



DELMARVA BROADCASTING COMPANY

## EEO PUBLIC FILE REPORT

- ◆ Station Employment Unit: WAFL FM, WNCL FM, ESPN AM&FM, WXDE FM and WAVD FM  
1666 BLAIRS POND ROAD, MILFORD, DE 19963  
(302) 422-7575
- ◆ Annual Reporting Period: April 1, 2016 – March 31, 2017
- ◆ Full-time job vacancies filled during the annual reporting period: 3

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Media Consultant	08/01/16	Indeed
Afternoon Radio Personality	07/11/16	Direct Email from Recruiter
News Reporter	05/05/16	Indeed

- ◆ Total number of applicants for the 3 full-time job vacancies listed above: 97
- ◆ Total number of candidates interviewed from this pool of applicants: 3
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

<b>Recruitment Sources for MEDIA CONSULTANT</b>	<b>Total Number of Applicants from Source</b>	<b>Total Number of Interviewees from Source</b>
Indeed	15	1
GlassDoor.com	1	0
Steinman Site Careers Page	1	0
Direct Email from Recruiter	1	0
<b>TOTALS</b>	<b>18</b>	<b>1</b>

<b>Recruitment Sources for WXDE AFTERNOON RADIO PERSONALITY</b>	<b>Total Number of Applicants from Source</b>	<b>Total Number of Interviewees from Source</b>
DelmarvaJobs.com	2	0
Indeed.com	23	0
Steinman Site Careers Page	4	0
Direct Email from Recruiter	1	1
SimplyHired.com	3	0
Internal (current employee)	5	0
AllAccess.com	40	0
<b>TOTALS</b>	<b>78</b>	<b>1</b>

<b>Recruitment Sources for NEWS REPORTER</b>	<b>Total Number of Applicants from Source</b>	<b>Total Number of Interviewees from Source</b>
Indeed.com	1	1
<b>TOTALS</b>	<b>1</b>	<b>1</b>



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## OUTREACH INITIATIVES REPORT

- ◆ Station Employment Unit: WAFL FM, WNCL FM, ESPN AM&FM, WXDE FM and WAVD FM  
1666 BLAIRS POND ROAD, MILFORD, DE 19963  
(302) 422-7575
- ◆ Annual Reporting Period: April 1, 2016 – March 31, 2017
- ◆ This station employment unit has more than ten full-time employees.
- ◆ A listing of the stations' outreach efforts during the reporting period follows below.

### INTERNSHIP PROGRAMS

During the filing period, WAFL FM, WNCL FM, ESPN AM&FM, WXDE FM and WAVD FM coordinated with students for Internship Programs with American University (1) and Delaware State University (1).

Through the internships, students were exposed to all operations at the stations including sales, programming, radio production, marketing and business administration. The internship supervisor is the stations' Operations Manager. The General Manager, Program Directors, Sales Staff, Production Director, Video Production Director and On-Air Personalities spent time training the interns.

Over the course of the internship program, the students also learned production skills, computer-based editing and on-air reporting. School credit was given for participation.

### INDUSTRY RELATIONS

Our Operations Manager and General Sales Manager spoke to students at Mass Communications Day Delaware State University on April 2, 2016 and spoke to individuals at our DBC Women's Expo in Lewes, Delaware on March 18, 2017.

Our WNCL Mid-Day Host hosted the downstate Go Red For Women Luncheon on March 24, 2017.

## **INTERNET JOB BANK**

WAFL FM, WNCL FM, ESPN AM&FM, WXDE FM and WAVD FM extensively promote the delmarvajobs.com internet jobs site. The site offers free resume posting for job seekers. The site's operation is paid for in part by the stations and it is promoted every week of the year on all stations. It is the first outlet to receive postings of the radio stations' openings.

## **EMPLOYEE TRAINING**

All managers and management trainees at WAFL FM, WNCL FM, ESPN AM&FM, WXDE FM and WAVD FM are participating in a Company-wide leadership training program. The program educates participants in key leadership and teambuilding skills. As the Company grows, these skills will assist participants in taking on more responsibility and gaining job promotions. A Leadership Seminar was held by our HR VP and our HR Business Partner on June 22, 2016 for management from all sites.

## **BROADCASTING JOB FAIRS**

Our sister station General Manager, represented all sites at the Delaware State University Job Fair in Dover, Delaware, on October 27, 2016 and on March 23, 2017. Our General Manager and our HR Business Partner represented our sites at the Lincoln University Career Fair on March 30, 2017. Lincoln University is an historically African-American university.