

**ANNUAL - EEO Public File Report Form
December 1, 2019-November 30, 2020**

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.

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

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	12/31/19	8	(28) WDJC Radio Ad	1-22, 26-34, 42, 44-48
2.	Host/Sales Coordinator	03/17/2020	6	(33) Referral	1-22, 26-34, 42, 44-48
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

Total Number of Persons Interviewed During Applicable Period: 14
Number of vacancies: 2

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. #108 205-252-8458 (Fax) Attn: Mr. William Blackaby Email: info@gbm.org Website: www.gbm.org	0
2	Samford University 800 Lakeshore Drive Birmingham, AL 35209 205-726-2980 (Phone) 205-726-2842 (Fax) Attn: Ben Siple, Career Development Email: career@samford.edu Website: www.hiresamford.com	0
3	University Of Alabama At Birmingham Hill University Center, Suite 532 1400 University Blvd. Birmingham, AL 35294 205-934-4324 Attn: Dian Teague Johnson UAB Career Center Division of Student Affairs Email: careercenter@uab.edu ; dian@uab.edu	0
4	Miles College P.O. Box 39800 Birmingham, AL 35208 205-929-1440 Attn: Verlanda Tate, Career Services vtate@miles.edu	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 jplb.glenda@yahoo.com	0
6	Beth Hallel Messianic Congregation- Birmingham Rabbi Eric Walker 2230 Sumpter Street Birmingham, AL 35226 (205) 822/2510 bethhallel@bellsouth.net Email www.shalombirmingham.com – Website	0
7	Alabama Department of Rehab Services Vocational Rehab Services/ABLE Network 236 Goodwin Crest Drive Birmingham, AL 35209 Attn: Haley Cofer Phone: 205-290-4400 www.rehab.state.al.us – Website www.alabamabln.org – Job Posting Website hayley.cofer@rehab.alabama.gov – 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: administration@mtzionfg.org	0
9	Lawson State Community College 1100 9 th Avenue, SW Bessemer, AL 35022 205-929-3514 Attn: Ms. Akilih M. Haley M.S.L. Career & College Transfer Services Coordinator www.lawsonstate.edu Email: ahaley@lawsonstate.edu Career Fair Date: : March 18, 2020 CANCELED DUE TO COVID-19	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 2601 Carson Road Birmingham, AL 35215 205-856-8588 Contact: Tamara Payne Web: www.jeffersonstate.edu Email: tlpayne@jeffersonstate.edu	0
11	Wallace State Community College P.O. Box 2000 Hanceville, AL 35077 256-352-8133 Attn: Susan Peek Email: susan.peek@wallacestate.edu Web: www.wallacestate.edu Career Fair Date:	0
12	Mountain Top Community Church Contact: Autumn Bearden 205-776-8020 Email: Autumn.bearden@mountaintopchurch.com	0
13	Riverchase United Methodist Contact: Cliff Fleming 205-987-4030 Email: ccfleming@earthlink.com	0
14	Valleydale Church Contact: Saint Green 205-991-5282 Email: sgreen@valleydale.org	0
15	Riverchase Community Church Contact: 205-988-8515 Email: office@riverchase.cc	0
16	Liberty Church of Birmingham Contact Jay Johnsey 205-988-5433 Email: Jjohnsey@libertychurch.cc	0
17	Inverness Vineyard Contact: J Downes 205-980-1690 Email: j@invernessvineyard.org	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: lauren@mbcc.us	0
19	Liberty Park Baptist Church Contact: David Lucas 205-969-1236 Email: david.lucas@libertypark.org	0
20	The Lutheran Church of Vestavia Hills Contact: Sharon 205-823-1883 Email: church_administrator@vestavialutheran.org	0
21	Mountain Chapel United Methodist Contact: Jill, Debbie or Greg 205-822-0020 Email: mtnchapelumc@bellsouth.net	0
22	Church of the Highlands Contact: Teri Jones 205-980-5577 Email: teri@churchofthehighlands.com	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
23	www.wdjconline.com all contact is made electronically through the internet to Web Master: Joshua Myers Email contact: jmyers@wdcxradio.com	0
24	www.wxjcradio.com all contact is made electronically through the internet to Web Master: Joshua Myers Email contact: jmyers@wdcxradio.com	0
25	www.wyderadio.com all contact is made electronically through the internet to Web Master: Joshua Myers Email contact: jmyers@wdcxradio.com	0
26	www.allaccess.com Posting done online via internet only	0
27	In-House Posting of Job Availability Part Time to Full Time Status (Mail Room/Break Room Areas)	0
28	WDJC-FM 93.7 RADIO PROMO (On Air Ad)	2
29	WXJC-AM 850 RADIO PROMO (On Air Ad)	3
30	WXJC-FM 101.1 RADIO PROMO (On Air Ad)	0
31	WYDE-AM 1260 RADIO PROMO (On Air Ad)	0
32	WYDE-FM 92.5 RADIO PROMO (On Air Ad)	0

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
33	Referral from Current/Former Employee	4
34	Career Fair Participant Trussville Chamber Career Fair Career Fair: Thursday, March 19 CANCELED due to COVID-19	0
35	Facebook.com WXJC-The-Truth https://www.facebook.com/wxjcradio/	0
36	Facebook.com WDJC-FM https://www.facebook.com/937WDJC/	0
37	Current Employee (Transfer Employee/Promotion)	0
38	Alabama Works – Formerly: State of Alabama Job Link 205-663-2542 https://alabamaworks.alabama.gov Contact: Rene Nicklow – Alabaster Career Center 109 Plaza Cir, Alabaster, AL 35007 Email: Rene.Nicklow@alcc.alabama.gov Career Fair: Thursday, August 13, 2020	0
39	Alabama Works – Formerly: State of Alabama Job Link (205) 582-5220 https://alabamaworks.alabama.gov Contact: Vincent Williams– Birmingham Career Center 3440 3rd Avenue South Birmingham, AL 35222 Email: Vincent.Williams@alcc.alabama.gov Career Fair: Thursday, September 10, 2020	0
40	Craigslist – Birmingham, AL	0
41	Craigslist – Huntsville, AL	0
42	Career Fair Participant Miles College Career Fair Career Fair:	0
43	Career Fair Participant Wallace State Career Fair Career Fair:	0
44	Indeed.com www.indeed.com	2

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
45	Troy State University Foundation Career Development Services 104 Eldridge Hall Troy, Alabama 36082 334-670-3217 Career Fair:	0
46	Linked In https://www.linkedin.com Customer service 650-687-3600	3
47	HisAir.net The Christian Radio Homepage Contact: Ted Kelly Email: ted@hisair.net Phone: 225-306-8383 Website: www.HisAir.Net	0
48	The Alabama Baptist News 3310 Independence Drive, Birmingham, AL 35209 Contact: Email: support@thealabamabaptist.org Phone: 205-870-4720 Website: www.thealabamabaptist.org	0
49	Career Fair & Veterans' Services Resource Fair The Finley Center @ The Hoover Met 205-572-9827 Attn: Brian Crawford Email: alan.b.crawford8.ctr@mail.mil - Career Fair Date:	0

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities

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 2018 and 2019. Local Sales Manager’s and General Manager’s continue to work closely both on-site and in the field 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. **Annual Anti-Discrimination and Harassment Forum** – The Stations Employment Unit held a mandatory Annual Anti-Discrimination and Harassment Forum on Wednesday, February 12th, 2020 at 9:30am 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.
4. **Trussville Chamber Career Fair – Thursday, March 19, 2020 – 10:30 AM – 2:00 PM**
The EU was confirmed as pre-registered to participate in this event. However, due to the novel Corona Virus, this March event was canceled in order to comply with the Executive Order issued by Governor Ivey of Alabama that all social gatherings of ten or more to be canceled. The Trussville Chamber of Commerce has cancelled all job fairs until further notice, and is keeping us updated as to when this event will be rescheduled.
5. **Lawson State Community College Career and Community Resource Fair – Wednesday, March 18, 2020 – 8:00 A.M. – 12:30 P.M.**
The EU was confirmed as pre-registered to participate in this event. However, due to the novel Corona Virus, this March event was canceled in order to comply with the Executive Order issued by Governor Ivey of Alabama that all social gatherings of ten or more to be canceled. The college has cancelled all job fairs for the foreseeable future and keeping us updated as to when this event will be rescheduled.
6. **Station and Tower Site Tour – June 10, 2020 - 10:30 A.M.**
The EU Engineering staff conducted a WXJC-AM/FM | WDJC-FM Tower Site and Station Tour to a group of students as part of a STEM (Science, Technology, Engineering, and Mathematics) extracurricular project.

7. **Total Results Training – July and August 2020**

Companywide management training calls conducted via Zoom.com on beneficial ways to use digital tracking and tailored plan to get client results.

Dates Held: 7/1 Total Results Training
7/10 Total Results Training
7/21 Total Results Training
8/6 Total Results Training
8/18 Total Results Training

8. **WDJC Career Fair – Thursday, August 13, 2020 – 8:30 A.M. – 11:30 A.M.**

The EU contacted the **Alabama Career Center of Alabaster**, in Shelby County, Alabama to set up and conduct an onsite career fair. The job posting was posted on their website which has changed from Joblink to Alabamaworks:

<https://alabamaworks.alabama.gov>.

An electronic flyer, job fair invitation was sent out to the career centers current applicants who are registered on their site and PSAs were aired on WDJC-FM two weeks prior to the job fair. In those 3 hours, six job seekers came in and one applicant was potentially an excellent candidate for future hire based on experience. Resumes are kept on file.

9. **WDJC Career Fair – Thursday, Sept 10th, 2020 – 8:30 A.M. – 11:30 A.M.**

The EU contacted the **Alabama Career Center of Birmingham**, in Jefferson County, Alabama to set up and conduct an onsite career fair. The job posting was posted on their website, (which has changed from Joblink to Alabamaworks)

<https://alabamaworks.alabama.gov>.

An electronic flyer, job fair invitation was sent out to the career centers current applicants who are registered on their site and PSAs were aired on WDJC-FM two weeks prior to the job fair. In those 3 hours, around 15 job seekers came in for employment assistance. In addition, the BCC rep. screened qualified resumes in their system based on the job requirements of an AE and those additional resumes were sent to the GM to review.

10. **Digital Platform Sales Training – Sept 29th and Oct 13th, 2020**

Companywide digital platform sales training for AEs, Writers/Producers, Managers and those working on digital platforms like Facebook, Twitter, Instagram.

Various topics include:

Hosting/promoting digital **workshops/webinars/education sessions**¹ for commercial clients.

How to read/interpret **website analytics**²/traffic.

What is important; Determining the best way to highlight clients in written promotions.

How to interpret the calls and website clicks that come in to the station to the client.

¹ The webinar/digital workshops are video conference calls. We used Zoom.

² Website analytics show us how many people come to a Crawford website, amount of time they spent on the site and what pages they went to. We can use these numbers to show current and potential advertisers how much traffic they will get from our site.