

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

Stations Comprising Station Employment Unit: WBOC-TV WGBG-FM
WBOC-FM WZBH-FM
WTDK-FM WRDE-FM
WCEM-FM WCEM-AM
WAAI-FM

Period: June 1, 2021 thru May 31, 2022

Vacancy Information:

Full-time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hiree
Video Journalist	06/07/2021	Station Website
Ignite Operator	06/07/2021	Rowman
News Producer	06/07/2021	American University
Video Journalist	06/07/2021	Station Website
Ignite Operator	06/28/2021	Temple
Video Journalist	06/28/2021	Syracuse University
Video Journalist	06/28/2021	Employee
Traffic Assistant	07/06/2021	Employee
News Producer	07/12/2021	Syracuse University
News Producer	08/16/2021	Rowman
Accountant	08/30/2021	TV - Radio Ad
Account Executive	09/07/2021	TV - Radio Ad
Receptionist	09/13/2021	Employee
Program Coordinator	12/06/2021	TV - Radio Ad
Accountant	12/20/2021	TV - Radio Ad
Videographer	01/03/2022	Intern
Broadcast Journalist	01/10/2022	TV - Radio AD
Ignite Operator	01/12/2022	Station Website
Receptionist	02/15/2022	Station Website
Creative Service Producer	02/28/2022	TV - Radio Ad
Creative Service Producer	03/14/2022	Station Website
Creative Service Graphic Artist	03/21/2022	TV - Radio Ad
Broadcast Engineer	03/28/2022	Station Website
Meteorologist	03/28/2022	Station Website
Account Executive	04/11/2022	TV - Radio Ad
Receptionist/Traffic Assistant	05/02/2022	Employee
Digital Producer	05/02/2022	Intern
Broadcast Engineer	05/02/2022	Station Website
Photographer/Editor	05/31/2022	Salisbury University
Video Journalist	05/31/2022	Salisbury University

Total Number of Persons Interviewed During Applicable Period

Full Time Positions: 81

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 rd Street #108 San Francisco, CA 94102 415.346.2051 albertl@aaja.org	0	All Positions
American University (Career Day) 4400 Massachusetts Ave NW Washington, DC 20016	2	All Positions
Jessica Mimms Big Brother/Big Sisters 200 E. Main Street Salisbury, MD 21801 410.543.2447 jmimms@biglittle.org	0	All Positions
Career Services Bowie State University 14000 Jerico Park Road Bowie, MD 20715 410.880.4100 careerservices@bowiestate.edu	0	All Positions
Norman Brooks Broadcaster Institute of MD 7200 Hartford Road Baltimore, MD 21234 410.254.2770 nb@bim.org	0	All Positions
Career Builders 618 Beam Street Salisbury, MD 21801 888-986-9880 kdickow@gannett.com	0	All Positions
Rickey Riley City College 2000 West Commercial Blvd. Suite 200 Fort Lauderdale, FL 33309 954.492.5353 ext..2227 cpersichilli@citycollege.edu	0	All Positions
Diane McCann College of Notre Dame 4701 North Charles Street Baltimore, MD 21210 410.532.5387 ccsl@ndm.edu	0	All Positions
Columbia University 116 th Street & Broadway New York, NY 10027	0	All Positions
Delaware State University 1200 North Dupont Highway Dover, DE 19901	0	All Positions
Jennifer Blackwell Delaware Tech Comm. College Rt 18 Georgetown, DE 19947 302-856-5430 rtuman@dtcc.edu	0	All Positions
Tim Craig/Easter Seals 1404 Forrest Avenue Dover, DE 19904 302.734.2888 tcraig@dv.esdel.org	0	All Positions
Emerson College Boston, MA	0	All Position
Frostburg State University 124 Sand Spring Hall	0	All Positions

Frostburg, MD 21532 301.687.4000 careerservices@frostburg.edu		
Lynn LePore Goldey Beacom College-Placement 4701 Limestone Road Wilmington, DE 19808 302.998.8814 Careers@gbc.edu	0	All Positions
George Washington University Washington, DC	0	All Positions
High Point University (Career Day) High Point, NC	0	All Positions
Ithaca College (Career Day) 953 Danby Road Ithaca, NY 14850 607-274-3011	1	News Positions
Klein College (Career Day) Philadelphia, PA	0	News Positions
Francisco Vega MD Dept. of Econ & Empl Deve. 31901 Tri County Way, Suite 111 Salisbury, MD 21804 410.546-6816 Francisco.vega@maryland.gov	0	All Positions
Mary Ashanti N.A.A.C.P. P.O. Box 1047 Salisbury, MD 21801 410.543.4187 wnaacpbranch7028@yahoo.com	0	All Positions
Rumana Sultana N.A.B. Employment Clearing 1711 North Street, N.W. Washington, DC 20036 202.429.5300 rsultana@nab.org	0	All Positions
New York University 70 Washington Square New York, NY	0	All Positions
Alex Nogales National Hispanic Media Coalition 2514 S. Grand Avenue Los Angeles, CA 90007 626-792-6462 info@nhmc.org	0	All Positions
Pennsylvania State University (Career Dayr) Old Main State College, PA 16801	0	All Positions
Rowan University (Career Day) Glassboro, NJ	4	All Positions
Rutgers State University 450 E. Broad Street Bridgeton, NJ 08302	2	News Positions
Syracuse University (Career Day) Syracuse, NY	4	News Positions
Charlie Endicott Salisbury University 1101 Camden Ave. Salisbury, MD 21801 410-543-6075 rcendicott@salisbury.edu	15	All Positions
Temple University (Career Day) Philadelphia, PA	4	News Positions
Savina Wiggins Towson State University 3000 York Road Towson, MD 21252 410.704.21620 swiggins@towson.edu	0	All Positions
Theresa Queenan UMES Placement Services	0	All Positions

Princess Anne, MD 21853 410.651.6400 ext. 6447 tqueenan@mail.umes.edu		
University of Delaware (Career Day) Newark, Delaware	0	All Positions
University of Maryland College Park, Maryland 20742 301-403-1000	2	All Positions
University of North Carolina (Career Day) Chapel Hill, NC	0	All Positions
Christine McDermott Wesley College - Placement Svc 120 North State Street Dover, DE 19901 302-736-2579 mcdermch@wesley.edu	0	All Positions
West Virginia University (Career Day) Morgantown, WV	0	All Positions
Katie Ellis Wilmington University 320 DuPont Highway New Castle, DE 19720 302.356.6791 katie.p.ellis@wilmu.edu	0	All Positions
Wor-Wic Community College 33000 Campus Drive Salisbury, MD 21801 410-334-2898 LSmoot@worwic.edu	0	All Positions
WBOC Web Site –WBOC.Com-DraperMediaJobs	19	All Positions
MDDC Broadcasters Assoc. www.mdcd.com	0	News Positions
NAHJ Career Center	0	Meteorologist Position
Internal Posting	4	All Positions
TV Jobs WEBSITE Tvjobs.com	0	All Positions
WBOC TV & Radio Commercial	16	Chief Engineer, Sales Asst. , Account Executive Positions
News Check Media	0	Chief Engineer Position
DCA Talent Agency	0	Meteorologist Only
Society of Broadcast Engineers	0	Chief Engineer Position
Own Interest (Walk-ins)	1	n/a
WBOC Employee Referral	7	n/a
TOTAL NUMBER OF INTERVIEWEES	81	

Included in this total number of persons interviewed during applicable period we had 4 internal promotions.

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

Supplement Outreach Activities: 6-1-2021 to 5-31-2022

1. College Career Fairs

The station participated in various college career fairs during this reporting year. Each was attended by station personnel who have substantial responsibilities in making hiring decisions. Career fairs included:

Temple University (Virtual) - February 18, 2022 - attended by WBOC News Director and WRDE News Director

Klein College - February 19, 2022 - attended by WBOC Asst. News Director

Rowan University - February 22, 2022 - attended by WBOC Director and Asst News Director

Temple University - February 25, 2022 - attended by WRDE News Director

Penn State University (Virtual) - February 28, 2022 - attended by WRDE News Director

West Virginia University - March 7, 2022 - attended by WBOC Asst News Director

University of Delaware (Virtual) - March 8, 2022 - attended by WRDE News Director

Penn State University - March 11, 2022 - attended by WBOC News Director

American University - March 14, 2022 - attended by WBOC Asst News Director

Temple University - March 17, 2022 - attended by WBOC Director and Asst News Director

High Point University - March 20, 2022 - attended by WBOC Director and Asst News Director

University North Carolina - March 21, 2022 - attended by WBOC Director and Asst News Director

Syracuse and Ithaca College - March 27-29, 2022 - attended by WBOC Asst News Director

University of Delaware - April 7, 2022 - attended by WRDE News & Asst News Director

2. Internship Program

The station established an internship program from which, for the past year, 10 interns have gained hands-on experience in facets of broadcast operations working with creative service producers. These programs are designed to assist students interested in pursuing a career in broadcasting. Our internship are "for college credits only".

- (3) - Salisbury University
- (1) - Temple University
- (2) - Delaware Tech Community College
- (1) - University of Maryland Eastern Shore
- (1) - Harford Community College
- (1) - Northwestern University
- (1) - University of Delaware

3. Training Program

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 but are not limited to news, creative services, sales, and administrative.

- Broadcast Engineer to Chief Engineer
- Broadcast Engineer to Transmitter Chief Engineer
- Promotions Producer to Senior Promotions Producer
- Video Journalist to Executive News Producer

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 and assistant 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 participant in a "boot camp" which is a four-week plan that covers all the aspects needed for that department.

4. Job Fairs

WBOC hosted a Job Fair on Saturday, February 26, 2022, at the Cheer Center in Georgetown, Delaware- 75 vendors participated. Representatives from WBOC - News, Sales, Creative Services, Promotions, Radio and Digital - were available to meet with people, answer questions and take resumes. Over 1,000 people attended this job fair.

5. Mentor Program

The station also offers a mentor program to all those newly employed. The mentor offers guidance, training, and support for the new employees. 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, digital, promotions, sales, and administrative.