

WBAL-AM, WBAL-TV, WIYY-FM
EEO PUBLIC FILE REPORT
June 1, 2025 - May 31, 2026

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Account Executive Open Date: 10/31/2023 Hire Date: 8/5/2025	2, 4-7, 9, 13, 15-17, 19, 21-25, 27-28, 30-31, 33-43	6
Radio Assistant News Director Open Date: 7/24/2024 Hire Date: 8/25/2025	1-5, 7, 9-10, 13-19, 21-25, 27-28, 30, 33-43	10
Producer Open Date: 12/6/2024 Hire Date: 6/2/2025	1, 3-5, 7, 9, 13, 15-19, 21-25, 27-28, 30, 33-43	4
Account Executive Open Date: 12/19/2024 Hire Date: 10/27/2025	1, 3-5, 7, 9, 13, 15-19, 21-25, 27-28, 30, 33-43	18
Account Executive Open Date: 12/19/2024 Hire Date: 6/2/2025	1, 3-5, 7, 9, 13, 15-19, 21-25, 27-28, 30, 33-43	18
Account Executive Open Date: 3/3/2025 Hire Date: 7/14/2025	1, 3-5, 7, 9, 13, 15-19, 21-28, 30, 33-43	26
Reporter Open Date: 5/5/2025 Hire Date: 5/4/2026	1, 3-5, 7, 9, 13, 15-19, 21-25, 27-28, 30, 33-43	4
Talk Show Host Open Date: 6/20/2025 Hire Date: 8/4/2025	1, 3-5, 7, 10-11, 13, 16-17, 19, 21-25, 27-28, 30, 33-37, 39-43	11
98 Rock Program Director Open Date: 6/26/2025 Hire Date: 9/1/2025	1, 3, 5-7, 9, 13, 15-17, 19, 21-25, 27- 28, 30, 32-43	6
Account Executive Open Date: 7/24/2025 Hire Date: 9/2/2025	1, 3-5, 7, 9, 13, 15-19, 21-25, 27-30, 32 -43	4
Radio Anchor/Reporter Open Date: 8/18/2025 Hire Date: 2/15/2026	1, 3-7, 9-10, 13-19, 21-25, 27-28, 30, 33-43	6
Radio Program and Production Coordinator Open Date: 8/27/2025 Hire Date: 10/1/2025	1, 3, 5-7, 9, 13, 15-19, 21-25, 27-28, 30, 33-43	6
Assistant Creative Services Director Open Date: 9/17/2025 Hire Date: 12/15/2025	1, 3-7, 9, 12-13, 15-19, 21-25, 27-28, 30, 33-43	6
Local Sales Manager Open Date: 9/25/2025 Hire Date: 12/1/2025	1, 3, 5-8, 13, 15-17, 19, 21-25, 27-28, 30, 33-37, 39-43	8

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Business Analyst Open Date: 10/7/2025 Hire Date: 1/12/2026	1, 3-7, 9, 13-19, 21-25, 27-28, 30, 33-43	4
Local News Producer Open Date: 3/13/2026 Hire Date: 5/17/2026	1, 3-7, 13, 15-17, 19, 21-25, 27-28, 30, 33-43	6
Sports Director Open Date: 4/2/2026 Hire Date: 5/1/2026	1, 3-7, 13, 15-17, 19-25, 27-28, 30, 33-43	6

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	602 Communications 1011 Lyndhurst Falls Lane Knightdale, North Carolina 27545 Phone : 602-954-8373 Url : http://602communications.com/site/ Email : gnewell@602communications.com Sandy Lizik	N	0
2	Baltimore City Community College 2901 Liberty Heights Ave. Baltimore, Maryland 21215 Phone : 410-462-8013 Email : hr@bccc.edu Deidre Hill	N	0
3	Bates College Broadcast/Production Program 1101 S Yakima Ave Tacoma, Washington 98405 Phone : 253-680-7761 Email : kwitkoe@Batestech.edu Ken Witkoe	N	0
4	Careers.HearstTelevision.com 3540 Toringdon Way Charlotte, North Carolina 28277 Phone : 704-348-8073 HTV Careers	N	46
5	CCBC 800 South Rolling Road Baltimore, Maryland 21228 Phone : 443-840-4099 Url : http://www.ccbcmd.edu/campus.html Email : sellis2@ccbcmd.edu Samantha Ellis	N	0
6	Current Employee	N	17
7	Delaware State University 1200 North Dupont Highway Dover, Delaware 19901 Phone : 302-857-6060 Career Services Manual Posting	N	0
8	E-mail Inquiry	N	2

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9	Elon Univeristy 100 Campus Drive Elon, North Carolina 27244 Career Services Manual Posting	N	0
10	Employee Referral	N	4
11	Former Employee	N	1
12	Glassdoor.com 100 Shoreline Hwy Building A Mill Valley, California 94941 Phone : 800-918-3229 Career Center Manual Posting	N	1
13	Howard University School of Communications 525 Bryant St. NW Washington, District of Columbia 20059 Phone : 202-806-7690 Email : L_g_brown@howard.edu Career Services Prong 2 Start Date: 11/25/2005	Y	0
14	Indeed.com 177 Broad Street 6th Floor Stamford, Connecticut 06901 Phone : 203-328-2691 Career Services Manual Posting	N	3
15	Jewish Vocational Svcs. 1515 Reisterstown Rd. Baltimore, Maryland 21208 Phone : (415) 391-3600 Email : info@jcsbaltimore.org Lisa Cohn	N	0
16	JournalismJobs.com PO Box 7294 Berkeley, California 94707 Phone : 510-524-2007 Email : contact@journalismjobs.com Career Services	N	0

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17	Kweisi Mfume Office 2235 Rayburn House Office Building Washington, District of Columbia 20515 Phone : 202-225-4741 Email : Fran.allen@mail.house.gov Fran Allen	N	0
18	LinkedIn.com 2029 Stierlin Court Mountain View, California 94043 Phone : 650-687-3600 Career Services Manual Posting	N	22
19	Loyola University Maryland 4501 N. Charles Street Baltimore, Maryland 21210 Phone : (410) 617-2000 Mary DeManss Manual Posting	N	0
20	Maryland Department of Labor 1100 North Eutaw Street Baltimore, Maryland 21201 Phone : 301-618-8407 Stephanie Wiggins Manual Posting Prong 2 Start Date: 4/27/2026	Y	0
21	Maryland Workforce Exchange 301 Preston St Suite 1500 Baltimore, Maryland 21201 Phone : 410-767-7857 Jonathan Jayes-Green Manual Posting	N	0
22	Mayor's Office of Employment Development 417 East Fayette St. Suite 468 Baltimore, Maryland 21202 Phone : 443-984-3014 Email : yclark@oedworks.com Yvette Clark	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
23	McDaniel College 2 College Hill Westminster, Maryland 21157 Phone : 410-848-7000 Url : https://www.mcdaniel.edu/index.php/career_services Career Services Manual Posting	N	0
24	MDCD Broadcasters 150 Fayetteville St. Suite 1270 Raleigh, North Carolina 27601 Phone : 919-821-7300 Url : http://www.mdcdbroadcasters.com Email : info@mdcd.com Fax : 1-919-834-8880 Gail Summerville	N	0
25	MediaBistro 825 Eighth Avenue, 29th Floor New York, New York 10019 Phone : (800) 205-7792 Career Services Manual Posting	N	0
26	Non-Employee Referral	N	1
27	Norfolk State University 700 Park Avenue Norfolk, Virginia 23504 Phone : 757-823-8462 Career Services Manual Posting	N	0
28	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 847-491-5785 Url : https://northwestern-csm.symplicity.com Dainne Siekmann Manual Posting	N	0
29	Previous Applicant	N	2

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30	RecruitMilitary 422 West Loveland Ave Loveland, Ohio 45140 Phone : 5136835020 Robert Walker Manual Posting	N	0
31	Sheffield Audio Visual School 13816 Sunnybrook Rd. Phoenix, Maryland 21131 Phone : 800-355-6613 Email : vance@sheffieldav.com Career Services	N	0
32	Showbizjobs.com 3579 E. Foothill Blvd. Pasadena, California 91107 Phone : 626-798-4533 Url : https://www.showbizjobs.com/(626) 798-4533 Career Services Manual Posting	N	0
33	Spelman College 350 Spelman Ln SW Atlanta, Georgia 30314 Career Services Manual Posting	N	0
34	Stevenson University 1525 Greenspring Valley Rd. Lutherville-Timonium, Maryland 21153 Phone : 877-468-6852 Url : https://www.myinterfase.com/vjc/employer/ Steven Wallis Manual Posting	N	0
35	Temple University 220 Mitten Hall 1913 N. Broad Street Philadelphia, Pennsylvania 19112 Phone : 215-204-7981 Url : http://www.temple.edu/provost/careercenter/ Kelly Hart Manual Posting	N	0

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36	Towson University 8000 York Road Towson, Maryland 21252 Phone : 410-704-2000 Url : https://www.myinterfase.com/towson/employer/ Career Services Manual Posting	N	0
37	TV Jobs.com PO Box 4116 Oceanside, California 92052 Phone : (800) 374-0119 Email : jobs@tvjobs.com Career Services	N	0
38	University of Baltimore 1420 N. Charles St. Baltimore, Maryland 21201 Phone : 410-837-4200 Jessica Johnson Manual Posting	N	0
39	University of Colorado at Boulder 1511 University Avenue #478 UCB Boulder, Colorado 80309 Phone : (303) 492-5480 Url : http://colorado.edu/ Christine Mahoney Manual Posting Prong 2 Start Date: 1/22/2018	Y	0
40	University of Maryland, BC 1000 Hilltop Circle Baltimore, Maryland 21250 Phone : 410-455-1000 Career Services Manual Posting Prong 2 Start Date: 11/25/2007	Y	0
41	University of Michigan 515 E Jefferson St Ann Arbor, Michigan 48109 Career Services Manual Posting	N	0

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42	Virginia State University 1 Hayden Sr Petersburg, Virginia 23806 Career Services Manual Posting	N	0
43	www.mediagignow.com 625 West Adams St. Suite 20-110 Chicago, Illinois 60661 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			99

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	Ongoing Event	Establishment of an intern program designed to assist members of the community	Summer 2025, WBAL TV welcomed an Emma Bowen Foundation Fellow to join their News department for 12 weeks. As an HTV Emma Bowen Fellow, the Fellow learned how a television station operates and contributed to the operation. The Emma Bowen Foundation program provides a multi-year internship to students of color at media companies where they gain significant on the job training in their field. Students are placed in all areas of the industry and focus on 3 programming tracks - Business of Media (Sales, Public Relations, Marketing, and Human Services); Content of Media (News Production, Broadcast Journalism, and Print Journalism); and Innovation of Media (Engineering, Software Development, Digital Marketing, and Coding). For Hearst Television, the focus track was content of media.	4	Executive Producer Director of Programming & Public Affairs Fellow Fellow
2	Ongoing Event	Establishment of training programs for station personnel	The Hearst Sales Development Program is designed to train and develop entry level Sales Account Associates for a future Account Executive role within Hearst Television. This sales development program is a comprehensive 10–12-month training with a defined training program outline and milestone goals. Training program objectives are tracked by the sales management team and reported to corporate management. After successful completion of the Hearst Sales Development Program, the Sales Account Associate will have the skills/experience necessary to qualify for a Sales Account Executive role.	3	General Sales Manager Local Sales Manager Sales Account Associate

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3	Ongoing Event	Establishment of an intern program designed to assist members of the community	Developed a digital media internship opportunity designed to provide a neurodivergent intern with hands-on experience in local news and digital content creation. This was a twelve week program focused on building practical skills in writing news articles, editing and publishing videos, creating social media content and graphics, and understanding newsroom workflows. The Intern received exposure to industry-standard platforms and tools, including MediaOS, Uplynk, Adobe Photoshop and Premiere, Slack, and ENPS, while gaining insight into collaborative digital news operations and multimedia storytelling.	2	Digital Content Manager Fellow
4	Ongoing Event	Establishment of an intern program designed to assist members of the community	Jayne Miller Investigative Journalism Fellowship - a one-semester paid position at WBAL TV. The Fellowship is designed to give students exposure to the television broadcast news industry. The emphasis is on investigative journalism with an intense focus on research, newswriting and reporting.	2	Executive Producer Fellow
5	Ongoing Event	Establishment of training programs for station personnel	Station personnel have access to a company internal learning management system, Hearst EDGE/Hearst Learning. Personnel have various assigned trainings to complete as well as self-led trainings. Topics include, communication skills, technical skills, creative, diversity, ethics, leadership and personal growth. Completion of these courses lead to personal and professional development of personnel and can lead to further growth within the company.	43	Producer Programming and Public Affairs Coordinator Program Director Sales Manager

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6	Ongoing Event	Establishment of training programs for station personnel	From June 2, 2025, through June 5, 2025, twenty-nine (29) Hearst Television News employees participated as students in the 21st Annual Producer Academy "Master Class," hosted at WPBF-TV. The training sessions, designed to prepare participants for upper-level positions, covered a wide range of topics including "It's All About the Viewer," "Storytelling: Big, Bold & Deliberate," "Owning Weather," "Throw Out the Templates," "Data for Effective Story Generation," "Ethics & Storytelling," "All About AI," "How to: Vertical & Social," "Create a Living Action Plan," "Career Path Conversation," and "Transition to Leadership." Guest speaker Mike Hayes, President of Hearst Television, joined an accomplished faculty that included Barb Maushard, Senior Vice President of News; Paige Harrison, Vice President of News; Ernie Mourello, Vice President of Digital News; Brian Doyle, Director of Content & Strategy; Akili Franklin, Director of Management Recruitment; Devin Armijo, Digital News Integration Director; Russ Nelligan, Vice President of Marketing; Yael Benaya, AI Newsroom Integration Manager; David Hurlburt, Executive Director of Editorial Strategies; Eric Blackstock, News Brand Advocate; Dr. Carol Bishop Mills, Associate Dean of Faculty Success at Florida Atlantic University; and Caroline Taplett, President and General Manager of WPBF-TV. Additional faculty members included News Directors Matt Sinn of WISN-TV, Shawnda Adams of KOCO-TV, Margaret Cronan of WCVB-TV, Derek Schnell of KCRA-TV, Emily Thompson of WPBF-TV, and Assistant News Director Ryan McCarthy of WPBF-TV. Support faculty included Joan Roth, Executive Assistant.	1	Executive Producer

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7	6/4/2025	Participation in events or programs sponsored by educational institutions	The WBAL-TV Broadcast Journalism Mentorship Program at Baltimore Polytechnic Institute introduced students to the foundational principles of broadcast journalism through interactive 90-minute sessions covering news gathering and consumption, television news writing and producing, videography and editing, digital media, and anchoring and reporting. The sessions were facilitated by the WBAL-TV Director of Programming and Public Affairs, providing students with industry insight, practical knowledge, and exposure to career opportunities in television and digital media. These sessions were offered throughout the school year.	1	Director of Programming & Public Affairs
8	Ongoing Event	Participation in events or programs sponsored by educational institutions	Throughout the school year, WBAL-TV meteorologists participated in community outreach efforts through the WBAL-TV Weather Champion Program, an interactive educational initiative focused on weather forecasting and safety for students in grades 3 through 12. As part of the program, WBAL-TV meteorologists visited Baltimore-area schools to conduct engaging 30-minute sessions that promoted weather awareness, preparedness, and science education while fostering connections with students and educators in the community.	3	Meteorologist Meteorologist Meteorologist

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9	7/8/2025	Participation in events sponsored by organizations representing the community	Provided a five-day shadowing experience at WBAL TV designed to introduce an aspiring media and communications professional to the day-to-day operations of television news and broadcasting. The program included hands-on exposure to multiple departments, including News, Creative Services, Operations, Radio, and Digital, with opportunities to observe producers, executive leadership, creative shoots, web operations, and radio programming. The participant also took part in observing a promotional shoot connected to the station, gaining valuable insight into cross-department collaboration and broadcast production. Each session concluded with time for reflection and discussion with department leadership to further enhance the educational experience and career development opportunities.	3	Executive Producer Creative Service Director Radio News and Program Director
10	11/12/2025	Participation in events or programs sponsored by educational institutions	WBAL Radio talk show host participated in a speaking engagement at Johns Hopkins University, addressing students in a Professional Writing & Ethics course focused on ethical challenges in government. The discussion centered on communications, media responsibility, and the role of ethical decision-making in journalism and public discourse, providing students with real-world insight into the communications field and professional media practices.	1	Talk Show Host

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11	11/18/2025	Participation in events or programs sponsored by educational institutions	WBAL TV hosted Media Forward Baltimore in partnership with the Society of Broadcast Engineers (SBE) and the Society of Motion Picture and Television Engineers (SMPTE), bringing together high school and college students interested in broadcast and media careers. The program welcomed juniors and seniors from the Kent County High School broadcast training program, along with students from Montgomery College and Towson University, for a day of learning and industry engagement. Activities included guided tours of WBAL's facilities, providing students with firsthand exposure to broadcast operations and career pathways in media and technology. This tour was led by the Director of Engineering.	1	Director of Engineering
12	3/3/2026	Participation in events or programs sponsored by educational institutions	WBAL TV hosted a tour for 10 attendees from the Defense Information School (DINFOS) Mass Communications System Engineering class. The group included instructors and students specializing in television and radio equipment maintenance, who visited the stations to gain firsthand exposure to broadcast operations, engineering systems, and media technology workflows during the two-hour session. The tour was led by the Director of Engineering.	1	Director of Engineering
13	3/7/2026	Participation in events or programs sponsored by educational institutions	WBAL News Radio Reporter participated in the University of Maryland Merrill School/NATAS Capital Region's "Face Time with the Pros," an event connecting broadcast and digital media professionals with high school and college students interested in journalism careers. Joined a radio/podcast panel to discuss radio news, podcasting, and the day-to-day realities of working in media.	1	Reporter

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14	3/31/2026	Participation in events sponsored by organizations representing the community	WBAL News Radio talk radio host spoke to 60 businesswomen at an Anne Arundel Chamber luncheon held in recognition of Women's History Month, in partnership with the Greater Crofton Chamber of Commerce, Greater Severna Park and Arnold Chamber, and Southern Anne Arundel Chamber. The event celebrated the achievements, leadership, and lasting impact of women in business and the community. The discussion focused on the theme "Women Who Speak Up, Make Changes," highlighting leadership, communication, and the importance of using one's voice to inspire progress and meaningful change.	1	Talk Show Host
15	Ongoing Event	Establishment of a mentoring program	Beginning on April 6, 2026, Hearst Television offered a 6-month mentorship program. The goal was to build productive relationships across the company. Employees benefited through career development support, by working in a diverse and inclusive environment, and through Hearst Television's leadership value of helping others succeed. WBAL TV had 25 participants in the mentorship program who were either "Mentors" or "Mentees." Meeting in person at the station or via Teams with employees from other stations, they discussed career objectives, offered advice, and discussed their station projects. Some of the participants were Operations Technician, Assistant News Director, Local Sales Manager, Producer, Engineering Manager, Account Executive, Business Manager, President and General Manager, News Director, Creative Services Director and Sales Director.	25	President & General Manager Business Manager Engineering Manager Account Executive