

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

Coverage Period: June 1, 2008 to May 31, 2009

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

Section 1: Vacancy Information		
Full-time Positions Filled by Job Title	Date of Hire	Recruitment Source of Hiree
News Anchor	6-2-08	WMDT Web Site
General Assignment Reporter	6-30-08	WMDT Web Site
Meteorologist	7-21-08	TV Jobs
Producer (2)	7-7-08, 7-31-08	(1)WMDT Web Site, (1) Personal Reference
Account Executive (2)	7-7-08, 11-17-08	(1)WMDT Web Site, (1)Walk-in
Business Manager	8-29-08	Daily Times
Meteorologist	10-6-08	TV Jobs
News Producer	2/24/09	WMDT Web Site
Photographer	4-1-09	WMDT Bulletin Board
News Anchor/General Assignment Reporter	5-1-09	WMDT Web Site
News Producer	5-6-09	WMDT Web Site

Total Number of Persons Interviewed During Applicable Period: 68

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	0	All Positions
Big Brother/Big Sisters		
Greater Salisbury Bldg-200 W. Main St.		
Salisbury, MD 21801		
410.543.2447-ext.311		
jmimms@biglittle.org		

Mr. Norman Brooks	0	All Positions
Broadcaster Institute of MD		
7200 Hartford Road		
Baltimore, MD 21234		
410.254.2770		
nb@bim.org		

Ms. Claire Persichilli	0	All Positions
City College		
1401 W. Cypress Creek Road		
Fort Lauderdale, FL 33309		
954.492.5353		
cpersichilli@citycollege.edu		

Ms. Glenda Gamsey	6	Business Manager
Daily Times		
115 East Carroll Street		
Salisbury, MD 21801		
410.749.7171-ext. 259		
ggamsey@gannett.com		

Ms. Robin Roberts	0	All Positions
Delaware State - Career Place.		
1200 North Dupont Highway		
Dover, DE 19901		
302.857.6120		
r.roberts@desu.edu		

Mr. Al Hopkins	0	All Positions
Dept. of Labor, Job Bank		
P.O. Box 616		
Dover, DE 19903		
302.739.5473		
ahopkins@state.de.usn		

Mr. James Pacer	0	All Positions
Dover AFB, Family Support		
436thMSS/DPF-263 Chad St, 1 st		
Dover, DE 19901		
302-677-6930		
james.pacer@dover.af.mil		

Ms. Cindy Stepsis	0	All Positions
Goldey Beacom College-Placement		
4701 Limestone Road		
Wilmington, DE 19801		
302.998.8814		
careers@gbc.edu		

Ms. Carol Dudley	0	All Positions
Howard Uni.-School of Comm.		
525 Bryant Street, N.W.		
Washington, DC 20059		
202.806.5806		
cdudley@howard.edu		

Mr. Jay Peters	0	All Positions
MD Dept. of Econ & Empl Deve.		
917 Mt. Hermon Road, Suite 1		
Salisbury, MD 21804		
410.341.8533 – ext. 112		
jpeters@dllr.state.md.us		

Mr. Chip Weinman	0	All Positions
Maryland, DC, Delaware Broadcasters Assn.		
1 E. Chase Street - Suite 1130		
Baltimore, MD 21202		
410.653.4122		
cweinman@mdcd.com		

Mr. Mark Shilstone	3	General Assignment Reporter
Medialine		Meteorologist
P.O. Box 51909		News Anchor/Reporter
Pacific Grove, CA 93950		
800.237.8073		
medialine@medialine.com		

Ms. Mary Ashanti	0	All Positions
N.A.A.C.P.		
P.O. Box 1047		
Salisbury, MD 21801		
410.543.4187		
wicomocountynaacp@yahoo.com		

Ms. Michelle Vignoli		
Nat'l Asso. of Hispanic Journalists	0	All Positions
1000 National Press Building		
Washington, DC 20045		
888.346.NAHJ		
jobbank@nahj.org		
Ms. Rebecca Emery	0	
Salisbury University		All Positions
SU Placement Services		
Salisbury, MD 21801		
410.543.6000		
raemery@salisbury.edu		
Mr. Leo McNeil	0	All Positions
Shore Up! Inc.		
P.O. Box 430		
Salisbury, MD 21803		
410.749.1142 ext. 321		
lmcneil@shoreup.org		
Mr. Mark Holloway	14	News Anchor/Reporter
TVJobs/Broadcast Employment Serv.		General Assignment Reporter
P.O. Box 4116		Meteorologist
Oceanside, CA 92052		
800.374.0119		
jobs@tjobs.com		

Ms. Theresa Queenan	0	All Positions
University of Maryland, Eastern Shore		
Placement Services		
Princess Anne, MD 21853		
410.651.6400 ext. 6447		
tqueenan@mail.umes.edu		
Ms. Christine McDermott	0	All Positions
Wesley College-Placement Service		
120 North State Street		
Dover, DE 19901		
302-736-2429		
mcdermch@wesley.edu		

Ms. Elaine Haggerty		
WMDT-47 Website, Newsletter, Bulletin Boards	40	All Positions
P.O. Box 4009		
Salisbury, MD 21803		
410.742.4747-ext. 340		
wmdt@wmdt.com		
Ms. Lori Smoot	0	All Positions
Wor-Wic Community College		
33000 Campus Drive		
Salisbury, MD 21801		
410.334.2800		
lsmoot@worwic.edu		
Mr. Robert Higbie	0	Photographer
CSB School of Broadcasting	(Added 1/29/09)	News Producer
9891 Broken Land Parkway		
Columbia, MD 21046		
410-290-7140		
rhigbie@gocsb.com		

In addition we had 3 walk-ins and 2 through personal reference.

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

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. Year round engagements include:

- Our weather team visits schools periodically through the year. The following represents this year's visits;
November 08: 2 visits – Showell Elementary and Snow Hill Elementary
- In addition our weather department did training for individuals for "weather wannabee" segments;
June 08: 2 trainings
December 08: 1 training
January 09: 1 training
- On July 14th one of our meteorologists went to a school in Pocomoke to speak about their vocation and the importance of Reading. It is called "Read A Latte Café"
- Our chief meteorologist hosted Boy Scouts on February 7th and March 7th to assist them in earning their Weather Merit Badges. These sessions took place at Salisbury University. They worked on a list of topics and questions associated with weather. They met with our meteorologist and learned various aspects of weather, such as procedure to predict, how weather is presented to viewers, and how to read the various maps to formulate conclusions regarding the forecasts.
- Our Chief Meteorologist hosted a Career Fair at Stephen Decatur Middle School in Berlin, MD on January 14th.
- On March 5th our Studio Director hosted a Career Fair at Wicomico High School in Salisbury.
- On March 25th one of our meteorologists attend the STEM (**S**cience **T**echnology **E**ngineering **M**athematics) Discovery day for Girls at Salisbury Middle School.
- On March 26th one of our meteorologists took part in a Super Science fair at Dover Elementary School.
- On April 22nd one of our meteorologists did a broadcast talk at Salisbury University.
- On May 8th our News Director participated in the Educational Talent Search communications career exploration session at Laurel Middle School in Laurel, DE
- On May 13th one of our meteorologists attended a Community Hurricane Preparedness Meeting in Ocean City at the town hall.
- ACES-TIS PROJECT -On January 14, 2009, the Department Heads hosted a group of teachers under the ACES-TIS (Americans for the Competitive Enterprise System-Teachers In-Service) Program. Area teachers seeking a deeper knowledge of what area companies are looking for when interviewing/hiring their students, visited a variety of businesses this year. They arrived at our station at 4:30, received an overview of our business, had dinner in our conference room, participated in a Q & A, watched a newscast live, and interviewed our on-air talent and then a final Q & A with the management team. Project completed shortly after 7PM.

2. Station Tours

The station provided tours of the facility, one of the purposes of which is to increase interest in pursuing broadcast careers. These groups had the opportunity to watch the noon newscast live and meet with the meteorologist as part of their tour. The lists of groups this year are as follows:

July 10, 2008	Family of 5 visiting Ocean City on vacation (for Boy Scout Merit Badge)
August 4, 2008	Boy Scout Troop
August 6, 2008	Job Shadow – South Dorchester - Cambridge
August 13, 2008	Little Bears & I Sunflowers Camp
January 30, 2009	Pemberton Elementary
February 16, 2009	Cub Scout Troop – Laurel, DE
March 30, 2009	Washington High School
May 21, 2009	Snow Hill Middle School – 7 th grade communication class

3. Internship Program

The station provides year round news and weather 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 Salisbury University and University of Maryland Eastern Shore. The total is a combination of interns that served in our production and news departments. Our internships are “for credit only”.

Summer Semester 2008	1 student
Fall Semester 2008	2 students
Winter Semester 2009	0 student
Spring Semester 2009	1 students

4. 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:

University of Maryland Eastern Shore – October 2, 2008 – attended by Creative Services Manager

Salisbury Area Chamber of Commerce Job Fair at Center at Salisbury – October 16, 2008 – attended by General Manager, Sales Manager, & News Director

University of Maryland Eastern Shore – April 9, 2009 – attended by Creative Services Manager

5. 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 seminar is titled "Intent vs. Impact" and is one hour in length. All employees are required to attend at least once. Dates and times offered this reporting year are:

June 26, 2008 – 9:00 A.M and 3:00 P.M
December 4, 2008 – 9:00 A.M and 3:00 P.M
May 13, 2009 – 9:00 A.M and 3:00 P.M

"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:

June 26, 2008 – 9:45 AM & 3:40 PM
July 1, 2008 – 9 AM & 3 PM
December 11, 2008 – 9 AM & 3 PM
April 23, 2009 – 9 AM & 3 PM
May 14, 2009 – 9 AM & 3 PM

6. 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:

- Studio to Promotions Assistant Editor
- Producer to General Assignment Reporter
- General Assignment Reporter to Anchor (2 employees)

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.