

WKIK-FM, WKIK-AM, WMDM-FM, WPTX-AM, WSMD-FM
EEO PUBLIC FILE REPORT
June 1st 2011 – May 31st 2012

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	1-17	11
Account Executive	1-17	12
Account Executive	1-17	16
Account Executive	1-17	11
Disc Jockey	1-17	15

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	St. Mary’s County Chamber of Commerce 44200 Airport Road California, MD 20619 Phone: (301) 737-3001 Fax: (301) 737-0089	N	0
2	American Women in Radio and Television 8405 Greensboro Drive, Ste. 800 McLean, VA 22102 info@allwomeninmedia.org	N	0
3	The Association for Women in Communications, Inc. 780 Ritchie Highway, Ste. 28-S Severna Park, MD 21146 info@womcom.org	N	0
4	National Association of Hispanic Journalists 1000 National Press Building Washington, DC 20045 nahj@nahj.org	N	0
5	National Association of Black Owned Broadcasters 1201 Connecticut Avenue N.W., Suite 200 Washington, DC 20036 Fax: (202) 429-0657 nabobinfo@nabob.org	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	National Association of Black Journalists 1100 Knight Hall, Suite 3100 College Park, Maryland 20742 Fax: (301) 445-7101 sberry@nabj.org	N	0
7	National Association of Minority Media Executives 1921 Gallows Road, Suite 600 Vienna, VA 22182 Fax: (703) 893-2414 info@namme.org	N	0
8	National Black Media Coalition 1738 Elton Road, Suite 314 Silver Spring, MD 20903 support@mpnmail.com	N	0
9	National Lesbian and Gay Journalists Association 1420 K Street, NW, Ste. 910 Washington, DC 20005 info@nlgja.org	N	0
10	Southern MD Jobs – Craigslist https://smd.craigslist.org/search/jjj	N	0
11	Southern Maryland Job Source www.dllr.state.md.us/.../stmary...	N	3
12	Southern Maryland Publishing (Includes: <i>The Enterprise, Independent and The Recorder</i>)	N	4
13	On-Air Announcements (one or more SEU stations)	N	0
14	Station Website Postings (one or more SEU stations)	N	1
15	All Access Music Group 24955 Pacific Coast Highway, C303 Malibu, CA 90265	N	1
16	Southern Maryland Online www.somd.com	N	3

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
17	Walk-In/Self-Referral	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			12

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Internship Program	Somar Communications provides college students interested in radio careers the opportunity to work at the stations and receive on-the-job training from station employees in various departments. During this reporting period, station staff provided a total of 325 hours of training to our student interns, in the areas of production, announcing, sales and promotion. The three students attended Towson University, the College of Southern Maryland and High Point University in North Carolina.
2	Participate in event/program sponsored by or on behalf of an education institution relating to careers in broadcasting	On April 24 th , 2012 air staff attended the Job Fair at the College of Southern Maryland to discuss opportunities in radio and also accepted resumes from job seekers.
3	Participate in event/program sponsored by or on behalf of a community organization relating to careers in broadcasting.	<p>On an annual basis, our SEU participates in three popular county fairs throughout the station' community. Three air staff from our SEU broadcast live from these fairs and interact with community members, typically local area youth. These young adults and or students will seek advice from our air staff as to opportunities generally in the broadcast industry as well as internship or employment openings specifically at the SEU.</p> <p>During this reporting period, our SEU participated in the following county fairs:</p> <p>*Charles County Fair, La Plata, MD: September 14th, 2012</p> <p>*St. Mary's County Fair, Leonardtown, MD: September 21st, 2012</p>

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
		*Calvert County Fair, Barstow, MD: September 28 th , 2012
4	Educational Tours	Staff provided educational tours to the Dr. James Forrest Career Center Audio/Visual Students. The group toured the studios and took part in a Q &A session. Staff also gave 5 Boy Scout Tours and 3 Girl Scout tours to local Troops.