

**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, 2019 thru May 31, 2020

Vacancy Information:

Full-time Positions Filled By Job Title	Date of Hire	Recruitment Source of Hiree
Ignite Operator/Master Control	07/29/2019	WBOC Facebook Page
Videographer	08/01/2019	Employee Referral
Photographer-Editor	08/12/2019	WBOC.Com
Video Journalist	08/12/2019	Penn State
Chief Meteorologist	08/12/2019	DCA Talent Agency
Video Journalist	08/19/2019	WBOC.Com
News Producer	09/04/2019	Rutgers University
Receptionist	09/09/2019	Employee Referral
Ignite Operator/Master Control	09/23/2019	WBOC.Com
Ignite Operator/Master Control	09/23/2019	WBOC Facebook Page
Photographer-Editor	09/23/2019	Employee Referral
Video Journalist	09/30/2019	Ithaca College
Ignite Operator/Master Control	10/14/2019	WBOC.Com
Photographer-Editor	10/29/2019	Employee Referral
Account Executive	11/04/2019	WBOC Facebook Page
Photographer-Editor	11/13/2019	Employee Referral
Receptionist	12/02/2019	WBOC Facebook Page
Photographer-Editor	01/06/2020	WBOC.Com
Account Executive	01/06/2020	WBOC-TV Commercial
Account Executive	01/06/2020	WBOC-TV Commercial
News Producer	01/13/2020	Intern
Ignite Operator/Master Control	01/27/2020	WBOC.Com
Video Journalist	01/27/2020	Temple University
Account Executive - Sales	02/10/2020	WBOC Facebook Page
News Producer	03/02/2020	Rutgers University

Total Number of Persons Interviewed During Applicable Period

Full Time Positions: 85

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@aja.org	0	All Positions
American University 4400 Massachusetts Ave NW Washington, DC 20016	0	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
Fenwick Chamber of Commerce 36913 Coastal Highway Fenwick, DE 19944 302-539-2100 Emilie@bethany-fenwick.org	0	All Positions
Frostburg State University 124 Sand Spring Hall Frostburg, MD 21532 301.687.4000 careerservices@frostburg.edu	0	All Positions

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
Ithaca College (Career Fair) 953 Danby Road Ithaca, NY 14850 607-274-3011	3	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 Old Main State College, PA 16801	0	All Positions
Rowan University Glassboro, NJ	0	All Positions
Rutgers State University (Career Fair) 450 E. Broad Street Bridgeton, NJ 08302	3	News Positions
Syracuse University (Career Fair) Syracuse, NY	4	News Positions
Charlie Endicott Salisbury University 1101 Camden Ave. Salisbury, MD 21801 410-543-6075 rcendicott@salisbury.edu	2	All Positions
Temple University (Career Fair) Philadelphia, PA	2	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 Princess Anne, MD 21853 410.651.6400 ext. 6447 tqueenan@mail.umes.edu	0	All Positions
University of Maryland College Park, Maryland 20742 301-403-1000	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

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	24	All Positions
WBOC Facebook Page	16	All Positions
MDDC Broadcasters Assoc. www.mdcd.com	0	News Positions
NAHJ Career Center	0	Chief Meteorologist Position
Internal Posting	1	All Positions
TV Jobs WEBSITE Tvjobs.com	4	All Positions
WBOC TV & Radio Commercial	9	Chief Engineer, Sales Asst. , Account Executive Positions
News Check Media	0	Chief Engineer Position
DCA Talent Agency	1	Chief Meteorologist Only
Society of Broadcast Engineers	0	Chief Engineer Position
Own Interest (Walk-ins)	1	n/a
WBOC Employee Referral	12	n/a
WBOC Job Fair	3	News, Sales, Master Control, Digital & Creative Services Positions
TOTAL NUMBER OF INTERVIEWEES	85	

Included in this total number of persons interviewed during applicable period we had 3 internal promotions.

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

Supplement Outreach Activities: 6-1-2019 to 5-31-2020

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 - February 21, 2020 - attended by News Director

Ithaca College - March 4 & 5, 2020 - attended by Asst. News Director

Syracuse University - March 5 & 6, 2020 - attended by Asst. News Director

2. Internship Program

The station established an internship program from which, for the past year, 8 interns have gained hands-on experience in facets of broadcast operations working with news photographers, weather meteorologists, creative service producers and digital. These programs are designed to assist students interested in pursuing a career in broadcasting. Our internships are "for college credits only".

(2) - Delaware State University

(2) - Delaware Technical Community College

(1) - University of Maryland-Eastern Shore

(2) - Salisbury University

(1) - Wilmington University

3. Community speaking engagements regarding career opportunities

General outreach efforts by public engagements by staff which includes, but is not limited to schools, civic and church organizations and area colleges. This year's engagement include:

Digital Media Director, on air talent and Director of Sales attended career day at Delmar High School.

Director of Creative Services spoke to Mass Media Law students at Delaware Technical Community College.

Creative Services Producer spoke to students at UMES who were enrolled in Television Production.

Radio Director and news on air talent attended career day at Wor-Wic College.

News Director was guest speaker at Bennett Middle School during Black History Month,

4. 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.

- News Editor to News Photographer
- Receptionist to Digital Sales Assistant
- Sales Assistant to Promotion Coordinator

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.

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, promotions, sales, and administrative.

6. Job Fair

WBOC hosted 1 job fair during this reporting period.

Delaware Technical Community College - - February 29, 2020

Over 1,000 applicants attended the event, which had 53 local businesses offering employment. Representatives from the station - News, Creative Services, Digital, Radio and Sales - were available to meet with attendees, take resumes and answer questions. Delaware Department of Labor had workers on hand to help attendees with their resumes throughout the duration of the event.