



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, 2015 – March 31, 2016
- ◆ Full-time job vacancies filled during the annual reporting period: 8

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
News Reporter	07/15/15	Internal Promotion
Air Personality	10/05/15	DelmarvaJobs.com
General Manager	12/15/15	Media Staffing Network
WAFL Afternoon DJ	02/07/16	Promotion from Sister Site
Admin Support/Sales Assist	02/10/16	Indeed.com
WAVD Morning DJ	03/13/16	DelmarvaJobs/Internal Promo
WAVD Afternoon DJ & Sales	03/22/16	Employee Referral
Sales & Marketing Consultant	03/28/16	Direct E-mail From Recruiter

- ◆ Total number of applicants for the 8 full-time job vacancies listed above: 347
- ◆ Total number of candidates interviewed from this pool of applicants: 20
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Sources for AIR PERSONALITY	Total Number of Applicants from Source	Total Number of Interviewees from Source
Indeed.com	7	
DelmarvaJobs.com	1	1
AllAccess.com	1	
TOTALS	9	1
Recruitment Sources for GENERAL MANAGER	Total Number of Applicants from Source	Total Number of Interviewees from Source
Unknown	3	2
Employee Referral	1	1
Media Staffing Network/Direct e-mails	40	6
TOTALS	44	9

Recruitment Sources for WAFL Afternoon DJ	Total Number of Applicants from Source	Total Number of Interviewees from Source
Steinman Site Careers Page	7	1
SimplyHired.com	3	
Indeed.com	52	
DelmarvaJobs.com	8	
AllAccess.com	32	
Employee Referrals	3	
TOTALS	105	1

Recruitment Sources for ADMIN SUPPORT/SALES ASSIST	Total Number of Applicants from Source	Total Number of Interviewees from Source
Steinman Site Careers Page	5	
GlassDoor.com	4	
Indeed.com	26	
SimplyHired.com	1	
DelmarvaJobs.com	9	
TOTALS	45	1

Recruitment Sources for WAVD MORNING DJ	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com	12	1
SimplyHired.com	1	
AllAccess.com	24	
Steinman Site Careers Page	7	
GlassDoor.com	1	
Indeed.com	68	
TOTALS	113	1

Recruitment Sources for SALES & MKTG CONSULTANT	Total Number of Applicants from Source	Total Number of Interviewees from Source
Steinman Site Careers Page	3	
Direct E-mail From Recruiter	2	1
Indeed.com	20	3
DelmarvaJobs.com	6	1
TOTALS	31	5



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OUTREACH INITIATIVES REPORT

- ◆ Station Employment Unit: WAFL FM, WNCL FM, ESPN AM&FM, WXDE FM and WAVD FM
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(302) 422-7575
- ◆ Annual Reporting Period: April 1, 2015 – March 31, 2016
- ◆ 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 Delaware State University.

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' Promotions Director. 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

WXDE attended a PR Professional meeting in April.

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 General Sales Manager and Operations Manager & Afternoon Host, along with our sister station General Manager, represented our site at the Delaware State University in Dover, Delaware, on March 29, 2016. Our sister station General Manager represented our two sites at the Lincoln University Career Fair on March 24, 2016. Lincoln University is an historically African-American university. Our sister station Promotions Assistant and DJ represented our site at the Villanova Career Fair on February 2, 2016.

COMMUNITY OUTREACH

WNCL attended an event in April at Fairview Elementary School.

In June WNCL attended Kidsfest at the Boys and Girls Club.

In October WNCL participated in Mentor Day.

WXDE and WYUS both attended the Kent County Economic Summit.

WAFL and WNCL both attended a SmartDrive event held in June.

WAFL participated in various walks including the Kidney Walk in April, Breast Cancer in May, and the Heart Walk in October.

WYUS sponsored a Hispanic Expo in May.

WAFL, WYUS, WXDE, & WNCL all participated in our Radiothon in September and again for Delmarvalous Women and the Stuff the Bus event in November, the Special Olympics Plunge in February, and the Women's Expo in March.