

**Annual EEO PUBLIC FILE REPORT**  
**WBOC, INC. IS AN EQUAL OPPORTUNITY EMPLOYER**

**Stations Comprising Station Employment Unit:** WBOC-TV      WGBG-FM  
WBOC-FM      WZBH-FM  
WTDK-FM      WRDE-FM  
WCEM-FM      WCEM-AM  
WAAI-FM

**Period: June 1, 2024 through May 31, 2025**

**Vacancy Information:**

<b>Full-time Positions Filled by Job Title</b>	<b>Date of Hire</b>	<b>Recruitment Source of Hire</b>
News Producer - WBOC	06.03.2024	DraperMediaJobs.com
Operations Technician	06.17.2024	DraperMediaJobs.com
Studio Editor - Dlife	06.24.2024	DraperMediaJobs.com
Field Correspondent - DLife	07.08.2024	Employee Referral
Video Journalist	07.08.2024	College Job Fair
Advertising Account Executive	07.08.2024	Employee Referral
Advertising Account Executive	07.15.2024	Employee Referral
Operations Technician	07.15.2024	Employee Referral
Video Journalist	07.29.2024	DraperMediaJobs.com
Creative Services Producer	08/05/2024	DraperMediaJobs.com
Morning Anchor	09/03/2024	DraperMediaJobs.com
News Producer	09/09/2024	DraperMediaJobs.com
Videographer	10/14/2024	DraperMediaJobs.com
Accountant	10/21/2024	DraperMediaJobs.com
Broadcast Engineer	10/28/2024	Employee Referral
Broadcast Engineer	11/4/2024	Employee Referral
Video Journalist	12/02/2024	American University
Videographer	12/09/2024	DraperMediaJobs.com
Photojournalist	12/09/2024	DraperMediaJobs.com
Advertising Account Executive	01/06/2025	DraperMediaJobs.com
Director of Sales	01/08/2025	Employee Referral
Broadcast Engineer	03/10/2025	Job Fair
Operations Technician	05/19/2025	DraperMediaJobs.com

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

**Full Time Positions:    70\_\_\_\_\_**

## NUMBER OF INTERVIEWEE REFERRALS FROM SOURCES USED

Recruitment Source	Total # of Interviewees	Full-time Positions for Which Source was Utilized
EEO Email List		
<b>MD Dept. of Econ &amp; Empl Deve.</b> Francisco Vega 31901 Tri County Way, Suite 111 Salisbury, MD 21804 410.546-6816 <a href="mailto:Francisco.vega@maryland.gov">Francisco.vega@maryland.gov</a>	0	All Positions Except Account Executive, Creative Services Producer, News Producer, Studio/Editor, Director of Sales
<b>MDCD Broadcasters Assoc</b> Gail Summerville 150 Fayetteville St Raleigh, NC 27601 888-366-6323 <a href="mailto:info@mdcdbroadcasters.com">info@mdcdbroadcasters.com</a>	0	All Positions Except Account Executive, Creative Services Producer, News Producer, Studio/Editor, Director of Sales
<b>National Urban League</b> Yolanda Richards 120 Wall Street New York, NY 1005 212-558-5300 <a href="mailto:info@nul.org">info@nul.org</a>	0	All Positions Except Account Executive, Creative Services Producer, News Producer, Studio/Editor, Director of Sales
<b>National Hispanic Media Coalition</b> Alex Nogales 2514 S. Grand Avenue Los Angeles, CA 90007 626-792-6462 <a href="mailto:info@nhmc.org">info@nhmc.org</a>	0	All Positions Except Account Executive, Creative Services Producer, News Producer, Studio/Editor, Director of Sales
<b>Wor-Wic Community College</b> 33000 Campus Drive Salisbury, MD 21801 410-334-2898 <a href="mailto:careerservices@worwic.edu">careerservices@worwic.edu</a>	0	All Positions Except Account Executive, Creative Services Producer, News Producer, Studio/Editor, Director of Sales
HandShake.com 27 Universities and Colleges Recruitment Trips	12	All Entry Level News Positions
Draper Media Jobs (Website)	40	All Positions
TVJOBS.Com (Website)	2	All Positions
WBOC TV and Radio Commercial	0	Accountant, Broadcast Engineer
Indeed	1	
LinkedIn	0	
Draper Media Job Fair	1	All Positions
YouTube	3	Meteorologist and Morning Anchor
Draper Media Employee Referral	11	All Positions
Internal Postings	0	All Positions
<b>TOTAL NUMBER OF INTERVIEWEES</b>	<b>70</b>	

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

## **Supplement Outreach Activities: 6-1-2024 to 5-31-2025**

### **1. College Career Fairs**

The station participated at various colleges during this reporting year. Each was attended by station personnel who have substantial responsibilities in making hiring decisions.

#### **Career fairs/Recruitment Events included:**

University of Maryland's Merrill College of Journalism - October 25, 2024 - attended by WBOC News Director

University of North Carolina - January 30, 2025 - attended by WBOC News Director

University of North Carolina A&T - January 30, 2025 - attended by WBOC News Director

Elon University - January 31, 2025 - attended by WBOC News Director

High Point University - February 13, 2025 - attended by WBOC News Director

North Carolina Central University - February 13, 2025 - attended by WBOC News Director

Duke University - February 14, 2025 - attended by WBOC News Director

Penn State University - February 21, 2025 - attended by WBOC News Director

Rutgers University - February 27, 2025 - attended by WBOC News Director

Columbia University - February 28, 2025 - attended by WBOC News Director

Elon University - March 4, 2025 - virtual Job Fair, attended by WBOC News Director

University of Maryland - March 8, 2025 - attended by WBOC News Director

Temple University - March 14, 2025 - attended by WBOC News Director, Digital Content Manager, Video Journalist, and Promotions Manager

Ithaca College - April 2, 2025 - attended by WBOC News Director

Syracuse University - April 3, 2025 - attended by WBOC News Director

American University - April 9, 2025 - attended by WBOC News Director

### **2. Internship Program**

The station established an internship program from which, for the past year, 14 interns have gained hands-on experience in facets of broadcast operations working with news photographers, weather meteorologists, creative service producers, radio on air talent and digital producers. These programs are designed to assist students interested in pursuing a career in broadcasting. Our internships are "for college credits only".

1 - Savannah College of Art and Design

4 - Delaware Technical Community College

1 - Morgan State University

1 - Salisbury University

1 - Bridgewater College

1 - Marywood University

1 - Sussex Tech

1 - High Point University

1 - Penn State University

1 - University of Georgia

1 - University of Florida

### 3. Job Fairs

WBOC hosted a Job Fair on Saturday, February 1, 2025, at the Delaware Tech Owens Campus in Georgetown, Delaware - 50 vendors participated. Representatives from WBOC - Sales, Promotions, and Accounting - were available to meet with people, answer questions and take resumes. Over 1,350 people attended this job fair.

### 4. Training Program

The station maintains a training program to allow station personnel to acquire skills that 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.

- Account Executive to Digital Sales Coordinator
- Video Journalist to Broadcast Journalist
- Editor/Studio Assistant to Videographer
- Videographer to Sports and Field Director
- Video Sports Journalist to Sports Director
- Video Sports Journalist to Assistant Sports Director
- Meteorologist to Chief Meteorologist
- Photographer to Chief Photographer
- Station Manager to Vice President
- Accounting Manager to Director of Finance
- Creative Services Manager to Creative Services Manager/Department Head
- Broadcast Journalist to Assistant News Director
- Video Journalist to News Anchor

- 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 participate 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.