

2015-2016 ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report: **June 1, 2015 through May 31, 2016**

Employment Unit: **University of Maryland Eastern Shore, Princess Anne, Maryland**

Call signs of stations comprising the reporting Member Unit: **WESM(FM), Princess Anne, MD**

- I. Full-time vacancies filled during period: There were no full-time job vacancies during this reporting period.
- II. Each recruitment or referral source used to seek candidates for each vacancy: N/A
- III. Total number of persons interviewed for all full-time vacancies filled during period: 0
- IV. Total number of interviewees for all full-time vacancies filled during period per source: 0
- V. Supplemental Recruitment Initiatives.

(1) Participation in Programs Sponsored by Educational Institutions Relating to Career Opportunities in Broadcasting

The Station General Manager offered an informational interview with a student at the University of Maryland Eastern Shore (WESM's licensee) on Friday, February 26, 2016. The interview was part of an assignment for the student's Broadcasting Management class at the University. During this interview, the student inquired about the manager's background and learned about the GM's basic job duties and day-to-day responsibilities. The information gained from the interview was later compiled for a coursework assignment involving a written profile of the station manager. The purpose of the assignment was to educate the student on the less public side of broadcasting, tour a professional broadcasting facility, and establish a professional contact in the industry.

(2) Media Skills Development at Professional Industry Conference

In July 2015, the General Manager of WESM attended the Public Media Development and Marketing Conference (PMDMC) in Washington, DC. The conference covered many important topics related to revenue development (i.e. underwriting, listener donations, major gifts) in public media, including:

- i. Donor-center fundraising
- ii. Holistic approaches to station member retention
- iii. Better approaches to maintaining sustaining memberships
- iv. Discussion on grant seeking from major donors, foundations and others
- v. Recalibrating expectations for radio drives
- vi. Negotiating underwriting copy that meets FCC rules and satisfies clients

As a result, the General Manager learned improved techniques and best practices in public radio development. Additionally, the GM was able to confer with colleagues at peer stations, to discuss practical solutions to fundraising problems common to small-market stations.

(3) General Community Outreach

In addition to its ongoing broadcast initiatives, WESM 91.3 FM maintains active outreach to the community it serves through its website and through social media via the Station's Facebook page. Both platforms have provided numerous opportunities for the Station to inform the public and its listening audience about its programming, news, arts and community events occurring in the area. Information about potential full-time employment opportunities is also provided as they arise.