

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, 2013 through May 22, 2014

C. Full-Time Vacancies Filled During Reporting Period

Job Title: Account Executive

Position Announced: 11/11/13

Position filled: 01/10/14

Number of Applicants: 25

Number of Applicants Interviewed: 4

Interview Sources:

Newspaper/affiliated publications and website 3

Fall Job Fair - 1

Referral Source for hiree: Capital Newspaper affiliated 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

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

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

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

Broadcast Institute of Maryland
Attn: Norm Brooks
Placement Director
7200 Harford Road
Baltimore, MD 21234
via email

Anne Arundel Community College
AACC Works Wonders
Job Bank Data Base
Via web posting
www.aacc.edu/advising/career

MD/DC/Delaware Broadcasters Association
Job Bank
P.O. Box 342
Raleigh, NC 27602
Via website posting

Capital Newspapers *for off air positions*
And Hometown Annapolis website
2000 Capital Drive
Annapolis, MD 21401
410 268-5000

Columbia School of Broadcasting
Via email

Sheffield Audio/Video Institute
Via email

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 5/23/13 – 5/22/14

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
Job Fair	<u>1</u>
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 5/23/13 – 5/22/14

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 three internship participants. These local residents were affiliated with the Broadcast Institute of Maryland, Elon College and York College of PA.</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 training for the General Manager, Business Manager and Traffic Director on the use of new Radio Station software.
- 8 Station provided sales training for the newly hired Account Executive. The employee successfully completed the RAB Radio Marketing Professional course.
- 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 one 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 11/14/13 Anne Arundel Community College Fall Job Fair
Career Services and Transfer Resource Center
101 College Parkway
Arnold, MD 21012
Contact: Veronica Boreland
Attended by: General Manager, Sales Manager and News Director

The following Annual Spring Job Fair date, typically held in April, was moved this year to slightly outside the reporting period.

- 1 05/29/14 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 Director