

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

Coverage Period: June 1, 2023 to May 31, 2024

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

[illegible]

Total Number of Persons Interviewed During Applicable Period:

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
Mr. Norman Brooks	0	All Positions
Broadcaster Institute of MD		
7200 Hartford Road		
Baltimore, MD 21234		
410.254.2770		
nb@bim.org		
Broadcast Meteorologist Group	1	Meteorologist
Facebook Page		
Mr. Bill Means	0	All Positions
Delaware State—Career Place		
1200 North Dupont Highway		
Dover, DE 19901		
302.857.6125		
bmeans@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		
NASBA Careerpage	0	All Positions
wordpress@careerpage.org		

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Mr. James Pacer	0	All Positions
Dover AFB, Family Support		
436thMMS/DPF-263 Chad St, 1 st		
Dover, DE 19901		
302.677.6930		
james.pacer@dover.af.mil		

Ms. Lynn LePore	0	All Positions
Goldey Beacom College-Placement		
4701 Limestone Road		
Wilmington, DE 19801		
302.225.6256		
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. Francisco Vega	0	All Positions
MD Dept. of Econ & Empl Deve.		
31901 Tri County Way, Suite 111		
Salisbury, MD 21804		
410.546.6816		
francisco.vega@maryland.gov		

Ms. Gail Summerville	0	All Positions
Maryland, DC, Delaware Broadcasters Assn.		
150 Fayetteville St., Suite 1270		
Raleigh, NC 27601		
888.366.6323		
info@mdcdbroadcasters.com		

Indeed Job Search		All Positions
Indeed.com	3	News Producer
	7	Meteorologist
	6	MMJ/Producer

N.A.A.C. P	0	All Positions
P.O. Box 1047		
Salisbury, MD 21802		
410.543.4187		
wacnaacbranch7028@yahoo.com		
Mr. Charlie Endicott	0	All Positions
Salisbury University		
Associates Director of Career Services		
1101 Camden Ave.-GUC		
Salisbury, MD 21801		
410.543.6075		
rcendicott@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	0	All Positions
TV Jobs/Broadcast Employment Serv.		
P.O. Box 4116		
Oceanside, CA 92052		
800.374.0119		
admin@tvjobs.com		
Dr. Theresa Queenan	0	All Positions
University of Maryland, Eastern Shore		
Career Services		
Princess Anne, MD 21853		
410.651.6445		
tqueenan@umes.edu		
Ms. Christine McDermott	0	All Positions
Wesley College-Placement Service		
120 North State Street		
Dover, DE 19901		
302.736.2579		
mcdermch@wesley.edu		

Rhonda Williams		All Positions
WMDT-47 Website, Newsletter, Bulletin Boards, Facebook	3	News Producer
P.O. Box 4009	1	Meteorologist
Salisbury, MD 21803	6	MMJ/Producer
410.742.4747 ext. 340		
wmdt@wmdt.com		
Ms. Lori Smoot Director of Career & Testing Services	0	All Positions
Wor-Wic Community College		
32000 Campus Drive Student Services Division		
Salisbury, MD 21801		
lsmoot@worwic.edu		
Ms. Jennifer Blackwell	0	All Positions
DE Technical & Community College		
Route 18		
Georgetown, DE 19947		
302.855.5951		
rtuman@dtcc.edu		
Ms. Emilie Bonano	0	All Positions
Bethany/Fenwick Chamber of Commerce		
36913 Coastal Highway		
Fenwick, DE 19944		
302.539.2100 ext. 111		
emilie@bethany-fenwick.org		
Ms. Lisa Dennis	0	All Positions
Ocean City Chamber of Commerce		
12320 Ocean Gateway		
Ocean City, MD 21842		
410.213.0552		
lisa@oceancity.org		
Linked In		All Positions
www.linkedin.com	3	MMJ/Producer

Nicole Higgins DHR-Wicomico County	0	All Positions
Tri-County Way Suite 110		
Salisbury, MD 21804		
410.546.6853		
Nicolee.higgins@maryland.gov		
TOTAL NUMBER OF INTERVIEWEES	30	

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

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

Section 3: Supplemental Outreach Activities -6-1-23 to 5-31-24

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:

Appearances 2023-2024

- On 6-8-23 one of our Anchors gave a tour to a group from the Somerset Community Services Day Program
- On 6-9-23 our Chief Meteorologist and two of our Account Executives represented the station at the Rotary Disc Golf Fundraiser
- On 6-10-23 one of our Account Executives represented the station at the OC Air Show Sponsor Tent
- On 6-11-23 one of our Account Executives represented the station at the OC Air Show Sponsor Tent
- On 6-25-23 one of our Anchors and Anchor/MMJ/Producer were in the Downtown Salisbury Pride Parade
- On 7-7-23 a few of our Account Executives hosted a Shark Tank Open Casting Call at Wor Wic Community College
- On 8-22-23 one of our Anchors conducted media training at the Wicomico Health Department
- On 9-7-23 one of our Anchors spoke to the Women's Club of Ocean Pines about her career journey
- On 9-13-23 our Chief Meteorologist spoke with the Polish American Club of OC about his career
- On 10-17-23 one of our Anchors moderated the Salisbury Mayoral Forum at SU
- On 10-23-23 one of our Anchors was the master of ceremonies for the eastern shore walk to defeat ALS
- On 10-25-23 one of our Anchors spoke with journalism students at SU
- On 10-26-23 one of our Anchors conducted media training at the Wicomico County Health Department
- On 10-27-23 one of our Anchors conducted media training at the Wicomico County Health Department
- On 11-15-23 our Chief Meteorologist spoke to 3rd graders at Lewes Elementary School about weather
- On 12-2-23 one of our Anchors announced the OC Christmas parade, one of our Anchors, Meteorologist and Photographer walked in it
- On 12-3-23 one of our Anchors judged the Salisbury Christmas parade, one of our Reporters, Meteorologist and Photographer walked in it
- On 12-4-23 one of our Anchors, Chief Meteorologist and Photographer was in the Rehoboth Christmas parade
- On 12-4-23 one of our Meteorologists spoke to students at Showell Elementary about weather and becoming a Meteorologist
- On 12-11-23 one of our Reporters and Meteorologists spoke to kids at Somerset Intermediate about broadcasting careers
- On 1-11-24 our Chief Meteorologist spoke to 3rd graders at OC Elementary about weather
- On 1-30-24 one of our Anchors conducted media training at the Wicomico County Health Department
- On 2-1-24 our Chief Meteorologist gave a tour to kids from Chincoteague Elementary School
- On 2-2-24 our Chief Meteorologist visited Rehoboth Beach Elementary to talk about weather
- On 2-8-24 our Chief Meteorologist visited Love Creek Elementary in Lewes to talk about weather
- On 3-22-24 our Chief Meteorologist visited Princess Anne Elementary to talk about weather
- On 3-30-24 our Chief Meteorologist and our Web Producer emceed the Bun Run
- On 3-30-24 one of our Anchors was on a speaking panel "celebrez le femme" at SU about her career
- On 3-31-24 one of our Anchors moderated Sussex Pride's Transgender Day of Visibility community forum
- On 4-6-24 our Web Producer, Chief Meteorologist and one of our Editors represented the station in the Salisbury Marathon 5K
- On 5-13-24 our Chief Meteorologist spoke to kids at OC Elementary Career Day about weather
- On 5-17-24 our Chief Meteorologist spoke to kids at Buckingham Elementary Career Day about weather
- On 5-21-24 our Chief Meteorologist spoke to kids at Westside Elementary Career Day about weather
- On 5-22-24 one of our Reporters represented the station at Maple Elementary Career Day
- On 5-23-24 one of our Anchors gave a tour to broadcasting students from Hurlock Elementary School

Monthly we have grade school and middle school students take part in “Junior Storm Team”—they work with our meteorologists and learn how to take part in broadcasting the weather and it is pre-recorded. This recorded segment is shown on our morning news program Friday mornings so that the forecast is accurate for the weekend.

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 Widener University. Our internships are “for credit only”.

Summer 2023	2 students— (Studio, Sports)
Fall 2023	2 students— (Studio)
Winter 2024	-- students—
Spring 2024	1 students— (Studio)

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 decision. Job fairs included:

Salisbury University –February 22, 2024 – attended by our General Manager and General Sales Manager
Wor-Wic Community College –April 4, 2024 – attended by our General Manager and General 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 “Harassment: **SEX, RELIGION AND BEYOND**”. All employees are required to view this video during their onboarding procedure.

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:

- Master Control Operator to Engineer
- Master Control Operator to News Producer

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.