

**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 it's website.

The information contained in this Report covers the time period beginning May 23, 2011 to and including May 22, 2012 (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, 2011 through May 22, 2012

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

Job Title: Account Executive

Position Announced: 05/11/11 (Announced in previous reporting period)

Position filled: 05/31/11 (Hired in present reporting period)

Number of Applicants Interviewed: 4

Interview Sources:

Newspaper – Capital/affiliated publications 4  
and affiliated HometownAnnapolis website

Referral Source for hire: Hometown Annapolis website

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

(Organizations entitled to notification identified by \*.)

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

O.I.C. \*

Attn: James Turner

Executive Director

1908 Forest Drive, Suite H

Annapolis, MD 21401

410-222-1287

YWCA Women's Center \*

Attn: Kimberly Bowen

1517 Ritchie Highway, Suite 101

Arnold, MD 21012

410-757-8300

Fax 410-757-0908

Salisbury State University

Attn: Dr. Rebecca Emery

Director of Career Services

C.P.P.D.

University Center RM #263

Salisbury, MD 21801

410-543-6075

Via website

Maryland Job Services \*

Attn: Ann Gunning

877 Baltimore-Annapolis Blvd, Suite 360

Severna Park, MD 21146

410-315-8873

Fax 410-315-9838

Community Action Agency \*

Attn: Erica Matthews  
251 West Street  
Annapolis, MD 21401  
301-261-1811  
Fax 410-626-1920

Janice Hicks \*

Job Development Specialist  
Anne Arundel County Job Center  
80 West Street  
Annapolis, MD 21401  
410-269-4581

Howard University \*

Attn: Kim Wells  
Director of Career Services  
School of Communications  
925 Bryant Street, N.W.  
Washington, D.C. 20059  
202-860-4000  
Via website

Bowie State University \*

Attn: Mrs. Johnson  
Director of Career Services  
Career Planning & Placement  
Bowie, MD 20715  
301-860-4000  
Via website

Broadcast Institute of Maryland

Attn: Norm Brooks  
Placement Director  
7200 Harford Road  
Baltimore, MD 21234  
via email

MD/DC/Delaware Broadcasters Association

Job Bank  
P.O. Box 342  
Raleigh, NC 27602  
Via website posting

Columbia School of Broadcasting

Via email

Towson State

Career Planning & Placement  
Attn: Glenda Henkel  
Program Coordinator  
8000 York Road  
Towson, MD 21252  
410-704-2233  
Via website

University of Maryland, College Park

Career Center  
Attn: Cyndy Kaufman  
Director of Communications  
3100 Hornbake Library  
College Park, MD 20742  
301-314-7225  
Via website

Tesst College of Technology

Attn: H. Aaron James III  
Director Career Services  
4600 Powder Mill Road  
Beltsville, MD 20705  
301-937-8448

Capital Newspapers *for off air positions*

And Hometown Annapolis website  
2000 Capital Drive  
Annapolis, MD 21401  
410 268-5000

**Internal – In House Postings****Internet web site listings:**

DCRTV.com

WNAV Website

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

4 individuals were interviewed for the one position filled during the reporting period of 5/23/11 – 5/22/12

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

Capital/Gazette Newspapers	4
Total	4

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

**Prong Two – Notification to Community Groups**

Relative to 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 5/23/11 – 5/22/12**

Relative to 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, among others.</p> <p>During this reporting period there were five internship participants. They were affiliated with the Broadcast Institute of Maryland, Anne Arundel Community College, Howard University and Severna Park High School.</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 Works Wonders resume and job bank. 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 Annapolis Meet the Press 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.
- 8 Station provided training to the staff of Account Executives through The Radio Advertising Bureau via a Webinar
- 8 Station provided Professional Development for the Sales Manager via a webinar on Managing Account Executives
- 8 Station provided training for the General Manager and Sales Manager on the use of Streaming by broadcast stations via a webinar sponsored by the Maryland/D.C./Delaware Broadcasters Association.
- 16 Station conducts numerous 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 for two Job Fairs during this reporting period hosted by the local community college.

For the following Job Fairs, 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 from the event.

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| 1 | 10/26/11 | Anne Arundel Workforce Development Corporation<br>Anne Arundel County Fall Job Fair<br>Anne Arundel Community College<br>Arnold, MD 21012<br>Contact: Veronica Boreland<br>Attended by: General Manager, Sales Manager and News Director |
| 1 | 05/17/12 | Anne Arundel Community College Spring Job Fair<br>Career Services and Transfer Resource Center<br>101 College Parkway<br>Arnold, MD 21012<br>Contact: Veronica Boreland<br>Attended by General Manager, Sales Manager and News Director  |
- 16 Station Sales Manager and Promotions staff member participated in The Global Communications and Public Affairs Careers for the 21<sup>st</sup> Century Expo at South River Sr. High School sponsored by the Signature Program series at the school.

- 16    The WNAV News Department hosted the Journalism Class from Rockbridge Academy in Millersville. These members of their high school class shadowed the afternoon news anchor to learn the process of bringing news to the public.