

WTMD 89.7 EEO Public File Report

This Report covers full-time vacancy recruitment data for the period June 1, 2011 to May 31, 2012

Employment Unit: Towson University
 Unit Members: WTMD FM Towson, MD

Mailing Address

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List All Full Time Vacancies within the Unit during the Reporting Period

Underwriting Acct Exec	Hired Nov 2011				
Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Source Hired From
Towson University Career Center	Guy Davis	8000 York Rd, Towson, MD 21212	410-704-2000	0	
Craigslist		SF Bay Area		0	
WTMD Web Site	Stephen Yasko	8000 York Rd, Towson, MD 21212	410-704-8938	2	x
Walk In				0	
CPB - Corporation For Public Broadcasting	Job Line	401 Ninth Street, NW Washington, DC 2004-2129	202-879-9600	0	
Linked-In	J. Wiener	2029 Sterlin Court Mountain View, CA 94043		0	
Referred by Friend				1	
Total # of Interviewees Referred:		3			

Supplemental Recruitment Initiatives.

List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

Towson University Guest Speaking Feb-12 12-Apr	The General Manager spoke at Towson University broadcasting classes. These talks included the skills and pathways to careers in broadcasting. (Feb) The Membership Manager spoke to a Towson University Marketing Class on Social Media. Employment information was distributed and the membership manager spoke about how to get an entry level position in radio in general and WTMD specifically. Intern Information was also presented.
Public Radio Development and Marketing Conference Jul 1, 2012	The General Manager and other staff members attended this conference including sessions on diversity, training and recruitment. The General Manager presented new media sales techniques and recruitment information was distributed about WTMD and any position openings. The GM is also a board member of the Public Radio Association of Development Officers where he participated in events designed to further careers and provide mentoring to retain young professionals in public radio.
Scholarship Program On-going	WTMD has a named scholarship for Electronic Media and Film Students at Towson University. This scholarship provides approximately \$500 per year when funds are available per University criteria to a student selected by the EMF faculty at Towson University.
Internship Program On-going	WTMD accepts interns from a variety of educational backgrounds. Students are solicited from Towson University and other academic institutions. This year six students participated in the program. Internships focus on programming and include running the board for athletic events, logging music and other events, marketing the station at promotional events and other areas of real life experience. Business Interns focus on membership development and underwriting sales. Programming-2 Business-4
Metropolitan Career Consortium Career Fair Sponsorship 18-Feb-11	WTMD sponsored this career fair with on air announcements, ads in our newsletter, postings on our web site. WTMD's General Manager attended the fair and spoke with job seekers about the skills needed to work in radio. Information about WTMD's internship program were distributed.
Community Outreach July-Oct 10 and May-June 11	WTMD provided employment information at First Thursday Concerts, an event series the station produces. Information about current opening and employment procedures were available. Interested individuals met with station management staff about careers in broadcasting.
Community Outreach 11-Sep	WTMD participated in the Baltimore Broadcasters Ascertainment Day to collect community needs information and provide the opportunity to learn more about WTMD employment opportunities.

WTMD received no requests from community groups to receive our position openings during the reporting period