

**WKIK-FM, WKIK-AM, WMDM-FM, WPTX-AM-FM,  
WSMD-FM EEO PUBLIC FILE REPORT  
June 1<sup>st</sup> 2022 – May 31<sup>st</sup> 2023**

**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
Sales Executive	17-18	17

Position	Date of Hire
Account Executive	11-28-22

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
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 <a href="https://smd.craigslist.org/search/jjj">https://smd.craigslist.org/search/jjj</a>	N	0
11	Southern Maryland Job Source <a href="http://www.dllr.state.md.us/.../stmary...">www.dllr.state.md.us/.../stmary...</a>	N	0
12	Southern Maryland Publishing (Includes: <i>The Enterprise</i> , <i>Independent</i> and <i>The Recorder</i> )	N	0
13	On-Air Announcements (one or more SEU stations)	N	0
14	Station Website Postings (one or more SEU stations)	N	0
15	All Access Music Group 24955 Pacific Coast Highway, C303 Malibu, CA 90265	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Southern Maryland Online www.somd.com	N	0
17	Walk-In/Self-Referral	N	2
18	Company Social Media Accounts/Websites	N	0
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			2

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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 230 hours of training to our student interns, in the areas of production, announcing, sales and promotion. The students attended, the College of Southern Maryland, James A. Forrest Career and Technology Center and Kent State
2	Participate in event/program sponsored by or on behalf of an education institution relating to careers in broadcasting	<p>On March 30th, 2023 air staff attended a Business Competition at Margaret Brent Middle School in person. Staff judged students on business ideas and spoke about the business of radio.</p> <p>Since November of 2018 to present our staff, including our Production Director, has worked with the Dr. James Forrest Career and Technology Center in Leonardtown on public service announcements the students record to air on WPTX AM &amp; FM. This gives students a real sense of radio production and contributing to live radio.</p>
3	Educational Tours	<p>*September 19<sup>th</sup> 2022 we provided educational tours to a homeschool group. Answered questions about radio and toured the studios and rack room.</p> <p>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 &amp; A session.</p>
4	Participation in an event/program sponsored by or on behalf of a community organization relating to careers in broadcasting,	On an annual basis, our station staff participates in three popular county fairs throughout the stations' community. Two air staff from our

		<p>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 staff as to opportunities generally in the broadcast industry as well as internships or employment openings</p>
	<p><b>Type Of Recruitment Initiative (Menu Selection)</b></p>	<p><b>Brief Description Of Activity</b></p>
		<p>Specifically at the station. Our entire on air staff attends these events. During this reporting period, our entire staff participated in the following county fairs:</p> <ul style="list-style-type: none"> <li>*Charles County Fair, La Plata, MD: September 16<sup>th</sup>, 2022</li> <li>*St. Mary's County Fair, Leonardtown, MD: September 23<sup>rd</sup>, 2022</li> <li>*Calvert County Fair, Barstow, MD: October 1<sup>st</sup>, 2022</li> </ul> <p>Our station morning show hosts attended job fairs in the community. SEU staff discussed broadcasting careers to interested job seekers and also accepted resumes.</p> <ul style="list-style-type: none"> <li>*ARC of SOMD Summer Career Fair August 12<sup>th</sup>, 2022 10 am – Noon</li> <li>*Calvert County Department of Economic Development In Person Job Fair, August 26<sup>th</sup>, 2022 10 am - Noon</li> </ul>