

PUBLIC FILE REPORT JUNE 2011-JUNE 2012 RECRUITMENT INITIATIVES

Description of Initiative	Date	No. of Participants	Participant Title
<p>The Unit continues to serve as a facility for the practical training of University students pursuing careers in the areas of radio broadcasting, radio broadcast management and related disciplines. The internship program is year round, hosting students during regular school year and summer.</p>	Fall 2011-Summer 2012	52	Students, Sales Manager, Promotions Director, General Manager, Program Director, Business Manager, Music Director
<p>WHUR provides year round tours to college students, high school students, and the community, which gives them exposure to career opportunities in the radio industry. The unit plays a major role in sharing their knowledge in the perspective areas.</p>	June 2011-June 2012	Between 2-25 people	Public Affairs Director, Public Affairs Assistant
<p>NAEBEF Media Sales Institute Seminar Workshop. The goal of the NABEF is to address need for sales personnel of color, particularly in broadcast and print industry. The institute offers world class programs that serves as a pipeline for funneling excellent students of color from the academy into the industry.</p>	June 3-June 15, 2012	35	Broadcasters, Media Professionals, Management Staff, Professors, Graduating Students, College Graduates
<p>The Unit served as a co-sponsor in the Annual Howard University School of Communications all day job fair.</p>	10/27/11	6	Interns, Management Staff
<p>WHUR participated in Job Training and Career Fairs and provided 10-PSAs, (1) 8 min interview on air and streamed.</p>	7/2/11	2	On Air Personality & News Staff

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WHUR participated in Employment Training event and provided 30-PSAs, (2) 4 min. interviews, (1) 30-min interview all on air and streamed. Web presence for event.	7/13/11	8	Promotions Director & Asst., Public Affairs Dir & Asst, News Staff, Sales
WHUR participated in the Mount Ennon Baptist Church Job Fairs in Clinton with 10 PSAs on air and streamed.	7/30/11	4	Sales, News, Music Director
WHUR participated in the UCAP Jobs and Career Fair at their Capitol Heights headquarters. Provided 10-PSAs on air and streamed.	8/15/11	2	Public Affairs Director & Asst
WHUR participated in the Ivy Community Charities of PG County, Inc. Job and Economic Empowerment Fair at the Camelot. Provided 20-PSAs on air and streamed (1) 4-min interview and (1) 30-min. interview.	9/3/11	4	On Air Personality, News Staff, Public Affairs Director & Asst
WHUR provided participation in Andrew Jackson's Academy's Career Day	9/28/11	6	On Air Personalities & News Staff
WHUR participated in Steamfitting Apprenticeship Job Fair @ District Heights office. Provided 30-PSAs on air and streamed (2) 4-min. interviews	10/3/11	1	On Air Personality
WHUR participated in the Delta Sigma Theta Sorority Annual Career Fair @ Martins Crosswind. 10-PSAs on air and streamed. 4-min interview	10/11/11	2	On Air Personality and Public Affairs Directors
WHUR participated in the Howard University School of Business Career and Internship Fair. 15-PSAs on air and streamed, attended 3-hour event.	11/2/11	3	News Director, News Reporter, WHUR Business Intern

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WHUR participated in the PG County Community Foundation Free Job and Education Events in Landover, MD. We provided 4-min. interview, 10-PSAs, streamed on the Web, and attended 2-hours.	11/15/11	1	Director of Public Affairs
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