

EEO Report Narrative

WBOC, Inc. ("WBOC") operates television and radio stations licensed to the Salisbury, Maryland Designated Market Area, which is currently ranked market number 136 by Nielsen Media Research.

WBOC's employment unit is comprised of WBOC-TV, Salisbury, Maryland, WCEM (AM) and WCEM-FM, Cambridge, Maryland, WBOC-FM, Princess Anne, Maryland, WTDK-FM, Federalsburg, Maryland and WAAI-FM, Hurlock, Maryland. This employment unit is located in an OMB metropolitan area with a population greater than 250,000 persons. As a result, for purposes of the FCC's supplemental outreach requirements, the employment unit is obligated to perform an average of four outreach initiatives over a two-year period. Over the past two years, WBOC has undertaken a number of measures to achieve broad and inclusive outreach for all station employment opportunities.

First, WBOC uses a wide assortment of recruitment sources to disseminate information about full-time job vacancies. WBOC routinely sends notifications of full-time vacancies to local universities, including Delaware State University; the College of Notre Dame, Baltimore, Maryland; Salisbury University; and the University of Maryland-Eastern Shore. WBOC also routinely notifies organizations dedicated to the advancement of minorities in the media industry, including the National Hispanic Media Coalition, the NAACP, and the Asian America Journalists Association. Second, to ensure that job openings are widely disseminated throughout the WBOC service area, the television and radio stations often run over-the-air announcements about specific job openings.

WBOC has found that on-air announcements on its number-one rated television station as well as its radio stations in the Delmarva Peninsula are often the most effective way to reach a wide audience for certain job openings, and these on-air announcements have been a fruitful source for job interviewees for these vacancies.

WBOC also engages in outreach activities designed to provide information about career opportunities in broadcasting not related to specific job openings. For example, WBOC has established an internship program through which, during the past two years, the employment unit has sponsored 14 interns, providing them with hands-on experience in the communications industry. In addition, over the last two years, station personnel have participated in at least ten events hosted by local educational institutions to provide information about career opportunities in the broadcast field.