

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

Coverage Period: June 1, 2010 to May 31, 2011

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	6-14-10	WMDT Web Site
News Producer (2)	6-7-10, 6-16-10	WMDT Web Site (2)
General Assignment Reporter- News Producer	6-22-10	WMDT Web Site
News Editor-Studio Technician	7-6-10	TV Jobs
Master Control Operator	7-19-10	Bulletin Board (Internal Promotion from part time)
Account Executive	8-16-10	Walk In
Commercial Production Associate	9-20-10	WMDT Web Site
News Producer	10-4-10	WMDT Web Site
Master Control Operator	10-22-10	Bulletin Board (Internal Promotion from part time)
Master Control Operator	1-13-11	Bulletin Board (Internal Promotion from part time)
Weekend News Anchor-Reporter	2-23-11	TV Jobs
Account Executive (2)	4-25-11, 5-10-11	TV Commercial, WMDT Web Site

Total Number of Persons Interviewed During Applicable Period: 64

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

Ms. Glenda Gamsey	0	None
Daily Times		
115 East Carroll Street		
Salisbury, MD 21801		
410.749.7171-ext. 259		
ggamsey@gannett.com		

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

Mr. Al Hopkins	4	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		

Ms. Robin Walker	0	All Positions
MD Dept. of Econ & Empl Deve.		
917 Mt. Hermon Road, Suite 1		
Salisbury, MD 21804		
410.341.8533 – ext. 112		
walker@dhr.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	0	Morning & Noon News Anchor
Medialine		News Anchor (2)
P.O. Box 51909		News Producer (2)
Pacific Grove, CA 93950		General Assignment Reporter
800.237.8073		/News Producer
medialine@medialine.com		News Editor/Studio Technician
		Weekend News Anchor/Reporter

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	15	Morning & Noon News Anchor
TVJobs/Broadcast Employment Serv.		News Anchor (2)
P.O. Box 4116		News Producer (2)
Oceanside, CA 92052		General Assignment Reporter
800.374.0119		/News Producer
jobs@tvjobs.com		News Editor/Studio Technician
		Weekend News Anchor/Reporter

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		
Wesley College-Placement Service	0	All Positions
120 North State Street		
Dover, DE 19901		
302-736-2429		
mcdermch@wesley.edu		
Ms. Elaine Haggerty		

WMDT-47 Website, Newsletter, Bulletin Boards, Face Book, & Twitter	30	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		
Ms. Rhonda Tuman	0	All Positions
DE Technical & Community College		
Route 18		
Georgetown, DE 19947		
302-855-5951		
rtuman@dtcc.edu		
Ms. Carrie Subity	0	All positions
Bethany/Fenwick Chamber of Commerce		
36913 Coastal Highway		
Fenwick, DE 19944		
302-539-2100-ext. 15		
icarrie@bethany-fenwick.org		
WMDT – Station	1	Account Executive
On Air Television Commercial – 3/23/11-4/17/11		
Salisbury, MD		

In addition we had 3 internal promotions, 2 walk-ins, 8 job fairs, and 1 client referral
* Asterisk notes recruitment sources which requested job notification announcements. (none)

Section 3: Supplemental Outreach Activities -6-1-10 to 5-31-11

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:

- In addition our weather department did training for individuals for "weather wannabee" segments; 1 training on each of the following dates:
June 2; August 11; August 18; November 15; December 15; February 9; April 5; April 11 and May 3
- On November 9th one of our anchors spoke to a journalism class at UMES
- On November 20th one of our producers spoke to a class at UMES
- On January 8th, one of our meteorologists was the guest speaker at the Delmarva Chapter of the Penn State Alumni Association dinner in Rehoboth Beach
- On January 27th one of our producers visited Stephen Decatur middle School and spoke to students.
- On February 15th one of our producers spoke at UMES to broadcast journalism students
- On April 7th one of our anchors spoke to students at Worcester Prep School
- On April 19 one of our meteorologists did a STEM (**S**cience **T**echnology **E**ngineering **M**athematics) Presentation at Mardela Springs Middle School.
- On April 28th one of our producers spoke to journalism students at UMES
- One of our meteorologists visited Holly Grove Christian School on May 2
- On May 23rd one of our photographers will be speaking to students at Benjamin Banneker Elementary School in Milford, DE.
- ACES-TIS PROJECT -On January 26, 2011, the Department Managers 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 studio. 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:

August 16, 2010	student and his father from East New Market, MD
November 19, 2010	North Salisbury School – 3 rd grade magnet students
March 4, 2011	student from Salisbury University interested in weather
April 26, 2011	Atria Assisted Living Facility - Salisbury, MD

3. Job Shadowing

Periodically the news department participates in job shadowing to give students an understanding and concept of working at a news station. The dates this year are as follows:

October 7, 2010 – Salisbury University Student
October 18 and October 19, 2010 – Kids of Honor High School Students
November 8, 2010 – High School Student
March 1 and March 2, 2011 – The Salisbury School Students

4. 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, College Park and Salisbury University. Our internships are "for credit only".

Summer Semester 2010	1 student – University of Maryland, College Park
Spring Semester 2011	1 student – Salisbury University

5. 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 Area Chamber of Commerce Job Fair at Center at Salisbury – October 14, 2010 – attended by General Manager, Sales Manager, & News Director

Wor-Wic Community College – March 24, 2011 – attended by General Manager and Sales Manager

6. 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:

August 3, 2010 – 3 P.M.
August 5, 2010 - 9:00 A.M. and 3:00 P.M.
August 6, 2010 – 2 P.M.
December 8, 2010 – 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:

August 4, 2010 – 3 P.M.
August 6, 2010 – 9:00 A.M. and 3:00 P.M.
December 9, 2010 – 9:00 A.M. and 3:00 P.M.
December 17, 2010 – 9 A.M.

7. 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:

- General Assignment Reporter to News Anchor (2 employees)
- News Editor to News Producer
- Master Control Operator to News Photographer

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.