

**Annual EEO Public File Report  
WMDT-TV 47 IS AN EQUAL OPPORTUNITY EMPLOYER**

**Coverage Period:** June 1, 2014 to May 31, 2015

**Station's Comprising Station Employment Unit:** WMDT-TV 47, Salisbury, Maryland

<b>Section 1: Vacancy Information</b>		
<b>Full-time Positions Filled by Job Title</b>	<b>Date of Hire</b>	<b>Recruitment Source of Hiree</b>
Account Executive (2)	7/21/14-8/18/14	(1)WMDT Web Site – (1)TV Ad
Weekend Producer/ Photographer/ One Man Band	7/2/14	TV Jobs
Promotions Producer	8/1/14	Internal Promotion
Weekend Anchor/Reporter	9/4/14	TV Jobs
General Assignment Reporter (2)	8/1/14-8/18/14	(2) TV Jobs
Entry Level Commercial Producer	8/14/14	Internal Promotion
Morning News Producer	9/8/14	WMDT Web Site
Sports Reporter	12/12/14	TV Jobs
Meteorologist/MMJ	12/4/14	TV Jobs
Assistant Business Manager	1/5/15	Career Builder
Weekend Anchor/Reporter	2/4/15	WMDT Web Site
Evening News Producer	12/15/14	WMDT Web Site
Photographer (2)	1/14/15-1/26/15	(2) WMDT Web Site
Digital Producer	4/6/15	Internal Promotion
News Editor/Studio Technician	4/13/15	WMDT Web Site
Supervising Technical Director	5/22/15	Internal Promotion
General Assignment Reporter	5/26/15	WMDT Web Site

**Total Number of Persons Interviewed During Applicable Period: 84**

## Section 2: Recruitment Source Information

Recruitment Source (Company, Address, Telephone #, Contact Person)	Total Number of Interviewees This Source Has Provided During this Period (If Any)	Full-time Positions For Which Source Was Utilized
Ms. Jessica Mimms Big Brother/Big Sisters Greater Salisbury Bldg-200 W. Main St. Salisbury, MD 21801 410.543.2447-ext.311 <a href="mailto:jmimms@biglittle.org">jmimms@biglittle.org</a>	<b>0</b>	<b>All Positions</b>
Mr. 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>	<b>0</b>	<b>All Positions</b>
Ms. Claire Persichilli City College 1401 W. Cypress Creek Road Fort Lauderdale, FL 33309 954.492.5353 <a href="mailto:cpersichilli@citycollege.edu">cpersichilli@citycollege.edu</a>	<b>0</b>	<b>All Positions</b>
Ms. Kim Dickow Daily Times / Gannett / Career Builder.com 618 Beam Street Salisbury, MD 21801 888.986.9880 <a href="mailto:kdickow@gannett.com">kdickow@gannett.com</a>	<b>4</b>	<b>Assistant Business Manager</b>
Mr. Bill Means Delaware State - Career Place 1200 North Dupont Highway Dover, DE 19901 302.857.6120 <a href="mailto:dcallen@desu.edu">dcallen@desu.edu</a>	<b>0</b>	<b>All Positions</b>

Mr. Al Hopkins	<b>0</b>	<b>All Positions</b>
Dept. of Labor, Job Bank		
P.O. Box 616		
Dover, DE 19903		
302.739.5473		
<a href="mailto:ahopkins@state.de.usn">ahopkins@state.de.usn</a>		
Mr. James Pacer	<b>0</b>	<b>All Positions</b>
Dover AFB, Family Support		
436thMSS/DPF-263 Chad St, 1 <sup>st</sup>		
Dover, DE 19901		
302-677-6930		
<a href="mailto:james.pacer@dover.af.mil">james.pacer@dover.af.mil</a>		
Ms. Lynn LePore	<b>0</b>	<b>All Positions</b>
Goldey Beacom College-Placement		
4701 Limestone Road		
Wilmington, DE 19801		
302.998.8814		
<a href="mailto:careers@gbc.edu">careers@gbc.edu</a>		

Ms. Carol Dudley	<b>0</b>	<b>All Positions</b>
Howard Uni.-School of Comm.		
525 Bryant Street, N.W.		
Washington, DC 20059		
202.806.5806		
<a href="mailto:cdudley@howard.edu">cdudley@howard.edu</a>		
Mr. Richard Drake	<b>0</b>	<b>All Positions</b>
MD Dept. of Econ & Empl Deve.		
917 Mt. Hermon Road, Suite 1		
Salisbury, MD 21804		
410.341.8533 – ext.1215		
<a href="mailto:richard.drake@maryland.gov">richard.drake@maryland.gov</a>		
Ms. Gail Summerville		

Maryland, DC, Delaware Broadcasters Assn.	<b>0</b>	<b>All Positions</b>
1 E. Chase Street - Suite 1130		
Baltimore, MD 21202		
410.653.4122		
<a href="mailto:info@mdcdbroadcasters.com">info@mdcdbroadcasters.com</a>		
Mr. Mark Shilstone		<b>Weekend Anchor/Producer</b>
Medialine	<b>0</b>	<b>General Assignment Reporter</b>
P.O. Box 51909		<b>Sports Reporter</b>
Pacific Grove, CA 93950		<b>Meteorologist/MMJ</b>
800.237.8073		<b>Weekend Anchor/Reporter</b>
<a href="mailto:medialine@medialine.com">medialine@medialine.com</a>		<b>Evening News Producer</b>
		<b>Photographer</b>
Ms. Mary Ashanti		
N.A.A.C.P.	<b>0</b>	<b>All Positions</b>
P.O. Box 1047		
Salisbury, MD 21801		
410.543.4187		
<a href="mailto:wcnacpbranch7028@yahoo.com">wcnacpbranch7028@yahoo.com</a>		
Mr. Charlie Endicott		
Salisbury University	<b>0</b>	<b>All Positions</b>
SU Placement Services		
Salisbury, MD 21801		
410.543.6000		
<a href="mailto:raemery@salisbury.edu">raemery@salisbury.edu</a>		
Mr. Leo McNeil	<b>0</b>	<b>All Positions</b>
Shore Up! Inc.		
P.O. Box 430		
Salisbury, MD 21803		
410.749.1142 ext. 321		
<a href="mailto:lmcneil@shoreup.org">lmcneil@shoreup.org</a>		

Mr. Mark Holloway	<b>42</b>	<b>Account Executive</b>
TVJobs/Broadcast Employment Serv.		<b>Weekend Producer/Photographer/One Man Band</b>
P.O. Box 4116		<b>Promotions Producer</b>
Oceanside, CA 92052		<b>(2) - Weekend Anchor/Reporter</b>
800.374.0119		<b>General Assignment Reporter</b>
<a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a>		<b>Entry Level Commercial Producer</b>
		<b>Morning News Producer</b>
		<b>Sports Reporter</b>
		<b>Meteorologist</b>
		<b>Studio Technician/News Editor</b>
		<b>Evening News Producer</b>
		<b>Photographer</b>
		<b>Digital Producer</b>
		<b>Supervising Technical Director</b>

Ms. Theresa Queenan	<b>0</b>	<b>All Positions</b>
University of Maryland, Eastern Shore		
Placement Services		
Princess Anne, MD 21853		
410.651.6400 ext. 6447		
<a href="mailto:tqueenan@mail.umes.edu">tqueenan@mail.umes.edu</a>		
Ms. Christine McDermott		
Wesley College-Placement Service	<b>0</b>	<b>All Positions</b>
120 North State Street		
Dover, DE 19901		
302-736-2429		
<a href="mailto:mcdermch@wesley.edu">mcdermch@wesley.edu</a>		
Ms. Elaine Haggerty	<b>35</b>	
WMDT-47 Website, Newsletter, Bulletin Boards, Face Book, & Twitter		<b>All Positions</b>

P.O. Box 4009		
Salisbury, MD 21803		
410.742.4747-ext. 340		
<a href="mailto:wmdt@wmdt.com">wmdt@wmdt.com</a>		
WMDT – TV Broadcast Schedule	<b>3</b>	<b>Account Executive</b>
6/19/14-7/20/14		
Ms. Lori Smoot	<b>0</b>	<b>All Positions</b>
Wor-Wic Community College		
32000 Campus Drive		
Salisbury, MD 21801		
410.334.2800		
<a href="mailto:lsmoot@worwic.edu">lsmoot@worwic.edu</a>		
Ms. Jennifer Blackwell	<b>0</b>	<b>All Positions</b>
DE Technical & Community College		
Route 18		
Georgetown, DE 19947		
302-855-5951		
<a href="mailto:rtuman@dtcc.edu">rtuman@dtcc.edu</a>		
Ms. Jennifer Idzi	<b>0</b>	<b>All positions</b>
Bethany/Fenwick Chamber of Commerce		
36913 Coastal Highway		
Fenwick, DE 19944		
302-539-2100-ext. 12		
<a href="mailto:Jennifer@bethany-fenwick.org">Jennifer@bethany-fenwick.org</a>		
Ms. Lisa Dennis	<b>0</b>	<b>All positions</b>
Ocean City Chamber of Commerce		
12320 Ocean Gateway		
Ocean City, MD 21842		
410-213-0552		
<a href="mailto:lisa@oceancity.org">lisa@oceancity.org</a>		

Mr. Michael Bille	<b>0</b>	<b>(2) Weekend Anchor/Reporter</b>
Collective Talent		<b>General Assignment Reporter</b>
www.collectivetalent.com		<b>Sports Reporter</b>
813-254-9695		<b>Meteorologist/MMJ</b>
Maslow Media Group	<b>0</b>	<b>None</b>
2233 Wisconsin Ave. Suite 400		
Washington DC 20007		
postagig@tvigisonline.com		
Maryland Film Commission	<b>0</b>	<b>None</b>
marylandfilm.org/hotline.htm		
Academy of Art University	<b>0</b>	<b>None</b>
jobs.academyart.edu/job_listings.html		
Brian Dragonnuk	<b>0</b>	<b>None</b>
dragonukconnects.com/browse_jobposts.php		
Mr. Kevin Andrade	<b>0</b>	<b>All Positions</b>
WJWL/WXSH Radio		
Spanish Radio Station		
302-228-8942		
<a href="mailto:kevin@thevoiceradionetwork.com">kevin@thevoiceradionetwork.com</a>		

Radio & Television Business Report	<b>0</b>	<b>Account Executive</b>
April McLynn		<b>Weekend Producer/Photographer/One Man Band</b>
P.O. Box 6633		<b>Promotions Producer</b>
Woodbridge, VA 22195		<b>(2) Weekend Anchor/Reporter</b>
703-490-3099		<b>General Assignment Reporter</b>
rbr.com/classifieds/submit-a-media-job/		<b>Meteorologist/MMJ</b>
		<b>Photographer</b>
<b>TOTAL NUMBER OF INTERVIEWEES</b>	<b>84</b>	

Included in this total number of persons interviewed during applicable period we had 4 internal promotions (which resulted from a full recruitment effort).

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

### Section 3: Supplemental Outreach Activities -6-1-14 to 5-31-15

#### 1. Community speaking engagements regarding career opportunities in broadcasting

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

- 2 of our sports reporters hosted the winner of our Junior Sportscaster contest and took them to a Shorebirds Game to teach them about sports broadcasting on July 19<sup>th</sup>.
- On September 30<sup>th</sup> one of our meteorologists spoke to students about broadcasting at the Salisbury School.
- In October one of our account executives spoke at an "Entrepreneurship" class of business majors from Salisbury University.
- Our News Director and 2 anchors hosted Trick or Treat Street at Purdue Stadium on October 19<sup>th</sup>.
- On November 24<sup>th</sup> one of our meteorologists spoke to students at the Howard T Ennis School in Georgetown, DE.
- On January 12<sup>th</sup> our morning show/ noon news anchor visited Prince Street Elementary in Salisbury to speak to the CAT Club (Communication, Arts, & Technology Club).
- On January 16<sup>th</sup> the students from the CAT Club of Prince Street Elementary School visited the station and observed the noon news broadcast.
- One of our anchors spoke to students at St. Francis de Sales school in about journalism in January.
- In February one of our account executives spoke at a "Collaborative Arts & Culture" class from Salisbury University.
- On February 6<sup>th</sup> our Chief Meteorologist spoke to children at Lake Forest Elementary School in Delaware.
- Our Chief Meteorologist spoke with 4 classes for "Super Science Day" at North Dover Elementary School on February 27<sup>th</sup>.
- On March 26<sup>th</sup> the news department hosted Broadcasting Institute of Maryland students during our noon newscast.
- On April 22<sup>nd</sup> students from Seaford High School's Digital Media Class observed our noon newscast. Or April 23??
- On April 25<sup>th</sup> one of our anchors was the keynote speaker and another of our anchors was the emcee for the "Empowered Woman of the Year" ceremony in which took place in Salisbury.
- On April 28<sup>th</sup> one of our reporters gave a tour to special needs students from Wicomico County.
- On May 7<sup>th</sup> one of our meteorologists attended Career Day at Fruitland Intermediate School about broadcasting careers.
- On May 30<sup>th</sup> one of our anchors is speaking at the Salisbury Christian School graduation.
- Students from a class at Salisbury University came to our station to observe our broadcast and meet with our anchors. They observed on the following newscast dates:

March 27	1 student	
March 31	2 students	
April 1	2 students	
April 16	1 student	
April 23		1 student
April 29		1 student
May 1		1 student

- In addition, our weather department did training for individuals for "weathercaster wannabee" segments;

1 training on each of the following dates:

June 1, 8, & 10; October 21; November 9; December 17; January 14, 15, & 21; February 16; March 3, 4, & 17;  
April 2, 7, 21, 22, 28

## 2. Internship Program

The station provides year round news, weather, and production internship programs for college students. These programs are designed to assist students interested in pursuing a career in broadcasting. In this reporting year, we accepted students from University of Maryland, Eastern Shore, Salisbury University, and Delaware State University. Our internships are "for credit only".

Summer 2014	1 student – (news)
Fall 2014	1 student – (news)
Spring 2015	5 students – (news)

## 3. Job Fairs

We participated in various job fairs during this reporting year. Each was attended by station personnel who have substantial responsibilities in making hiring decisions. Job fairs included:

Salisbury University – September 24, 2014 – attended by our General Manager

Salisbury University – February 25, 2015 – attended by our Sales Manager and Local Sales Manager

Wor-Wic Community College – April 9, 2015 – attended by our Sales Manager and Local Sales Manager

## 4. Training regarding equal employment opportunities and discrimination prevention

The station provides on-going training to all station personnel, including those at management level, designed to ensure equal employment opportunities and to prevent discrimination and harassment. The video is titled "Sexual Harassment: A Commonsense Approach". All employees are required to view this video. Dates and times offered this reporting year are:

July 10, 2014	9:00 AM and 2:00 PM
July 11, 2014	1:00 PM
September 17, 2014	9:00 AM and 2:00 PM
January 28, 2015	9:00 AM and 2:00 PM
March 4, 2015	9:00 AM and 2:00 PM
March 4, 2015	evening session to accommodate work schedule

"It Takes All Kinds...Diversity in the Workplace". The employees are required to view this video that breaks down the workplace stereotypes and teaches the value of a diverse staff. The dates and times for this are:

July 10, 2014	9:00 AM and 2:00 PM
July 11, 2014	1:00 PM
September 17, 2014	9:00 AM and 2:00 PM
January 28, 2015	9:00 AM and 2:00 PM
March 4, 2015	9:00 AM and 2:00 PM
March 4, 2015	evening session to accommodate work schedule

## 5. Staff Training

The station has a policy of promoting from within and therefore offers many internal cross training opportunities. The training programs are designed to enable station personnel to acquire skills that could qualify them for higher level positions. In this reporting year the station has trained and promoted internally the following positions:

- Commercial Producer to Promotions Producer
- Master Control Operator to Entry Level Commercial Producer
- Studio Technician to Full Time Master Control Operator
- Studio Technician to Full Time Sports Reporter
- News Editor/Graphic Designer to Digital Producer
- Weekend Director to Supervising Technical Director

**On Air Notice:** Organizations that regularly distribute information about employment opportunities to job seekers or refer job seekers to employers may request WMDT-TV to provide them with information about full-time openings at the station. Such requests must include the organization's name, mailing address, e-mail address if applicable, telephone number and contact person, and identify the category or categories of job openings for which it requests notices. Requests should be directed to General Manager, WMDT-TV, and P.O. Box 4009, Salisbury, MD 21803. We appreciate your organization's help in publicizing our job openings! WMDT-TV is an Equal Opportunity Employer.