

EEO PUBLIC FILE REPORT

For the Period from 6/1/2015 to 5/31/2016

This report covers the following station employment unit (SEU):

<u>Call Sign</u>	<u>Facility ID Number</u>	<u>Type of Station</u>	<u>Location City, State</u>	<u>LMA</u>
WAVA-FM	4644	FM	Arlington, VA	N/A
WAVA	54465	AM	Arlington, VA	N/A
WWRC	8681	AM	Washington, DC	N/A

I. VACANCY LIST

The following is a list of all vacancies for full-time jobs filled during the reporting period and the recruitment source ("RS") that referred the person hired for each vacancy. There were a total of 52 people interviewed for full-time positions.

<u>Job No.</u>	<u>Job Vacancy Title</u>	<u>RS that Referred Hired Person</u>	<u>Date Filled</u>	<u>RS's Contacted to Fill Vacancy</u>
1.	Multimedia Marketing Consultant	Radio Advertisement	8/24/2015	1-60
2.	Multimedia Marketing Consultant	WAVA.com	9/14/2015	1-60
3.	Full Time Board Operator	All Access Website	10/23/2015	1-60
4.	Marketing Assistant	Cedarville University	1/4/2016	1-60
5.	Local Sales Manager	Job Fair	4/3/2016	1-60
6.	Local Promotions Director	Cedarville University	5/1/2016	1-60
7.	Multimedia Marketing Consultant	Radio Advertisement	5/31/2016	1-60

II. RECRUITMENT SOURCE LIST

During the reporting period, the following recruitment sources (“RS”) were contacted as vacancies for full-time SEU jobs opened. There were a total of 52 people interviewed for full-time positions.

* Denotes these organizations that requested notification of vacancy information.

<u>RS</u>	<u>RS Company</u>	<u>RS E-mail Address</u>	<u># of Interviewees Referred by RS</u>
1	Broadcast Institute of Maryland	nb@bim.org	
2	Cecil Co. One Stop Career Ctr.	asexton@swnetwork.org	
3	College of Notre Dame of MD	ace@ndm.edu	
4	DeVry University	jwebster@devry.edu	
5	Frederick Co. One Stop Career Ctr.	mdouge@frederickcountymd.gov	
6	E.L.Bowen Foundation for Minority Interests in Media	Phylis.eagle-oldson@nbcuni.com	
7	Germanna College	mhawley@germanna.edu	
8	Goucher College	career@goucher.edu	
9	Greater Washington Urban League	uhiggins@gwul.org	
10	Loyola University	mdemanss@loyola.edu	
11	McLean Bible Church Jobs Ministry	wayne.thompson@mcleanbible.org	
12	McLean Bible Church Jobs Ministry-Landsdowne	april.macdougall@mcleanbible.org	
13	McLean Bible Church Jobs Ministry-Manassas	christina.ferrera@mcleanbible.org	
14	American Indian Society of Washington, DC	president@aisdc.org	
15	Capital Baptist Church Jobs Ministry	sreynolds@capitalbaptist.org	
16	NAACP of Washington, DC	washingtonbureau@naacpnet.org	
17	National Organization for Women-Washington, DC	now@now.org	
18	Northern VA Community College	lhatfield@nvcc.edu	
19	Northern VA Urban League	p.stroman@nvul.org	
20	Organizations of Chinese Americans	contact@ocadc.org	
21	Senior Employment Resources	jimn@seniorjobs.org	
22	Frostburg State University	careerservices@frostburg.edu	
23	Service Source Alexandria	Missy.Crawford-Smith@servicesource.org	
24*	Alexandria JobLink	rosalyn.miller@alexandriava.gov	
25	Southern MD Workforce Services	tbranch@tccsmd.org	
26	The Women's Center of VA	twc@thewomenscenter.org	
27	Trinity College	wildsv@trinitydc.edu	
28	University of Mary Washington	rwagner@umw.edu	
29*	Arlington Employment Center	vtaylor2@arlingtonva.us	
30	Virginia Highlands Community College	tfuller@vhcc.edu	
31*	Washington Adventist University	fthomas@wau.edu	
32	Wider Opportunities for Women	info@wowonline.org	
33	Central Union Mission Hispanic Ministry	JDeCasanova@missiondc.org	
34	Alexandria Office on Women	kim.hurley@alexandriava.gov	
35	Fairfax County	Eduardo.Suarez-Zapata@fairfaxcounty.gov	
36	Fairfax County South	Myra.Mobley@fairfaxcounty.gov	
37	VA Employment Commission-Veteran's Rep	Louie.Perkins@vec.virginia.gov	
38	Hope Builders	Courtney_canty@msn.com	
39	Occupational Therapist/Century 21 Realtor	mjhmodd47@hotmail.com	
40	National Black Pro-Life Union	daygardner23a@aol.com	
41	Enterprise Community Partners	bjohnson@enterprisecommunity.org	
42	Drayton Consultants	draytonconsultants@gmail.com	
43	Online request	parthenia.palmer@aol.com	

44	Virginia Association of Broadcasters	www.VABOnline.com	
45*	Stratford University	www.Stratford.edu	1
46*	National Religious Broadcasters	JudyStephens@nrb.org & www.NRB.org	
47	LinkedIn.com	www.Linkedin.com	1
48	National Alliance of State Broadcasters Association	www.CareerPage.org	
49*	George Mason University	www.GMU.edu	
50*	Regent University	www.Regent.edu	
51	All Access	www.AllAccess.com	3
52*	Liberty University LU Network	www.Liberty.Edu	1
53*	Howard University	https://howard-csm.symplicity.com/	
54*	Bowie State University	https://bowiestate-csm.symplicity.com/employers/	
55*	George Washington University	https://gwu-csm.symplicity.com/employers/	
56*	Georgetown University	https://georgetown-csm.symplicity.com/employers/	
57*	American University	https://american-csm.symplicity.com/employers/	
58*	University of Maryland	https://umd-csm.symplicity.com/employers/index.php?mode=list&	
59*	University of District of Columbia	https://law-udc-csm.symplicity.com/employers/	
60*	Maryland DC and Delaware Broadcasters	www.MDCD.com	1
OTHER SOURCES OF INTERVIEWEES			
61	Radio Advertisements on WAVA, 105.1FM ,780AM or WWRC 1260AM		14
62	WAVA.com		2
63	Employee Referral		3
65	WAVA's Radio University Internship Program		
66	Cedarville University		1
67*	Salem Media Group, Inc.	4880 Santa Rosa Road, Suite 300 Camarillo, CA 93012 http://salemmedia.com Contact: Karen Davenport Karen.Davenport@salemmedia.com	7
68*	Christianjobs.com	www.Christianjobs.com Contact: Karen Davenport Karen.Davenport@salemmedia.com	1
69	JobZone	www.jobzoneonline.com Contact: Karen Giles janet.giles@jobzoneonline.com	5
70	Best Hire Career Fairs	www.besthirecareerfairst.com Contact: Andrew Parker Andrew@besthirecareerfairst.com	12
TOTAL NUMBER OF INTERVIEWEES			52

III. OUTREACH INITIATIVES

The following outreach initiatives were completed by the Station Employment Unit SEU during the reporting period:

A. Training Program for Higher Level Positions - The SEU provided on-the-job training programs designed to enable station personnel to acquire skills to improve their job performance and that could qualify them for higher level positions.

1. Upon completion of WAVA's Radio University the Broadcast Digital Media Intern from Cedarville University was offered a full time position as the Marketing Assistant and immediately received training in promotions and digital sales. The Marketing Assistant attended several major station events with the National Promotions Director where she was trained on event management, on-site set up and stage greetings. She also was taught how to work with the sales team and clients in managing local promotions. That training combined with her knowledge of digital media led to a promotion to Local Promotions Director / Director of Digital Media.
2. The newly promoted Local Promotions Director / Director of Digital Media continued to receive "hands on" training from the National Promotions Director. This training has been focused on digital development to include creating display banners, video pre-rolls, e-blasts, social media and mobile app advertising giving her the knowledge required to sell digital services. The Local Promotions Director / Director of Digital Media is also being trained to back up the duties of the National Promotions Director to include the handling of national acquire campaigns, national website management, national event coordination, and station fundraising campaigns.

B. Mentoring Program for Higher-Level Positions – The SEU provided mentoring designed to enable station personnel to acquire skills that could qualify them for higher level positions.

1. In the Sales Department, a Senior Multimedia Marketing Consultant (SMMC) was named "Acting Local Sales Manager" for three separate one-week periods. During these periods he led the sales team meetings, went on sales calls with the sales reps, helped reps put together proposals and worked with the DC cluster management team on any sales team related needs. The SMMC called and emailed the Station Manager during these times for management coaching. The SMMC and Station Manager collaborated on several sales meetings, putting together the agenda and presenting training. In one of these meetings, the SMMC created and presented the training on his own. The Station Manager gave the SMMC feedback and coaching on the training. The Station Manager used the SMMC as an "in-field" coach, with the SMMC taking sales reps out in the field to assist in their prospect/client meetings. This training led to the promotion of the SMMC to station Local Sales Manager.

C. Management Training

1. The Salem Director of Human Resources conducts monthly HR Network Training sessions via teleconference and PowerPoint presentations, which includes review of EEO policies and compliance. The SEU's Office Manager participates in these training sessions each month and then routinely communicates with the SEU's General Manager and other management team members to keep all employees apprised of the company and SEU's policy on equal employment.

- D. Job Banks and Internet Programs:** - The SEU participated in job banks and Internet programs designed to provide general information about opportunities in broadcasting and to encourage individuals to consider future employment. Job openings were posted on a variety of web sites to ensure broad and inclusive recruitment. During the reporting period the following job banks and internet programs were used:

National Religious Broadcasters – www.NRB.org

National Alliance of State Broadcasters Association – www.Careerpage.org

Maryland DC Delaware Broadcasters Association – www.MDCD.com

Virginia Association of Broadcasters – www.vabonline.com

E. Job Fairs

1. The SEU's National or Local Promotions Director participated in a career fair at the American Legion-Springfield Post 176, Springfield, Virginia hosted by JobZone on May 26, 2016. At the fair, the SEU's and National Promotions Director discussed job opportunities in the administrative, programming and sales departments as well as opportunities for internships through WAVA's Radio U. Internship Program. Resumes and cover letters were collected and on site interviews were conducted.
2. The SEU's Office Manager participated in a Job Fair at the Double Tree Double Tree Hilton Washington, DC / Crystal City in Arlington, Virginia hosted by Best Hire Career Fairs on May 26, 2016. At the fair, the SEU's Office Manager discussed job opportunities in the programming and sales departments. Resumes and cover letters were collected and on site interviews were conducted.