



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, 2009 – March 31, 2010
- ◆ Full-time job vacancies filled during the annual reporting period:

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Promotions Coordinator	06/02/09	Ex-Intern (New position)
WDEL Legislative Correspondent/Anchor	06/08/09 then 01/04/10	Networking, Blind Inquiry
WSTW Night Host	09/14/09	Internal duplicate simulcast

- ◆ Total number of applicants for the full-time job vacancies listed above: 190
- ◆ Total number of candidates interviewed from this pool of applicants: 43
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Sources for WDEL Legislative Correspondent/Anchor Round 1	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com starting 04/02/09 c/o WDEL/WSTW Radio PO Box 7492, Wilm, DE 19803 Mark Weidel (302) 478-2700	1	0
News Journal, CareerBuilder.com only Wilmington, DE 19803 Dottie Macera dmacera@delawareonline.com (302) 324-2611 04/03/09 for 30 days	57	3
National Association of Black Journalists NABJ.org website 04/02/09 for 30 days	1	1
AllAccess.com, Radio Industry Website JDenver@AllAccess.com	29	8
Current Employees	5	5
Networking	1	1
<b>TOTALS</b>	<b>94</b>	<b>18</b>

Recruitment Sources for WDEL Legislative Correspondent/Anchor Round 2	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com starting 08/24/09 c/o WDEL/WSTW Radio PO Box 7492, Wilm, DE 19803 Mark Weidel (302) 478-2700	1	1
News Journal, CareerBuilder.com only Wilmington, DE 19803 Dottie Macera dmacera@delawareonline.com (302) 324-2611 08/25/09 for 30 days	83	11
Resumes on File	2	2
NAB Job Fair 9/23/09 www.nab.org	6	3
Blind Inquiries	4	8
<b>TOTALS</b>	<b>96</b>	<b>25</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, 2009 – March 31, 2010
- ◆ 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 (8), Neumann University (2), Wilmington University (5), University of Pittsburgh (1), High Point University (1), York College (1), Elon University (1), Sanford High School (1), Archmere Academy High School (3) 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, Promotions Coordinator, 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 General Manager, DBC Interactive spoke about the radio industry to members of the PRSSA (Public Relations Student Society of America) 'A Night with the Pros' at the University of Delaware on November 17, 2009. One of our On-air WDEL host 1) ran a High School Student Journalists and Communicators Program at WDEL for students from eight local high schools in May and September 2009 and 2) spoke with the University of Delaware 2009 Democracy Project teachers to discuss current trends in the media and student civic responsibility issues in June 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. Education is an important part of advancement within the Company and one reason why the Company helps defray the cost.

## **BROADCASTING JOB FAIRS**

Five representatives from the station (including the CEO, SVP, 2 General Managers and the WDEL News & Program Director) participated in the National Association of Broadcasters Education Foundation Career Day Job Fair on September 23, 2009. The WDEL News & Program Director and a WDEL/WSTW Account Manager participated in the Lincoln University Career Fair on November 4, 2009. Lincoln University is an historically African-American university.