

**WNAV, Annapolis**  
**Sajak Broadcasting Corporation**

**Annual EEO Public File Report**

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit, WNAV, Annapolis, Maryland and is required to be placed in the public inspection files of this station and posted on its website.

The information contained in this Report covers the time period beginning May 23, 2015 to and including May 22, 2016 (the "Applicable Period").

The FCC's EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the station comprising the Station Employment Unit during the Applicable Period;
2. For each vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

The Appendices that follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions of Which This Source Was Utilized" refer to the number of the full-time position listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

**WNAV, Annapolis, Sajak Broadcasting Corporation**

**Annual EEO Public File Report**

**A. Employment Unit Covered**

WNAV-AM, Annapolis, Maryland, Sajak Broadcasting Corporation

**B. Reporting Period**

May 23, 2015 through May 22, 2016

**C. Full-Time Vacancies Filled During Reporting Period**

Job Title: Account Executive

Position Announced: March 24, 2015 and again April 21, 2015 during the previous reporting period.

Position filled: This position remained unfilled as of date of filing the of the previous annual report. It was filled on 6/03/2015.

Number of Applicants: 21

Number of Applicants Interviewed: 4

Interview Sources:

Capital Newspaper/affiliated publications and website - 17

Career Builder/Work Force Development - 1

Word of Mouth (referral from former employee) – 1

School Posting – 1

WNAV website – 1

Referral Source for hiree: WNAV website

Job Title: Account Executive

Position Announced: 01/07/16

Position filled: 03/07/16 \*

Hiree trained for three days then resigned indicating she couldn't do the job. Station continued to seek another candidate under this posting.

Number of Applicants: 8

Number of Applicants Interviewed: 3

Interview Sources:

Capital Newspaper/affiliated publications and website 3

DCRTV web posting 1

Bowie State University web posting 1

Job Fair – Anne Arundel Community College 2

Word of Mouth 1

Referral Source for hiree/date:

1<sup>st</sup> Hiring: Source – Word of Mouth

Started work 3/7/2016

Resigned 3/14/16

Position remained open through current reporting period

Note: 2<sup>nd</sup> Hiring Source – Job Fair

Hire Date – 5/27/16 Next reporting period

Job Title: News Director – Anchor/Reporter

Position Announced: 4/18/16

Position filled: 5/24/16 \*

Number of Applicants: 11

Number of Applicants Interviewed: 6

Interview Sources:

Internal Posting – 2

WNAV website posting - 5

DCRTV website posting – 2

Word of Mouth - 2

\* Position remained open through the end of this reporting period

Referral Source for hiree:

Word of Mouth – referral from former employee

**D. Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy**

(Organizations entitled to notification identified by \*.)

**E.E.O. Contact List**

Updated 05/26/2016

**MAILING LIST**

O.I.C. \*  
1908 Forest Drive  
Suite H  
Annapolis, MD 21401

Anne Arundel Workforce Development Corp  
401 Headquarters Rd., Suite 208  
Millersville, MD 21108

Community Action Agency \*  
Attn: Erica Mathews  
251 West Street  
Annapolis, MD 21401

YWCA Women's Center \*  
1517 Ritchie Highway  
Suite 101  
Arnold, MD 21012

Tesst College of Technology  
Director of Career Services  
4600 Powder Mill Road  
Beltsville, MD 20705

Annapolis One-Stop Career Center \*  
Community Resource Center  
80 West Street, Ste. A  
Annapolis, MD 21401

Glen Burnie One-Stop Career Center \*  
Henry L. Hein Building  
7480 Baltimore Annapolis Blvd., Suite 100  
Glen Burnie, MD 21061

One-Stop Career Center at Arundel Mills \*  
AACC Sales & Service Training Center  
Arundel Mills Mall  
7000 Arundel Mills Circle  
Hanover, MD 21076

Arnold One-Stop Career Center \*  
1460 Ritchie Highway, Suite 205  
Arnold, MD 21012

Maryland Job Services \*  
7500 Ritchie Highway  
Glen Burnie, MD 20060

## E.E.O. Contact List continued

### E MAIL LIST

~~Broadcast Institute of Maryland~~  
~~Placement Director~~ — Closed  
~~7200 Harford Road~~  
~~Baltimore, MD 21234~~  
~~info@bim.com~~

Columbia School of Broadcasting  
Dream 2 Destiny Film School  
301 A Maple Ave West Suite G  
Vienna Virginia 22180  
(703) 594-6548

Sheffield Audio/Video Institute  
13816 Sunnybrook Rd.  
Phoenix, MD 21131  
[alumni@sheffieldav.com](mailto:alumni@sheffieldav.com)  
<http://www.sheffieldav.com/employers.html>

### WEBSITE POSTINGS

Anne Arundel Community College  
101 College Parkway  
Arnold, MD 21012  
Web Address: [www.aacc.edu](http://www.aacc.edu)  
Veronice Boreland  
User Name: 1430WNAV  
P.W.: aacc

Towson University  
7800 York Road  
Towson, MD  
Web Address: [www.towson.edu/careercenter](http://www.towson.edu/careercenter)  
User ID: sajakbroadcasting  
P.W.: 1430wnav

Salisbury University  
Career Services  
GUC 133  
1101 Camden Avenue  
Salisbury, MD 21801  
Web Address: [www.salisbury.edu/careerservices/employers](http://www.salisbury.edu/careerservices/employers)  
User Name: [stevehopp@wnav.com](mailto:stevehopp@wnav.com)  
P.W. sajak

## **E.E.O. Contact List continued**

Howard University \*  
School of Communications  
925 Bryant Street, N.W.  
Washington, D.C. 20059  
202-860-4000  
Via website

Bowie State University \*  
Bulldogs for Hire  
Career Development Center  
14000 Jericho Park Road  
Wiseman Center, 126  
Bowie, MD 20715  
Web Address: <https://bowiestate-csm.symplicity.com/employers>  
Email: [careerdevelopment@bowiestate.edu](mailto:careerdevelopment@bowiestate.edu)  
User Name: [stevehopp@wnav.com](mailto:stevehopp@wnav.com)  
Password: 1430wnav

Chesapeake College  
Office of Career Planning and Development  
Guido DeLuca, Director  
[gdeluca@chesapeake.edu](mailto:gdeluca@chesapeake.edu)  
Fax 410-827-5509

Radio Connection Broadcasting Institute  
1201 West 5<sup>th</sup> Street  
Suite M130  
Los Angeles, CA 90017  
Email: [radio@rrfedu.com](mailto:radio@rrfedu.com)

University of Maryland, College Park  
Career Center  
Director of Communications  
3100 Hornbake Library  
College Park, MD 20742  
301-314-7225  
Via website

### **ADDITIONAL WEBSITE POSTINGS**

[www.DCRTV.com](http://www.DCRTV.com)

[www.radiosalescafe.com](http://www.radiosalescafe.com)

WNAV Website – Employment page  
WNAV Facebook page  
[www.indeed.com](http://www.indeed.com) for Employers

## E.E.O. Contact List continued

Maryland/DC/Delaware Broadcasters Association  
[www.MDCD.com](http://www.MDCD.com)  
Job Bank  
P.O. Box 342  
Raleigh, N.C. 27602

### Print Publication Postings

Capital Newspapers (for off-air positions)  
And the associated Hometown Annapolis website  
555 Bestgate Road  
Annapolis, MD 21401  
410-268-5000

**E. Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Reporting Period:**

8 individuals were interviewed for the one position filled during the reporting period of 5/23/15 – 5/22/16

Although a number of interviews were conducted for three posted openings during this reporting period, only one position was filled.

**F. Total Number of Interviewees for All Full-Time Vacancies Filled During the Reporting Period Per Recruitment/Referral Sources**

|   |          |
|---|----------|
| Capital/Gazette Newspapers and affiliated website | 3        |
| WNAV website posting                              | <u>1</u> |
| Total   | 4        |

**G. Outreach Activities Performed During the Reporting Period**

**Prong Two – Notification to Community Groups**

| Relative to<br>Prong Item # | Description of Activity  |
|-----------------------------|--|
| 1                           | A daily campaign of announcements was aired advising community groups of the opportunity to be included in the station's outreach for applicants.          |
| 2                           | A posting was made to the station's website advising community groups of the opportunity to request to receive job vacancy notifications from the station. |

**Prong Three - Performance Activities 5/23/15 – 5/22/16**

| Relative to<br>Prong 3 Item # | Description of Activity   |
|-------------------------------|---|
| 5                             | <p>WNAV sustains an on-going internship program. This program incorporates College students, high school students, broadcasting school students, as well as other individuals interested in learning more about careers in radio broadcasting.</p> <p>Station has on-going relationships with a number of local educational institutions including: Southern Senior High School, Broadcast Institute of Maryland, Towson University, Anne Arundel Community College, Anne Arundel County Public Schools Performance &amp; Visual Arts Magnet Program, among others.</p> <p>During this reporting period there were four internship participants. These local residents were affiliated with the Broadcast Institute of Maryland, University of MD College of Journalism, and Anne Arundel County Public Schools Performance &amp; Visual Arts Magnet Program.</p> |
| 14                            | Station management conducts regular training for department head personnel on station policies and practices preventing discrimination in hiring.   |
| 6                             | WNAV participates in the Anne Arundel Community College Job Connection. The station can post job openings and view student resumes utilizing this web-based system.   |
| 6                             | WNAV participates in the Salisbury University job web-posting program. The station posts openings on college's website data base.   |
| 6                             | WNAV participates in the Bowie University job web-posting program. The station posts openings on college's website data base.   |
| 6                             | WNAV participates in the Howard University job web-posting program.   |

The station posts openings on college's website data base

- 4 WNAV News Director participated as a speaker/presenter at the annual PR Bazaar/Meet the Press event for non-profit organizations. Discussion took place as to how to use the media as well as what it is like to work in the media. There were two separate dates of presentation.
- 8 Station provided Professional Development for the Sales Manager via a webinar on Political Advertising Sales
- 8 Station provided Sales Training via RAB Sales Training Webinars
- 8 Station provided sales training for the newly hired Account Executive. utilizing the Radio Advertising Bureau Marketing materials
- 16 Station conducts tours of our facilities for various scout groups. Many of these tours assist the scouts in obtaining communications badges while creating interest in radio communications as a future career.
- 1 WNAV was the media partner co-sponsor for two Job Fair during this reporting period hosted by the local community college.

For the following Job Fair, WNAV developed a partnership with the hosting organization to assist in the marketing and promotion of the event. This was accomplished by promoting the Job Fair through on-air announcements in advance of the date, through live Public Affairs interviews with event coordinators and with live, on-scene reporting and interviews from the event.

- 1 11/05/15 Anne Arundel Community College Exploring Careers Fair  
Career Services and Transfer Resource Center  
101 College Parkway  
Arnold, MD 21012  
Contact: Veronica Boreland  
Attended by: General Manager
- 1 04/27/16 Anne Arundel Community College Spring Job Fair  
Career Services and Transfer Resource Center  
101 College Parkway  
Arnold, MD 21012  
Contact: Veronica Boreland  
Attended by General Manager and News Anchor Reporter