



DELMARVA BROADCASTING COMPANY

EEO PUBLIC FILE REPORT

- ◆ Station Employment Unit: WDEL AM&FM, WSTW FM and WFAI AM
2727 SHIPLEY ROAD, WILMINGTON, DE 19810
(302) 478-2700
- ◆ Annual Reporting Period: April 1, 2017 – March 31, 2018
- ◆ Full-time job vacancies filled during the annual reporting period: 4

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Media Consultant	04/17/17	Employee Referral
Reporter/Health Watch Produc	05/01/17	Internal Transfer from Another Site
Media Coordinator	01/29/18	Steinman Site Careers Page
Digital Marketing & Sales Spec	01/02/18	Vendor Referral

- ◆ Total number of applicants for the 4 full-time job vacancies listed above: 135
- ◆ Total number of candidates interviewed from this pool of applicants: 8
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Sources for MEDIA CONSULTANT	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com	0	0
LinkedIn.com	1	0
ZipRecruiter.com	8	0
Steinman Site Careers Pg/Empl Referral	2	1
Monster.com	5	1
Indeed.com	3	0
TOTALS	19	2

Recruitment Sources for MEDIA COORDINATOR	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com	9	0
LinkedIn.com	12	0
ZipRecruiter.com	16	1
Steinman Site Careers Page	21	1
GlassDoor.com	9	2
Indeed.com	15	0
<i>TOTALS</i>	82	4

Recruitment Sources for DIGITAL MARKETING & SALES SPECIALIST	Total Number of Applicants from Source	Total Number of Interviewees from Source
ZipRecruiter.com	23	1
Steinman Site Careers Pg/Vendor Referral	1	1
Indeed.com	10	0
<i>TOTALS</i>	34	2



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OUTREACH INITIATIVES REPORT

- ◆ Station Employment Unit: WDEL AM&FM, WSTW FM and WFAI AM
2727 SHIPLEY ROAD
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(302) 478-2700
- ◆ 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, WDEL AM&FM, WSTW FM and WFAI AM coordinated with three Sanford High School seniors shadowed for three-week school projects, two for WDEL and one for WSTW.

Students were 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 WDEL News and Program Director spoke to a Newswriting Class at Temple University on October 10, 2017.

One of our On-Air WDEL hosts 1) ran a High School Student Journalists and Communicators Program at WDEL for students from several local high schools on April 27, 2017, 19 students from 12 local high schools on November 16, 2017 and 4 students from 4 local high schools on March 27, 2018; 2) addressed the annual Hugh O'Brian Youth Leadership Conference at Wesley College in Dover, Delaware (60+ high schools represented) on June 10, 2017, 3) spoke to University of Delaware Mass Communication and Culture class students on April 11, 2017; 4) spoke to the Temple Beth-El Men's Club in Newark DE on November 19, 2017.

Our sister station 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 Assistant News Director 1) moderated a panel on public speaking at the Millennial Summit in Wilmington DE on August 1, 2017, where our WDEL Afternoon Host also broadcast his show live, 2) spoke on a panel regarding fake news at Arcadia University on November 14, 2017.

Our WDEL 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.

Our WSTW Program Director and Midday Host 1) spoke with Digital Media classes at Delcastle High School on September 29, 2017, about radio broadcasting as a career and the importance of multimedia skills acquisition for those entering the field. He toured the classrooms, critiqued a video set and discussed radio programming, 2) over the last year has been on four different locations (Mt. Pleasant Church, Hagley Museum, Ft. Delaware and in-studio) to do on-camera interviews with historians for the DE Historical Commission's production of Delaware's Involvement in the Civil War. Production of the video will be completed next summer after another round of location work; 3) serves as President of the WMPH Advisory Board for the Brandywine School District. WMPH is Mt. Pleasant High School's radio station. We meet quarterly with station management, program suppliers, district and community representatives to be sure that efforts are made to encourage student participation in station programming and management.

INTERNET JOB BANK

WDEL AM&FM, WSTW FM and WFAI AM 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 WDEL AM&FM, WSTW FM and WFAI AM 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 sister station 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, Promotions Director and 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 WDEL 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

On May 19, 2017, one of our TrafficWatch and Breaking News Reporters participated in Highway Safety Day at the Delaware Design Lab High School in Christiana. Participating agencies included Delaware State Police, DelDOT, Christiana and Cranston Heights fire companies.

Our Promotions Assistant gave five tours between August 9, 2017 and March 29, 2018 to various groups including Cub & Girl Scouts & The Jewish Family Services "Media Matters" organization, to show children of all abilities our station and what jobs in radio are like.

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.