

**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, 2019 to and including May 22, 2020 (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, 2019 through May 22, 2020

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

There were two full-time vacancies filled during this reporting period

**Job Title:** News Director

Position Announced: 06/10/19

Position filled: 07/16/19

Number of Applicants: 6

Number of Applicants Interviewed: 6

Interview Sources:

Internal Posting – 3

WNAV website posting - 1

DCRTV website posting – 1

Word of Mouth - 1

Referral Source for hiree:

Word of Mouth – (referred by current employee)

**Job Title:** Account Executive

Position originally announced: 12/5/19 \*

\*Due to the limited response of qualified applicants during the holiday period, the Opening was extended until 2/14/20

Position Filled: 03/02/2020

Number of Applicants: 24

Number of Applicants Interviewed: 6

Interview Sources:

InDeed.com 3

LinkedIn.com 3

Referral Source for hiree: Linked In

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

(Organizations entitled to notification identified by \*.)

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

Updated 05/26/2019

**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

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

Glen Burnie Career Center \*  
7480 Baltimore-Annapolis Blvd,  
Suite 100 Glen Burnie, MD 21061

Arnold Career Center  
1460 Ritchie Highway,  
Suite 207  
Arnold, MD 21012

Arundel Mills Career Center Sales & Service Training Center \*  
7000 Arundel Mills Circle  
Hanover, MD 21076

BWI Career Center  
BWI Airport One-Stop Career Center  
P.O. Box 46024  
BWI Airport, MD 21240

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

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

### **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

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

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

### **ADDITIONAL WEBSITE JOB POSTINGS**

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

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

WNAV Website – Employment page    Email: [Jobs@wnav.com](mailto:Jobs@wnav.com)

WNAV Facebook page

[www.indeed.com](http://www.indeed.com) for Employers    An on-line Search engine for job listings

[www.linkedin.com](http://www.linkedin.com)    Employment oriented social network

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

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

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

12 individuals were interviewed for any full-time positions during the reporting period of 5/23/19 - 5/22/20

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

Internal Posting	3
WNAV website posting	1
DCRTV website posting	1
Word of Mouth	1
InDeed.com	3
LinkedIn.com	3

## **Outreach Activities Performed During the Reporting Period**

### **Prong Two – Notification to Community Groups**

Relative to Prong 2 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 5/23/19 – 5/22/20**

Relative to Prong 3 Item #	Description of Activity
1	<p>WNAV was the media partner co-sponsor for a Job Fair during this reporting period on October 10, 2019 with the local community college. For this 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.</p> <p>Anne Arundel Community College Exploring Careers Fair Career Services and Transfer Resource Center 101 College Parkway Arnold, MD 21012 Contact: Veronica Boreland Attended by: Station General Manager, Sales Manager and News Director</p>
1	Although a similar arrangement was developed and scheduled for April of 2020, the Anne Arundel Community College Spring Job Fair was cancelled due to the Corona Virus Pandemic.
5	<p>WNAV has 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: Phillip Merrill School of Journalism at Univ. of MD, Towson University, Anne Arundel Community College and Anne Arundel County Public Schools, among others. During this reporting period there were two internship participants. One of whom was ultimately hired for a part time position in the News Department.</p>

- 14 Station management conducts regular training for department head personnel on station policies and practices preventing discrimination in hiring.
- 14 During this reporting period the Business Office researched and updated the company Handbook to reflect the latest in prevention of discrimination practices for implementation.
- 6 WNAV participates in the Anne Arundel Community College Career Services. 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 Social Media 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, story selection, etc.
- 8 Station provided Professional Development Training for station Account Executives via a series of RAB, MD/DC/DE Broadcasters Association and Radio Sales Café Sales Training Webinars:  
7/9/19 - "Boost Your Creativity"  
8/13/19 - "Make A Difference With Your Car Dealers"  
10/8/19 - "Political Advertising" (sales manager only)  
10/10/19 - "Secrets Of Using Social Media"  
11/12/2019 - "Setting Ourselves Up To Win More Local Direct Business"  
4/7/2020 - "Data Drives Revenue" (a listen-at-home feature)  
4/29/2020 - "Business Unusual", executives of four different broadcast companies in four different regions of the country demonstrate the ways their radio facilities are coping with the pandemic.
- 8 Station provided sales training for recently hired Account Executive utilizing the Radio Advertising Bureau Marketing materials
- 8 Station Sales Manager took part in Maryland DC Delaware Broadcasters Radio Political Advertising Webinar.
- 8 Station Business Manager attended HR Training webinars:  
2/18/20 Anti-Harassment Mandates  
3/17/20 HR Guidance & Best Practices regarding Covid-19