



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, 2008 – March 31, 2009
- ◆ Full-time job vacancies filled during the annual reporting period:

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
WSTW Evening Jock/Imaging Dir	06/04/08	AllAccess.com
Chief Engineer	11/17/08	SBE Website
General Sales Manager	01/05/09	Referral
Account Manager	03/10/09	Word of Mouth

- ◆ Total number of applicants for the full-time job vacancies listed above: 218
- ◆ Total number of candidates interviewed from this pool of applicants: 40
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Sources for WSTW Evening Jock	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	3	1
tvandradijobs.com	XX	XX
AllAccess.com, Radio Industry Website JDenver@AllAccess.com (310)	39	4
Funjobsonair.com	XX	XX
FMQB.com	14	1
entertainmentcareers.net	XX	XX
Word of Mouth	17	10
<b>TOTALS</b>	<b>73</b>	<b>16</b>

<b>Recruitment Sources for Chief Engineer</b>	<b>Total Number of Applicants from Source</b>	<b>Total Number of Interviewees from Source</b>
Radio World, New Bay Media (703) 852-4628 jcasey@nbmedia.com 810 7 <sup>th</sup> Ave, 27 <sup>th</sup> Fl, New York NY 10019	0	0
Society of Broadcast Engineers Website 9102 N Meridian Street, Suite 150 Indianapolis, IN 46260 (317) 846-9000 mclappe@sbe.org	6	4
<b>TOTALS</b>	<b>6</b>	<b>4</b>

<b>Recruitment Sources for General Sales Manager</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	4	0
News Journal, Wilmington, DE 19803 Loran Fisher (302) 324-2611 lmfisher@delawareonline.com	3	0
Career Builder, Part of News Journal	35	0
Inside Radio, Littleton OH (800) 640-8852 8/25 & 8/27/08 + e-mail +2 weeks website Kelli Grisez Kelli@insideradio.com	10	4
Radio-Info.com Len Besinger len@in3media.com (312) 857-9710 Director of Sales, in3media, inc. 65 East Wacker Place, Suite 305 Chicago, IL 60601	9	1
Referral	5	2
Internal	2	2
Unknown	10	2
<b>TOTALS</b>	<b>78</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>
DelmarvaJobs.com PO Box 7492, Wilmington, DE 19803 Mark Weidel (302) 478-2700	0	0
CareerBuilder.com, part of News Journal Wilmington, DE 19803 Loran Fisher (302) 324-2611 02/14/09 lmfisher@delawareonline.com 30 days	47	0
Referrals / Word of Mouth	14	9
<b>TOTALS</b>	<b>61</b>	<b>9</b>



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## OUTREACH INITIATIVES REPORT

- ◆ Station Employment Unit: WDEL AM and WSTW FM  
PO BOX 7492  
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(302) 478-2700
- ◆ Annual Reporting Period: April 1, 2008 – March 31, 2009
- ◆ 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 Pennsylvania State University, Duke University, Neumann College, Ramapo College, Eckerd College, Drexel University, Tower Hill High School 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, 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 News Director/Program Director from WDEL has spoken about the radio industry to participants at the Radio-Television News Directors Association function at the NAB Convention in Las Vegas in April 2008. One of our On-air WDEL hosts ran a High School Student Journalists and communicators Program for at WDEL for students from eight local high schools on April 28, 2008 and March 2009.

### 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.

A sales training seminar was held for all Account Managers on February 11, 2009 by Sandler.

A programming seminar was held on September 25, 2008 by consultant Keith Hill and in-house programming personnel.

## **BROADCASTING JOB FAIRS**

Three representatives from the station (including the Business Manager and Marketing Director) participated in the University of Delaware Spring Career Fair on April 17, 2008.

## **HOSTING JOB FAIRS**

The stations hosted its second Delmarva Virtual Job Fair on March 31, 2007 through April 13, 2008.