



DELMARVA BROADCASTING COMPANY

## EEO PUBLIC FILE REPORT

- ◆ Station Employment Unit: WDEL AM and WSTW FM  
PO BOX 7492  
WILMINGTON, DE 19803  
(302) 478-2700
- ◆ Annual Reporting Period: April 1, 2007 – March 31, 2008
- ◆ Full-time job vacancies filled during the annual reporting period:

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
WSTW Program Director	05/14/07	Referral
Account Manager	05/01/07	Referral
Marketing Assistant	02/25/08	DelmarvaJobs.com
Account Manager	02/07/08	Staff Referral
WSTW Morning Host	10/17/07	Internal Promotion from MD site
Account Manager	03/24/08	DelmarvaJobs.com & News Journal

- ◆ Total number of applicants for the full-time job vacancies listed above: 448
- ◆ Total number of candidates interviewed from this pool of applicants: 60
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Sources for WSTW Program Director	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com c/o WDEL/WSTW Radio PO Box 7492, Wilm, DE 19803 Mark Weidel (302) 478-2700	5	0
Radio & Records, Kim Wood 5055 Wilshire Blvd, Suite 600 Los Angeles, CA 90036 (323) 954-3400	6	1
Inside Radio, Gene McKay 365 Union Street, Littleton OH 03561 (800)640-8852 genemckay@insideradio.com	3	0
AllAccess.com, Radio Industry Website JDenver@AllAccess.com	11	2
Referrals, including media consultants and and current employees	10	4
Current Employees	3	3
AirTalent.net	1	0
None given	14	1
<b>TOTALS</b>	<b>53</b>	<b>11</b>

<b>Recruitment Sources for Account Manager</b>	<b>Total Number of Applicants from Source</b>	<b>Total Number of Interviewees from Source</b>
News Journal Wilmington, DE 19803 Sylvia Lucas-Brown slucas@delawareonline.com (302) 324-2608	10	1
Career Builder Part of News Journal Wilmington, DE 19803	44	2
DelmarvaJobs.com PO Box 7492 Wilmington, DE 19803 Mark Weidel (302) 478-2700	1	1
WDEL/WSTW Job Fair 09/19/06	20	10
NAB Web Sites www.nab.org	0	0
Referral	2	2
<b>TOTALS</b>	<b>77</b>	<b>16</b>

<b>Recruitment Sources for Marketing Assistant</b>	<b>Total Number of Applicants from Source</b>	<b>Total Number of Interviewees from Source</b>
DelmarvaJobs.com c/o WDEL/WSTW Radio PO Box 7492, Wilm, DE 19803 Mark Weidel (302) 478-2700	24	2
News Journal, Wilmington, DE 19803 Stephanie Glavey sglavey@delawareonline.com (302) 324-2424	66	2
Career Builder Part of News Journal Wilmington, DE 19803		
<b>TOTALS</b>	<b>90</b>	<b>4</b>

<b>Recruitment Sources for Account Manager</b>	<b>Total Number of Applicants from Source</b>	<b>Total Number of Interviewees from Source</b>
DelmarvaJobs.com PO Box 7492, Wilmington, DE 19803 Mark Weidel (302) 478-2700	20	4
Employee Referral	4	4
<b>TOTALS</b>	<b>24</b>	<b>8</b>

<b>Recruitment Sources for WSTW Morning Host</b>	<b>Total Number of Applicants from Source</b>	<b>Total Number of Interviewees from Source</b>
DBC Radio Ad	3	3
News Journal Wilmington, DE 19803 Jennifer Horton jhorton@delawareonline.com (302) 324-2424	11	6
Career Builder Part of News Journal Wilmington, DE 19803	2	2
DelmarvaJobs.com PO Box 7492 Wilmington, DE 19803 Mark Weidel (302) 478-2700	2	1
Word of Mouth	1	0
Interoffice (later withdrew)	1	0
<b>TOTALS</b>	<b>20</b>	<b>12</b>

<b>Recruitment Sources for Account Manager</b>	<b>Total Number of Applicants From Source</b>	<b>Total Number of Interviewees from Source</b>
DelmarvaJobs.com PO Box 7492 Wilmington, DE 19803 Mark Weidel (302) 478-2700	4	1
News Journal, Wilmington, DE 19803 Stephanie Glavey sglavey@delawareonline.com (302) 324-2424	30	2
Career Builder Part of News Journal Wilmington, DE 19803	139	2
Spark Magazine Part of News Journal Wilmington, DE 19803	1	1
Department of Labor	3	0
Monster.com	1	0
Referral	3	3
Unknown	3	0
<b>TOTALS</b>	<b>184</b>	<b>9</b>



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## OUTREACH INITIATIVES REPORT

- ◆ Station Employment Unit: WDEL AM and WSTW FM  
PO BOX 7492  
WILMINGTON, DE 19803  
(302) 478-2700
- ◆ Annual Reporting Period: April 1, 2007 – March 31, 2008
- ◆ 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 and WSTW FM coordinated with students for Internship Programs with University of Delaware, Delaware State University and Rowan University, and with 2 teachers for an Externship Program through the University of Delaware.

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' President/CEO. The General Manager DBC Interactive, Assistant Program Director, Production Director, Marketing 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

On-air and management staff from WDEL and WSTW have spoken about the radio industry to participants at the Voices Without Borders Panel Discussion and Delaware State Chamber of Commerce Marketing Workshop. Voices Without Borders is a non-profit community organization dedicated to maximizing opportunities for Delaware's burgeoning Latino population.

WDEL and WSTW management and staff consulted with and provided campaign design and content and on-air and database marketing for Trustees of Color, a non-profit community organization directed by and dedicated to matching people of color (African-American, Latino, Asian, Pacific Islander, etc.) to positions as directors and trustees of community organizations in Delaware.

## **INTERNET JOB BANK**

WDEL AM and WSTW 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 WDEL AM AND WSTW 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.

Delmarva Broadcasting Company also provides tuition reimbursement for secondary education. Currently, two full-time employees are receiving assistance to complete a college degree. Education is an important part of advancement within the Company and one reason why the Company helps defray the cost.

## **BROADCASTING JOB FAIRS**

Six representatives of the stations (including the CEO, SVP and Corporate Broadcast Engineer) participated in the NAB Radio Show Career Fair in Charlotte, North Carolina on September 26, 2007.

The News Director plus two other representatives of the stations participated in Lincoln University Career Fair on March 13, 2008. Lincoln University is an historically African-American university.

The Sales Manager participated in Wilmington University Career Fair on March 13, 2008.

The General Manager, DBC Interactive, participated in the Delaware Futures Job Fair on March 6, 2008.

Three representatives of the stations (including the Business Manager) participated in the New Castle County Community Partnership Diversity Fair on March 6, 2008.

Three representatives from the station (including the Business Manager and Marketing Director) participated in the University of Delaware Spring Career Fair on April 17, 2007.

## **HOSTING JOB FAIRS**

The stations hosted its first and second Delmarva Virtual Job Fairs on September 10-23, 2007 and March 31, 2007 through April 13, 2008.