

EEO PUBLIC FILE REPORT

A. EMPLOYMENT UNIT COVERED

WZBA-FM

B. REPORTING PERIOD

May 22, 2014 to May 21, 2015

C. FULL-TIME VACANCIES FILLED DURING REPORTING PERIOD

[illegible]

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

1) JOB TITLE: *Account Executive Position #1* **DATE FILLED:** *7/28/14*

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

TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 13

2) JOB TITLE: *Account Executive Position #2* **DATE FILLED:** *10/20/14*

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

TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 5

3) JOB TITLE: *Account Executive Position #3* **DATE FILLED:** *11/3/14*

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

TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 5

4) JOB TITLE: <i>Account Executive Position #4</i>				DATE FILLED: 11/19/14
SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRE D PERSON HIRED?
Station Web-Site Ad	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	N
Client Referral	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	N
Career Builder	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	Y
TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 5				

5) JOB TITLE: <i>Account Executive #5</i>				DATE FILLED:
SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRE D PERSON HIRED?
Station Web-Site Ad	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	N
Career Builder	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	N
Client Referral	Jefferson Ward	149 Penn Ave Scranton PA 18503	570-348-9100	N
Unsolicited Former Co-worker	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	N
TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 8				

6) JOB TITLE: <i>On Air Talent #1</i>				DATE FILLED: 5/11/15
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 ad	Jefferson Ward	11350 McCormick Rd Hunt Valley MD 21031	(410) 771-8484	N
TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 6				

E. TOTAL NUMBER OF PERSONS INTERVIEWED FOR ALL FULL-TIME VACANCIES FILLED

DURING THE REPORTING PERIOD: 42

F. TOTAL NUMBER OF INTERVIEWEES FOR ALL FULL-TIME VACANCIES FILLED DURING THE REPORTING PERIOD PER RECRUITMENT/REFERRAL SOURCES: 42

Employee & Client Referral	Various	11350 McCormick Road Hunt Valley MD 21031	(410) 771- 8484	7
Radio Station On Air/Web site Recruitment Ads	Jefferson Ward	11350 McCormick Road Hunt Valley MD 21031	(410) 771- 8484	4
Client Referrals	Jefferson Ward	11350 McCormick Road Hunt Valley MD 21031	(410) 771- 8484	5
Internship Program	Donna Jean Rumbley/Dan Michaels	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	0
All Access.com	On-line Posting—	28995 PCH Malibu, CA 90265	(410) 771- 8484	4
Career Builder Newspaper & on-line ad	Internet Posting Site	Baltimore, Maryland	(410) 771- 8484	21
Inside Radio	On-Line Posting	11350 McCormick Road Hunt Valley MD 21031	(410) 771- 8484	0
Times Shamrock E-mail	Internal email	149 Penn Avenue Scranton PA 18503	(570) 348- 9100	0
<i>TOTAL</i>				42

G. OUTREACH ACTIVITIES PERFORMED DURING THE REPORTING PERIOD

MAY 22, 2014—MAY 21, 2015

Initiative: Internship Program – Ongoing

Scope of Participation and Location: 11 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: Dan Michaels (Program Director), Donna Jean Rumbley (Promotions and Online Content Director), Jefferson Ward (General Manager)

Initiative: Community Ascertainment Day – September 24, 2014

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), Dan Michaels (Program Director), Sharon Bradshaw (Business Manager), Jay Philpott (On-Air Talent) and Donna Jean Rumbley (Promotions Coordinator).

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: Dan Michaels (Program Director), John Klug (Personality), Donna Jean Rumbley

(Promotions and On-line content Director)

Initiative: Howard Community College Tour and Informative Session of Radio Station Opportunities

- Scope of Participation and Location: On-site tour of radio station, along with an informative session for the Radio Production and Communications Media class. A tour and class were held to teach the students about the fundamentals of broadcast and business operations, to educate the class about opportunities in the broadcasting field, Discussions were held in reference to programming, on air talent and promotions responsibilities, sales responsibilities, and general manager responsibilities.

Station Staff involved: Dan Michaels (Program Director), John Klug (Personality), Coleen Carew (Personality), Donna Jean Rumbley (Promotions and On-line content Director), Jefferson Ward (General Manager), Joe Heffron (Sales Manager).

Initiative: Participation in job banks – Ongoing.

Scope of Participation and Location: Posting of open positions on All Access for Account Executives.

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 and Online Content 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: 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 Erin Deneen Account Executive to acquire the position of National Sales Manager. Continuous 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

EQUAL OPPORTUNITY EMPLOYMENT CONTACT LIST UPDATED 5/20/15

ASSOCIATION OF BLACK MEDIA WORKERS (ABMW)
BARRY SIMMS
PRESIDENT
P.O. BOX 1795

BALTIMORE, MD 21203-1795
(410) 837-2269

AMERICAN WOMEN IN RADIO AND TELEVISION (AWRT)
NORTHEAST AREA DIRECTOR
AUDREY TANZER
165 E 72ND STREET, APT. 10-D
NEW YORK, NY 10021
PHONE: 212-628-1262
FAX: 212-628-6391
EMAIL: TTANZART@AOL.COM

BALTIMORE CITY COMMUNITY COLLEGE
JOB PLACEMENT OFFICE
BALTIMORE, MD 21215
(410) 462-8000

BALTIMORE URBAN LEAGUE
NICOLE NELL
DIRECTOR OF EMPLOYMENT
512 ORCHARD STREET
BALTIMORE, MD 21201
(410) 523-8150

BOWIE STATE COLLEGE
SHEILA HOBSON
DIRECTOR OF RESOURCES
ROBINSON HALL ROOM 100
BOWIE, MD 20715
(301) 860-3450

BROADCASTING INSTITUTE OF MARYLAND (BIM)
NORMAN BROOKS
PLACEMENT DEPARTMENT
7200 HARFORD ROAD
BALTIMORE, MD 21234
EMAIL: NB@BIM.ORG
800-942-9246

CCBC CATONSVILLE
CAREER PLANNING/PLACEMENT
800 SOUTH ROLLING ROAD
BALTIMORE, MD 21228
(410) 455-6050

CCBC ESSEX
CAREER DEVELOPMENT
7201 ROSSVILLE BLVD.
BALTIMORE, MD 21237
(410) 682-6000
EXT. 6384

CCBC DUNDALK
CAREER COUNSELING CENTER
7200 SOLLERS POINT RD

BALTIMORE, MD 21222
(410) 282-6700

COLLEGE OF NOTRE DAME
CAREER CENTER
4701 NORTH CHARLES STREET
BALTIMORE, MD 21210
(410) 435-0100

COPPIN STATE COLLEGE
CAREER DEVELOPMENT OFFICE
2500 EST NORTH AVENUE
BALTIMORE, MD 21216
(410) 462-4512

GOUCHER COLLEGE
TRACY MARTIN
CAREER DEVELOPMENT OFFICE
1021 DULANEY VALLEY ROAD
BALTIMORE, MD 21204
(410) 337-6000

HOWARD UNIVERSITY
EMPLOYMENT AND EMPLOYEE RELATIONS
MARION A. MCCLAIN
DIRECTOR
400 BRYANT ST. N.W.
WASHINGTON, D.C. 20059
(202) 806-7714

JOHNS HOPKINS UNIVERSITY
CAREER COUNSELING/PLACEMENT
224 MERGENTHALER HALL
CHARLES AND 34TH STREETS
BALTIMORE, MD 21218
(410) 516-8000

LOYOLA COLLEGE
CAREER PLANNING/ PLACEMENT
4501 NORTH CHARLES STREET
BALTIMORE, MD 21210
(410) 617-2000

Maryland DC Delaware Broadcasters Association
106 Old Court Road
Baltimore MD 21208
TEL: (410) 653-4122
FAX: (410) 486-7354
INFO@MDCD.COM

MCDANIEL COLLEGE
(FORMERLY WESTERN MARYLAND COLLEGE)

HUMAN RESOURCES DEPT
2 COLLEGE HILL
WESTMINSTER, MD 21157-4390
(410) 848-7000

MERCY HIGH SCHOOL
1300 E. NORTHERN PARKWAY
BALTIMORE MD 21239
410-433-8880

MORGAN STATE UNIVERSITY
WILLIAM M. CARSON
DIRECTOR
CAREER DEVELOPMENT
MONTEBELLO COMPLEX C-WING, ROOM 224
1700 EAST COLD SPRING LN
BALTIMORE, MD 21251
(443) 885-3110

NAACP NATIONAL
NANCY BAILY
DIRECTOR OF EMPLOYMENT
4805 MT. HOPE DRIVE
BALTIMORE, MD 21215
(410) 358-8900

NAACP OF BALTIMORE CITY
G. I. JOHNSON
PRESIDENT
6-8 WEST 26TH STREET
BALTIMORE, MD 21218
(410) 366-3300

NAB EMPLOYMENT CLEARINGHOUSE
1771 N STREET, N.W.
WASHINGTON, DC 20036
(202) 429-5300

NATIONAL BLACK MEDIA COALITION
1738 ELTON ROAD, SUITE 314
SILVER SPRING, MD 20903
(301) 445-2600

NATIONAL COALITION OF 100 BLACK WOMEN, INC.
NATIONAL HEADQUARTERS
38 WEST 32ND STREET, SUITE 1610
NEW YORK, NEW YORK 10001-3816
(212)947-2196

NATIONAL ORGANIZATION FOR WOMEN (NOW)
BALTIMORE CHAPTER
P.O. BOX 253

TIMONIUM, MD 21094
(410) 668-4399

STEVENSON UNIVERSITY
1525 GREENSPRING VALLEY ROAD
STEVENSON MD 21153
410-484-0413

TOWSON UNIVERSITY
CAREER CENTER
8000 YORK RD.
BALTIMORE, MD (410) 704-2000

UNIVERSITY OF BALTIMORE
CAREER DEVELOPMENT CENTER
1420 NORTH CHARLES STREEET
BALTIMORE, MD 21201-5779
(410) 837-4200

UNIVERSITY OF MARYLAND BALTIMORE COUNTY (UMBC)
PLACEMENT OFFICE
5401 WILKENS AVE
BALTIMORE, MD 21228
(410) 455-1000

UNIVERSITY OF MARYLAND
CAREER CENTER
3100 HORNBLAKE LIBRARY
COLLEGE PARK, MD 20742
(301) 314-7225