

EEO PUBLIC FILE REPORT

(amended May 21, 2019)

A. EMPLOYMENT UNIT COVERED

WZBA-FM

B. REPORTING PERIOD

May 22, 2017 to May 21, 2018

C. FULL-TIME VACANCIES FILLED DURING REPORTING PERIOD

(1)	JOB TITLE: Account Executive #1	DATE FILLED: 8/21/17
(2)	JOB TITLE: Account Executive #2	DATE FILLED: 10/30/17
(3)	JOB TITLE: Account Executive #3	DATE FILLED: 11/6/17
(4)	JOB TITLE: Account Executive #4	DATE FILLED: 11/27/17
(5)	JOB TITLE: Account Executive #5	DATE FILLED: 2/12/18
(6)	JOB TITLE: On Air Talent #1	DATE FILLED: 10/16/17
(7)	JOB TITLE: Program Director/On Air Talent	DATE FILLED: 10/2/17

D. RECRUITMENT/REFERRAL SOURCES USED TO SEEK CANDIDATES FOR EACH VACANCY

1) JOB TITLE: Account Executive Position #1 DATE FILLED: 8/21/17

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRED PERSON HIRED?
On-Air/Station Web-Site Ad	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	Y
Client Referral	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	N

TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 6

2) JOB TITLE: Account Executive Position #2 DATE FILLED: 10/30/17

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRED PERSON HIRED?
On-Air/Station Web-Site Ad	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	Y

TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 9

3) JOB TITLE: Account Executive Position #3 DATE FILLED: 11/6/17

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRED PERSON HIRED?
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On-Air/Station Web-Site Ad Jefferson Ward 11350 McCormick Rd (410) 771-8484 Y
 Hunt Valley MD 21031

TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 9

4) JOB TITLE: *Account Executive Position #4* **DATE FILLED:** *11/27/17*

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRE D PERSON HIRED?
On-Air/Station Web-Site Ad	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	Y

TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 9

5) JOB TITLE: *Account Executive Position #5* **DATE FILLED:** *2/12/18*

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRE D PERSON HIRED?
On-Air/Station Web-Site Ad	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	Y

TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 8

8) JOB TITLE: *On Air Talent #1* **DATE FILLED:** *10/16/17*

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRE D PERSON HIRED?
Current Employee, Promoted	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	Y

TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 2

8) JOB TITLE: *Program Director/On Air Talent* **DATE FILLED:** *10/2/17*

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRE D PERSON HIRED?
Employee Referral	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	Y
All Access	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	N

TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 7

E. TOTAL NUMBER OF PERSONS INTERVIEWED FOR ALL FULL-TIME VACANCIES FILLED
DURING THE REPORTING PERIOD: 50

F. TOTAL NUMBER OF INTERVIEWEES FOR ALL FULL-TIME VACANCIES FILLED
DURING THE REPORTING PERIOD PER RECRUITMENT/REFERRAL SOURCES: 50

Employee Referrals Various 11350 McCormick Road (410) 771- 2

		Hunt Valley MD 21031	8484	
Radio Station On Air/Web site Recruitment Ads	Jefferson Ward	11350 McCormick Road Hunt Valley MD 21031	(410) 771-8484	40
Client Referrals	Jefferson Ward	11350 McCormick Road Hunt Valley MD 21031	(410) 771-8484	1
Current Employees - Promoted	Jefferson Ward	11350 McCormick Road Hunt Valley MD 21031	(410) 771-8484	1
All Access.com	On-line Posting	28995 PCH Malibu, CA 90265	(410) 771-8484	6
TOTAL				50

G. OUTREACH ACTIVITIES PERFORMED DURING THE REPORTING PERIOD
MAY 22, 2017—MAY 21, 2018

Initiative: Internship Program – Ongoing

Scope of Participation and Location: 10 Students this period from area Colleges and Universities. WZBA-FM's Internship Program is open to College students who desire to earn College credits for experience in Radio Broadcasting with a concentration in Promotions, Programming, Production and Sales.

Station Staff involved: Craig Chambers (Program Director), Steve Huber (Program Director), Donna Jean Rumbley (Promotions Director), Joe Heffron (General Sales Manager), Jefferson Ward (General Manager)

Initiative: Community Ascertainment Day – September 13, 2017

Scope of Participation and Location: Members of the broadcast media converge annually for a dialogue with speakers from government, business, and nonprofit, civic and religious organizations. The event was held at Grace United Methodist Church – 5407 N. Charles St., Baltimore, MD 21210

Station Staff involved: Jefferson Ward (General Manager), Donna Jean Rumbley (Promotions Director), Alex Martin (Account Executive), Darrin Pruitt (Account Executive)

Initiative: Various Local Cub Scout Tour of the Radio Station – Ongoing

Scope of Participation and Location: On-site tour of radio station for Cub Scout troops to learn about the fundamentals of broadcast operations.

Station Staff involved: Donna Jean Rumbley (Promotions and On-line content Director)

Initiative: Participation in job banks – Ongoing.

Scope of Participation and Location: Posting of open positions on All Access.com for Programming personnel.

Station Staff involved: Jefferson Ward, General Manager

Initiative: Participation in Immaculate Heart of Mary Education Day

Scope of Participation and Location: Immaculate Heart of Mary, Towson MD, 21286. Attended Education Day at the school and educated groups about opportunities in the broadcasting field. Discussions were held in reference to promotions and on air talent responsibilities.

Station Staff involved: Donna Jean Rumbley, Promotions Director

Initiative: Participation in Mercy High School Career Day Fair

Scope of Participation and Location: Mercy High School, Towson MD, 21286. Attended Career Day Fair at the school and educated students about opportunities in the broadcasting field. Discussions were held in reference to promotions and on air talent responsibilities.

Station Staff involved: Donna Jean Rumbley, Promotions and Online Content Director

Initiative: Training Programs:

Scope of Participation and Location: WZBA-FM in house training for all Account Executives, encouraging growth and development of all facets of account management. On-going development of Erin Deneen, newly named National Sales Manager: meetings and coaching on the responsibilities of maintaining National sales relationships, contracts and pricing.

Station Staff involved: Jefferson Ward, General Manager and Joe Heffron, General Sales Manager.

Scope of Participation and Location: WZBA-FM participates in Times-Shamrock's Management Training Program (MTP). The MTP is designed to help qualified employees learn about qualities and expectations of various Management positions. In any given year there may or may not be an MTP candidate.

Station Staff involved: Jefferson Ward, General Manager