | <p>during the four hours.</p> <p>WBHM staff manned a booth at the Moss Rock Festival at the Preserve in Hoover on November 3 & 4, 2007.</p> |
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