



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, 2017 – March 31, 2018
- ◆ Full-time job vacancies filled during the annual reporting period: 5

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Morning Show Co Host	04/09/17	Internal Promotion fr other Site
Promotions Coordinator	04/17/17	Employee Referral
Media Consultant	08/02/17	Indeed.com
2 Talk Show Hosts	01/29/18	All Access

- ◆ Total number of applicants for the 5 full-time job vacancies listed above: 449
- ◆ Total number of candidates interviewed from this pool of applicants: 18
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Sources for MORNING SHOW CO HOST	Total Number of Applicants from Source	Total Number of Interviewees from Source
Internal Promotion from Another Site	1	1
DelmarvaJobs.com	14	0
Indeed.com	43	1
AllAccess.com	67	2
TOTALS	125	4

Recruitment Sources for PROMOTIONS COORDINATOR	Total Number of Applicants from Source	Total Number of Interviewees from Source
Employee Referral	1	1
DelmarvaJobs.com	2	0
Indeed.com	6	1
AllAccess.com	12	1
ZipRecruiter	5	2
LinkedIn	8	0
TOTALS	34	5

Recruitment Sources for MEDIA CONSULTANT	Total Number of Applicants from Source	Total Number of Interviewees from Source
CareerBuilder.com	4	0
GlassDoor.com	19	1
ZipRecruiter.com	18	2
Steinman Site Careers Page	55	1
Indeed.com	22	1
TOTALS	118	5

Recruitment Sources for 2 TALK SHOW HOSTS	Total Number of Applicants from Source	Total Number of Interviewees from Source
SimplyHired.com	26	0
Steinman Site Careers Page	72	0
GlassDoor.com	14	1
Indeed.com	11	1
CareerBuilder.com	7	0
AllAccess.com	42	2
TOTALS	172	4



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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, 2017 – March 31, 2018
- ◆ 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 a First State Military Academy High School student who shadowed for a school project on February 5, 2018.

Student was exposed to operations at the stations that could include sales, programming, radio production, marketing and business administration, plus exposure to production skills, computer-based editing and on-air reporting. School credit was given for participation.

COMMUNITY/EDUCATIONAL EVENTS

Our Sister Station On-Air host 1) addressed the annual Hugh O'Brian Youth Leadership Conference at Wesley College in Dover, Delaware (60+ high schools represented) on June 10, 2017, 2) spoke to University of Delaware Mass Communication and Culture class students on April 11, 2017; 3) spoke to the Temple Beth-El Men's Club in Newark DE on November 19, 2017.

Our Digital Concierge represented all DBC stations at the Delaware Technical Community College Social Media Conference 2018 at their Georgetown Campus on February 15, 2018 when she spoke about 'Maximizing Your Social Media Advertising Budget' to over 400 social media managers and/or business owners from 4 states.

Our sister station Digital Editor spoke on a panel at the Emerging Enterprise Center's Technology Forum: The Perspective of the Business Media, in Wilmington on November 15, 2017.

One of our Talk Show Hosts officially represented our site at Delaware Business Times' Women In Business Downstate Luncheon on December 6, 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.

BROADCASTING JOB FAIRS

Our DBC HR Business Partner and our Programming & Operations Manager represented our three sites at the Delaware State University Fall 2017 Career and Graduate School Expo in Dover, Delaware, on September 21, 2017. Our DBCi GM, sister station Promotions Director and sister station Media Consultant represented our three sites at the Lincoln University Career Fair on October 10, 2017. Lincoln University is an historically African-American university. Our DBC HR Business Partner and our sister station Sr. Media Consultant represented our three sites at the Susquehanna Workforce Network Harford County Job Fair at Ripken Stadium, Aberdeen, Maryland, on October 11, 2017. Our DBC HR Business Partner and our sister station News & Program Director represented our three sites at the Klein College of Media and Communication Internship and Career Fair at Temple University in Philadelphia, Pennsylvania, on February 15, 2018. Our DBC HR Business Partner and our sister station General Manager represented our three sites at the Delaware State University Spring 2018 Career Expo in Dover, Delaware, on March 22, 2018.

COMMUNITY OUTREACH

All Delmarva Broadcasting sites participated in sponsoring the *Help Our Kids* Radiothon on September 6 and 7, 2017, broadcasting live at Nemours/Alfred I. duPont Hospital for Children's Anthony N Fusco, Sr. Atrium.

Our site sponsored the 8th Annual Women's Expo on March 24, 2018, a lifestyle expo geared to home, family, career, financial and health issues.