

# EEO PUBLIC FILE REPORT

## A. EMPLOYMENT UNIT COVERED

WZBA-FM

## B. REPORTING PERIOD

May 22, 2019 to May 21, 2020

## C. FULL-TIME VACANCIES FILLED DURING REPORTING PERIOD

(1)	<b>JOB TITLE:</b> Account Executive	<b>DATE FILLED:</b> 1/20/2020
(2)	<b>JOB TITLE:</b> Finance Business Manager Assistant	<b>DATE FILLED:</b> 2/10/2020
(3)	<b>JOB TITLE:</b> Air Personality ("DJ") #1	<b>DATE FILLED:</b> 3/23/2020
(4)	<b>JOB TITLE:</b> Air Personality ("DJ") #2	<b>DATE FILLED:</b> 5/11/2020

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

1) **JOB TITLE:** Account Executive Position **DATE FILLED:** 1/20/2020

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRE D PERSON HIRED?
On-Air/Station Web-Site Ad	Joe Heffron	11350 McCormick Rd Hunt Valley MD 21031	(443) 318-0550	Y
Client Referral	Joe Heffron	11350 McCormick Rd Hunt Valley MD 21031	(443) 318-0550	Y

**TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 4**

2) **JOB TITLE:** Finance Business Manager Assistant **DATE FILLED:** 2/10/2020

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRE D PERSON HIRED?
Indeed	Joan Bilski	149 Penn Avenue Scranton, PA 18503	(570) 207-8571	N
Monster	Joan Bilski	149 Penn Avenue Scranton, PA 18503	(570) 207-8571	Y
Scranton Chamber of Commerce	Joan Bilski	149 Penn Avenue Scranton, PA 18503	(570) 207-8571	N
Handshake/ CollegeCentral.com	Joan Bilski	149 Penn Avenue Scranton, PA 18503	(570) 207-8571	N

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

3) **JOB TITLE:** Air Personality ("DJ") #1 **DATE FILLED:** 3/23/2020

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRE D PERSON HIRED?
Employee Referral	Steve Huber	11350 McCormick Rd Hunt Valley MD 21031	(443) 318-0553	Y
All Access/allaccess.com	Steve Huber	11350 McCormick Rd Hunt Valley MD 21031	(443) 318-0553	

**TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 12**

4) **JOB TITLE:** Air Personality ("DJ") #2 **DATE FILLED:** 5/11/2020

SOURCE	CONTACT PERSON	ADDRESS	PHONE	REFERRE D PERSON HIRED?
Employee Referral	Steve Huber	11350 McCormick Rd Hunt Valley MD 21031	(443) 318-0553	Y
All Access/allaccess.com	Steve Huber	11350 McCormick Rd Hunt Valley MD 21031	(443) 318-0553	

**TOTAL NUMBER OF INTERVIEWEES FROM ALL SOURCES FOR THIS POSITION: 12**

**E. TOTAL NUMBER OF PERSONS INTERVIEWED FOR ALL FULL-TIME VACANCIES FILLED DURING THE REPORTING PERIOD: 25**

**F. TOTAL NUMBER OF INTERVIEWEES FOR ALL FULL-TIME VACANCIES FILLED DURING THE REPORTING PERIOD PER RECRUITMENT/REFERRAL SOURCES: 25**

Employee Referrals	Various	11350 McCormick Road Hunt Valley MD 21031	(410) 771- 8484	2
Radio Station On Air/Web site Recruitment Ads	Various	11350 McCormick Road Hunt Valley MD 21031	(410) 771- 8484	22
Client Referrals	Various	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
<b>TOTAL</b>				<b>16</b>

**G. OUTREACH ACTIVITIES PERFORMED DURING THE REPORTING PERIOD  
MAY 22, 2019—MAY 21, 2020**

**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:** Steve Huber (Program Director), Donna Jean Rumbley (Promotions Director), Joe Heffron (General Sales Manager), Jefferson Ward (General Manager)

**Initiative: Community Ascertainment Day – September 18, 2019**

**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), Steve Campbell (Traffic Director), Steph White (Digital Content Director)

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

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

**Station Staff involved:** Donna Jean Rumbley (Promotions 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 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