

**EEO PUBLIC FILE REPORT**  
**FOR**  
**WBHM(FM)**

This EEO Public File Report  
Covers the Period Ending  
November 30, 2004



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

*Recruitment Activity Summary  
November 29, 2003-November30, 2004*

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, 2004, the station filled the following full-time vacancies:

Job Title

1. Financial Officer I -UAB Position # 0404091
2. Underwriting Manager WBHM - UAB Position # FF217E1

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: 8.

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:

<b>Recruitment Source</b>	<b>Total Number of Interviewees</b>
1. Current Magazine	
2. Public Radio Internet Listserv	
3. Public Radio DACS System Postings	
4. National Public Radio Web site postings	
5. CPB Web site postings	
6. WBHM.ORG Job Posting	1
7. UAB Job Line Posting	3
8. Word of Mouth/Self Initiated	1
9. The Birmingham News classified listing	1
10. Assoc of Independents in Radio-listserv	
11. PRNDI listserv	
12. WBHM On-Air Announcement	2

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.

\* \* \* \* \*

If you have questions concerning this Report, contact: Mike Morgan WBHM General Manager.

**EXHIBIT A**

**FULL-TIME VACANCY EEO INFORMATION**

**#1**

**Job Title of Vacancy:**

**Financial Officer I**

**Recruitment Source that Referred the Hiree:**

**# 7 UAB Jobline**

**Date Vacancy Opened:**

**March 10, 2004**

**Total Number of Persons Interviewed for the Vacancy:**

**3**

**Date Vacancy Filled:**

**June 3, 2004**

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did The Source Request Notification?</b>
# 7 - UAB JobLine Contact: Mike Mathews Office of Human Resource Management UAB AB210 710 20th Street South Birmingham, AL 35294-0102 205-975-9681	3	No



**#2**

**Job Title of Vacancy:**

**Underwriting Manager**

**Recruitment Source that Referred the Hiree:**

**#12 WBHM On-Air**

**Date Vacancy Opened:**

**May 01, 2004**

**Total Number of Persons Interviewed for the Vacancy:**

**5**

**Date Vacancy Filled:**

**September 15, 2004**

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did The Source Request Notification?</b>
# 6 - WBHM.ORG Job Listing WBHM.ORG Contact: Patrick Dorriety 650 11th Street South Birmingham, AL 35294 205-934-2606	1	No
# 8 - Word of Mouth/Self Initiated	1	No
# 9 - The Birmingham News Classified Ad 2200 4th Avenue North Birmingham, AL 34203 205-321-1141	1	No
#12 - WBHM On-Air Announcement Contact: Michael Krall 650 11th Street South Birmingham, AL 35294 205-934-2606	2	No

## EXHIBIT B

### MENU OPTION ACTIVITIES

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

<b>Activity Classification</b>	<b>Type of Activity</b>	<b>Brief Description</b>
EEO	Intern Program	During the period WBHM used 5 UAB Broadcast Students and 2 high school communication 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.
EEO	Staff Training	All staff attended diversity training workshops, sponsored by the licensee. All workshops included on-line elements and a minimum of four hours classroom training.
EEO	Mentoring	WBHM News Director, under the auspices of The Public Radio News Directors Incorporated, provided training to WBHM news and production personnel and various personnel who attended the Public Radio News Director's Annual Conference in Washington, D.C. in July 2004. The mentoring program is designed to improve news skills, including interview techniques, writing and production skills.
EEO	Job Listings	All upper level jobs are listed through various web sites and print organs of CPB, NPR, The Alabama Broadcasters Assoc. and UAB. WBHM lists all job opening on it locally hosted web site.

EEO	Job/Career Fairs	<p>General Manager, Mike Morgan, Development Director, Mary Hendley, Program Director, Michael Krall and News Director Tanya Ott participated in an all-day licensee sponsored Spring Career Fair on Tuesday, February 24, 2004.</p> <p>On March 1, 2004 Business/Financial Officer, Ernest Williams, served as a member of a professional three person panel for a Fundamentals of Broadcasting Class at UAB. There were 37 members of the class who heard about the economics of public radio compared to the economics of commercial broadcasting. There was a question and answer period following the formal presentation.</p> <p>Morning Edition Producer and Host Steve Chiotakis attended a Career Fair at Crestline school on Friday, May 14, 2004. During the 20 minute presentation he discussed the educational background necessary for a career in public radio and his job activities during a typical day. After the presentation he answered questions from students.</p> <p>General Manager, Mike Morgan, Development Director, Mary Hendley, Program Director, Michael Krall and News Director Tanya Ott participated in an all-day licensee sponsored Fall Career Fair on Tuesday, September 21, 2004.</p>
EEO	Outreach	<p>WBHM staff, including all upper level management members manned a booth at the Magic City Art Connection Art Fair in Birmingham's Linn Park, held April 22, 24 &amp; 25, 2004.</p> <p>WBHM staff, including all upper level management members manned a booth at the City Stages Music Festival in downtown Birmingham, held June 18, 19 &amp; 20, 2004</p>