

Public File Report June 2014-2015 Recruitment Initiatives

Date	Description of Initiative	No. of Participants	Participant Title
6/1-6/13/14	NABEF 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.	35	Broadcasters, Media Professionals, Management Staff, Professors, Graduating Students, College Graduates
6/6/14	Public Affairs Assistant spoke to students about career options in radio at the Robert R. Gray Elementary School in Capitol Heights, MD for their Career Day.	1	Public Affairs Assistant
6/12/14	News Director spoke to Journalism class at Suitland High School in Suitland, MD for their career day.	1	News/ Information Director
10/16-10/19/14	The Unit was trained in "Leadership Development Program" by the National Association of Broadcasters Education Foundation, which is dedicated to training and enhancement of the nation's broadcasting community.	2	Deputy General Manager & Broadcast Program Assistant
10/22/14	WHUR staff participated in the NAACP Diversity Career Fair at the Embassy Suites hotel in Crystal City, VA. The unit interviewed job applicants onsite and provided guidance to prospective job seekers.	2	Management Staff
10/24/14	The Unit co-sponsored and participated in the 2014 Annual Howard University School of Communications job and internship fair. WHUR staff interviewed students onsite and provided guidance to prospective interns and job applicants	3	Management Staff, Promotions Director & Internship Coordinator
11/7/14	The Unit hosted a model station for staffers from the National Association of Broadcasters sharing knowledge and discussing broadcast issues. Ten people were in attendance.	10	General Manager, General Sales Manager, Program Director & Deputy General Manager
12/6/14	News Director and Public Affairs Asst Facilitated job fair letting participants know about jobs available @ WHUR for the Annual Delta Sigma Theta Sorority, Inc Career Fair at Martin's Crosswinds, Greenbelt, MD	2	News Director & Public Affairs Assistant
2/18/15	Internship Coordinator/Program Assistant spoke to students about various careers in radio and the educational paths to succeed.	1	Internship Coordinator/Program Assistant

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2/24/15	WHUR staff participated in the NAACP Diversity Career Fair at the Embassy Suites hotel in Crystal City, VA. The unit interviewed job applicants onsite and provided guidance to prospective job seekers.	2	Management Staff & Promotions staffer
3/10/15	News Reporter spoke to students about career options in radio & the educational paths to succeed the Richard Wright Public Charter School in Washington, DC	1	News Reporter
3/31/15	News Director participated in day long leadership training session to teach low income women about etiquette and job interviewing techniques at the Training Source in Capitol Heights, MD	1	News/ Information Director
5/31-6/12/15	NABEF 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.	35	Broadcasters, Media Professionals, Management Staff, Professors, Graduating Students, College Graduates
All Year Long	The Unit continues to serve as facility for the practical training of 45 University students pursuing careers in the areas of radio broadcasting, radio broadcast management and related disciplines. The internship program is year round, hosting 30 students during the academic school year and an additional 15 students during the summer months.	45	WHUR Management Staff