

WKIK-FM, WKIK-AM, WMDM-FM, WPTX-AM, WSMD-FM
EEO PUBLIC FILE REPORT
June 1st 2016 – May 31st 2017

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
Account Executive	1-17	16
Account Executive	1-17	16
Account Executive	1-17	16
Disc Jockey	1-17	15
Disc Jockey	1-17	15

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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
6	National Association of Black Journalists 1100 Knight Hall, Suite 3100 College Park, Maryland 20742 Fax: (301) 445-7101 sberry@nabj.org	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
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 https://smd.craigslist.org/search/jjj	N	0
11	Southern Maryland Job Source www.dllr.state.md.us/.../stmary...	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	19
16	Southern Maryland Online www.somd.com	N	7
17	Walk-In/Self-Referral	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			26

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Internship Program	<p>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 450 hours of training to our student interns, in the areas of production, announcing, sales and promotion. The three students attended, the College of Southern Maryland, Salisbury University and Towson University.</p> <p>SEU also provided an internship program from February of 2017- April of 2017 for the Dr. James Forrest Center Career and Tech Students in the audio visual classes an opportunity to come in twice a week during this time to work on production, learn how to write scripts and learn the proper way to operate broadcasting equipment.</p>
2	Participate in event/program sponsored by or on behalf of an education institution relating to careers in broadcasting	<p>On April 5th, 2017 air staff attended the Job and career day at St. Leonard Elementary to discuss jobs in the broadcasting field. They then took part in a Q and A section for students to ask questions.</p> <p>SEU staff attended classes at the Dr. James Forrest and Career Center in Leonardtown to talk to the students about careers in broadcasting. They also helped with the SkillsUSA participants in the broadcast categories and had a discussion on how to excel at the competition.</p>
3	Participate in event/program sponsored by or on behalf of a community organization relating to	On an annual basis, our SEU participates in three popular county fairs throughout the

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
	careers in broadcasting.	<p>station' community. Three air staff from our 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 air staff as to opportunities generally in the broadcast industry as well as internship or employment openings specifically at the SEU.</p> <p>During this reporting period, our SEU participated in the following county fairs:</p> <p>*Charles County Fair, La Plata, MD: September 16th, 2016</p> <p>*St. Mary's County Fair, Leonardtown, MD: September 23rd, 2016</p> <p>*Calvert County Fair, Barstow, MD: September 30th, 2016</p> <p>SEU attended the Maryland Jobsource Job Fair in March 28th of 2017 to discuss broadcasting careers to interested job seekers and also accepted resumes.</p>
4	Educational Tours	<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 &A session.</p> <p>SEU Staff also gave 3 Boy Scout Tours and 1 Girl Scout tour to local Troops.</p> <p>SEU staff also welcomed clients from Melwood in November of 2016 (developmentally disabled individuals) to look at the studio and see how an on air live broadcast is done. This has become a yearly event.</p>