

**Annual EEO PUBLIC FILE REPORT  
WBOC, INC. IS AN EQUAL OPPORTUNITY EMPLOYER**

**Stations Comprising Station Employment Unit: WBOC-TV  
WBOC-FM  
WTDK-FM  
WCEM-FM  
WAAI-FM  
WCEM-AM**

**Period: June 1, 2018 thru May 31, 2019**

**Vacancy Information:**

<b>Full-time Positions Filled By Job Title</b>	<b>Date of Hire</b>	<b>Recruitment Source of Hiree</b>
Video Journalist	06/04/2018	Towson University
Video Journalist	06/11/2018	Columbia University
Ignite Operator/Master Control	06/11/2018	Rowan University
News Producer	06/25/2018	Rutgers University
News Producer	07/09/2018	Rowan University
Photographer -Editor	07/09/2018	TV Jobs
Ignite Operator/Master Control	07/09/2018	WBOC Facebook Page
Transactional Sales Assistant	07/10/2018	WBOC.com
Videographer	07/16/2018	Temple University
Video Journalist	07/16/2018	Syracuse University
Traffic Assistant	08/20/2018	WBOC.com
Meteorologist	08/27/2018	TV Jobs
Receptionist	09/04/2018	WBOC.com
Account Executive - Sales	09/04/2018	WBOC-TV Commerical
Ignite Operator/Master Control	10/22/2018	WBOC.com
Social Media Manager	10/29/2018	WBOC Intern
Broadcast Engineer	11/06/2018	WBOC.com
Photographer -Editor	11/12/2018	Salisbury University
Ignite Operator/Master Control	11/14/2018	WBOC.com
Transactional Sales Assistant	11/26/2018	WBOC-TV Commerical
Receptionist	12/03/2018	WBOC Facebook Page
Photographer -Editor	12/10/2018	Rowan University
Traffic Assistant	12/11/2018	WBOC.com
Ignite Operator/Master Control	02/06/2019	Employee Referral
Sports Video Journalist	03/04/2019	Reel Media Group
Account Executive - Sales	04/22/2019	WBOC-TV Commerical
Chief Engineer	05/13/2019	WBOC-TV Commerical
Ignite Operator/Master Control	05/20/2019	WBOC.com

**Total Number of Persons Interviewed During Applicable Period**

**Full Time Positions: 61**

## NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

Recruitment Source	Total # of Interviewees	Full-time Positions for Which Source was Utilized
Albert Lee Asian American Journalists 53 <sup>rd</sup> Street #108 San Francisco, CA 94102 415.346.2051 <a href="mailto:albertl@aaja.org">albertl@aaja.org</a>	0	All Positions
American University (Career Fair) 4400 Massachusetts Ave NW Washington, DC 20016	2	News/Creative Services Positions
Jessica Mimms Big Brother/Big Sisters 200 E. Main Street Salisbury, MD 21801 410.543.2447 <a href="mailto:jmimms@biglittle.org">jmimms@biglittle.org</a>	0	All Positions
Career Services Bowie State University 14000 Jerico Park Road Bowie, MD 20715 410.880.4100 <a href="mailto:careerservices@bowiestate.edu">careerservices@bowiestate.edu</a>	0	All Positions
Norman Brooks Broadcaster Institute of MD 7200 Hartford Road Baltimore, MD 21234 410.254.2770 <a href="mailto:nb@bim.org">nb@bim.org</a>	0	All Positions
Career Builders 618 Beam Street Salisbury, MD 21801 888-986-9880 <a href="mailto:kdickow@gannett.com">kdickow@gannett.com</a>	0	All Positions
Rickey Riley City College 2000 West Commercial Blvd. Suite 200 Fort Lauderdale, FL 33309 954.492.5353 ext..2227 <a href="mailto:cpersichilli@citycollege.edu">cpersichilli@citycollege.edu</a>	0	All Positions
Diane McCann College of Notre Dame 4701 North Charles Street Baltimore, MD 21210 410.532.5387 <a href="mailto:ccsl@ndm.edu">ccsl@ndm.edu</a>	0	All Positions
Columbia University (Career Fair) 116 <sup>th</sup> Street & Broadway New York, NY 10027	4	All Positions
Delaware State University (Career Fair) 1200 North Dupont Highway Dover, DE 19901	0	All Positions
Jennifer Blackwell Delaware Tech Comm. College Rt 18 Georgetown, DE 19947 302-856-5430 <a href="mailto:rtuman@dtcc.edu">rtuman@dtcc.edu</a>	0	All Positions
Tim Craig/Easter Seals 1404 Forrest Avenue Dover, DE 19904 302.734.2888 <a href="mailto:tcraig@dv.esdel.org">tcraig@dv.esdel.org</a>	0	All Positions
Fenwick Chamber of Commerce 36913 Coastal Highway Fenwick, DE 19944 302-539-2100 <a href="mailto:Emilie@bethany-fenwick.org">Emilie@bethany-fenwick.org</a>	0	All Positions
Frostburg State University 124 Sand Spring Hall Frostburg, MD 21532 301.687.4000 <a href="mailto:careerservices@frostburg.edu">careerservices@frostburg.edu</a>	0	All Positions

Lynn LePore Goldey Beacom College-Placement 4701 Limestone Road Wilmington, DE 19808 302.998.8814 <a href="mailto:Careers@gbc.edu">Careers@gbc.edu</a>	0	All Positions
George Washington University <b>(Career Fair)</b> Washington, DC	0	News Positions
Ithaca College 953 Danby Road Ithaca, NY 14850 607-274-3011	0	All Positions
Francisco Vega MD Dept. of Econ & Empl Deve. 31901 Tri County Way, Suite 111 Salisbury, MD 21804 410.546-6816 <a href="mailto:Francisco.vega@maryland.gov">Francisco.vega@maryland.gov</a>	0	All Positions
Mary Ashanti N.A.A.C.P. P.O. Box 1047 Salisbury, MD 21801 410.543.4187 <a href="mailto:wnaacpbranch7028@yahoo.com">wnaacpbranch7028@yahoo.com</a>	0	All Positions
Rumana Sultana N.A.B. Employment Clearing 1711 North Street, N.W. Washington, DC 20036 202.429.5300 <a href="mailto:rsultana@nab.org">rsultana@nab.org</a>	0	All Positions
New York University <b>(Career Fair)</b> 70 Washington Square New York, NY	0	News/Creative Services/Digital Positions
Alex Nogales National Hispanic Media Coalition 2514 S. Grand Avenue Los Angeles, CA 90007 626-792-6462 <a href="mailto:info@nhmc.org">info@nhmc.org</a>	0	All Positions
Pennsylvania State University <b>(Career Fair)</b> Old Main State College, PA 16801	6	News Positions
Rowan University <b>(Career Fair)</b> Glassboro, NJ	3	News/Master Control Positions
Rutgers State University <b>(Career Fair)</b> 450 E. Broad Street Bridgeton, NJ 08302	1	News Positions
Syracuse University <b>(Career Fair)</b> Syracuse, NY	2	News Positions
Charlie Endicott Salisbury University 1101 Camden Ave. Salisbury, MD 21801 410-543-6075 <a href="mailto:rcendicott@salisbury.edu">rcendicott@salisbury.edu</a>	1	All Positions
Temple University <b>(Career Fair)</b> Philadelphia, PA	2	News Positions
Savina Wiggins Towson State University 3000 York Road Towson, MD 21252 410.704.21620 <a href="mailto:swiggins@towson.edu">swiggins@towson.edu</a>	1	All Positions
Theresa Queenan UMES Placement Services Princess Anne, MD 21853 410.651.6400 ext. 6447 <a href="mailto:tqueenan@mail.umes.edu">tqueenan@mail.umes.edu</a>	0	All Positions
University of Maryland <b>(Career Fair)</b> College Park, Maryland 20742 301-403-1000	0	News Positions
Christine McDermott Wesley College - Placement Svc 120 North State Street Dover, DE 19901 302-736-2579 <a href="mailto:mcdermch@wesley.edu">mcdermch@wesley.edu</a>	0	All Positions

Katie Ellis Wilmington University 320 DuPont Highway New Castle, DE 19720 302.356.6791 <a href="mailto:katie.p.ellis@wilmu.edu">katie.p.ellis@wilmu.edu</a>	0	All Positions
Wor-Wic Community College 33000 Campus Drive Salisbury, MD 21801 410-334-2898 <a href="mailto:LSmoot@worwic.edu">LSmoot@worwic.edu</a>	0	News Positions
WBOC Web Site –WBOC.Com	12	All Positions
WBOC Facebook Page	9	All Positions
MDDC Broadcasters Assoc. <a href="http://www.mdcd.com">www.mdcd.com</a>	0	News Positions
NAHJ Career Center	0	Chief Meteorologist Position
Internal Posting	1	All Positions
TV Jobs WEBSITE <a href="http://Tvjobs.com">Tvjobs.com</a>	2	All Positions
WBOC TV & Radio Commercial	8	Chief Engineer, Transactional Sales Asst. , Account Executive Positions
News Check Media	0	Chief Engineer Position
Reel Media Group	1	Sports Positions Only
Society of Broadcast Engineers	0	Chief Engineer Position
Own Interest (Walk-ins)	1	n/a
WBOC Employee Referral	4	n/a
WBOC Job Fair	1	News, Sales, Master Control, Digital & Creative Services Positions
MONSTER	0	Transactional Sales Assistant, Chief Engineer, Meteorologist, Master Control Positions
<b>TOTAL NUMBER OF INTERVIEWEES</b>	<b>61</b>	

Included in this total number of persons interviewed during applicable period we had 0 internal promotions.

\*Asterisk notes recruitment sources which requested job notification announcements. (None)

## Supplemental Outreach Initiatives

(June 1, 2018 to May 31, 2019)

### FCC Menu Categories

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
1	<p>The station participated in various career fairs during this reporting year. Each was attended by station personnel who have substantial responsibilities in making hiring decisions. Career fairs included:</p> <ul style="list-style-type: none"> <li>• 02/13/2019 - <b>Temple University</b> – attended by News Director</li> <li>• 03/01/2019 – <b>New York University</b> – Attended by Digital Director, Director of Creative Services</li> <li>• 03/06/2019 – <b>George Washington University</b> – attended by News Director</li> <li>• 03/07/2019 - <b>American University</b> – attended by News Director</li> <li>• 03/20/2019 – <b>Syracuse University</b> – attended by News Director</li> <li>• 03/27/2019 - <b>University of Maryland</b> (Philip Merrill School of Journalism) – attended by News Director</li> <li>• 03/28/2019 - <b>Delaware State University</b> – attended by Director of Creative Services</li> <li>• 03/30/2019 - <b>Columbia University</b> – attended by Director of Creative Services</li> <li>• 04/05/2019 - <b>Rutgers University</b> – attended by Director of Creative Services</li> <li>• 04/25/2019 - <b>Rowan University</b> – attended News Assignment Manager</li> </ul>
2	<p><b>WBOC hosted a Job Fair on Saturday, March 2<sup>nd</sup>, 2019</b> at Delaware Technical Community College. Over 60 vendors participated (Representative from WBOC - News, Sales, Creative Services, Digital and Radio)- were available meet with people, answer questions and take resumes. Also available was Delaware Department of Labor Mobile One-Stop Unit 40 foot bus equipped with, among other items, 10 computer workstations, a monitor to display presentations, wireless internet access and a printer. On board, we have DOL staff ready to assist clients with job searches, resume building, and answering questions. Over 1,500 people attended.</p> <p><b>WBOC hosted a Job Fair on Saturday, April 13<sup>th</sup>, 2019</b> at The Milestone Easton, Maryland. Over 29 vendors participated (Representative from WBOC - News, Sales, Creative Services, Digital and Radio)- were available meet with people, answer questions and take resumes. Over 500 people attended.</p>

5	<p>The station has established an internship program through which, for the past year, 6 interns have gained hands-on experience in facets of broadcast operations working with the news photographer/editors, weather meteorologist, news producers, creative services producers and digital departments. These programs are designed to assist students interested in pursuing a career in broadcasting. Our internships are “for college credits only”.</p> <ul style="list-style-type: none"> <li>• Delaware Tech &amp; Community College (1)</li> <li>• Delaware State University (2)</li> <li>• Salisbury University (1)</li> <li>• University of Maryland of the Eastern Shore (1)</li> <li>• University of Kentucky (1)</li> </ul>
8	<p>The station maintains a training program to allow station personnel to acquire skills could qualify them for higher vacancies. The training programs are designed to enable station personnel to acquire skills that could qualify them for higher level positions. Departments involved include but are not limited to news, creative services, traffic, and administrative.</p> <p>During this reporting period, quarterly “Reporter Workshops” are held to work with on-and-off air personnel in the station’s news department regarding career and strategic skills development. As part of this program, the news director or asst news director meets with air news talent to provide critical analysis of the talent’s performance, and to provide critiques that will allow these personnel to enhance their job skills. The News Department offers an extensive Training Program which requires new employees to participate in a “boot camp” which is a four week plan that covers all the aspects needed for that department.</p>
9	<p>The station also offers a mentor program to all those newly employed. The mentor offers guidance, training, and support for the new employee. A new employee is paired with an existing employee for as long as the assistance is needed. Departments involved include but are not limited to news, promotions, sales, and administrative.</p>
10	<p>During the reporting period, the station participated in at least four events sponsored by educational institutions that related to career opportunities in broadcasting.</p> <ul style="list-style-type: none"> <li>• Chief Meteorologist spoke at North Salisbury School along with doing a presentation.</li> <li>• News anchor sat on a “Fake News” panel at Salisbury University with other media members.</li> <li>• Radio Director, Digital Director and on air talent attended career day at Wor-Wic College</li> <li>• Director of Creative Services spoke at Salisbury University and UMES to communication students about what classes needed to have a career in production &amp; broadcasting.</li> </ul>