



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, 2010 – March 31, 2011
- Full-time job vacancies filled during the annual reporting period: 7

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Account Manager	07/06/10	Employee Referral
Chief Engineer Wilm/HDG	09/27/10, 12/1/10 & 03/07/11	SBE Website
Traffic Director	07/19/10	Internal PT to FT
WSTW Morning Host	07/26/10	Internal PT to FT
Traffic Reporter	08/25/10	Internal PT to FT
Sales & Marketing Coordinator	12/13/10	CareerBuilder.com
Account Manager	01/03/11	CareerBuilder.com

- Total number of applicants for the full-time job vacancies listed above: 673
- Total number of candidates interviewed from this pool of applicants: 38
- A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Sources for Account Manager	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com posted 03/30/10 c/o WDEL/WSTW Radio PO Box 7492, Wilm, DE 19803 Mark Weidel (302) 478-2700	6	0
News Journal, CareerBuilder.com only Wilmington, DE 19803 Jennifer Horton jhorton@wilmington.gannett.com (302) 324-2611 04/08/10 for 30 days	128	4
Internal Employee Referral	5	2
TOTALS	139	6

Recruitment Sources for ENGINEER Wilm/HDG	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	11	0
News Journal, CareerBuilder.com only Wilmington, DE 19803 Jennifer Horton jhorton@wilmingt.gannett.com (302) 324-2611	24	0
Resumes on File	17	3
SBE Website	5	2
TOTALS	57	5

Recruitment Sources for TRAFFIC DIRECTOR WDEL/WSTW	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	15	0
News Journal, CareerBuilder.com Wilmington, DE 19803 Stacey Cintron (302) 324-2611 06/27/10 for 30 days	78	0
News Journal, Wilmington, DE 19803 Stacey Cintron (302) 324-2611	19	0
TDGA.org (Traffic Directors Guild Assoc) Larry Keene	10	0
Word of Mouth / Internal	1	1
TOTALS	123	1

Recruitment Sources for TRAFFIC REPORTER	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com 07/20/10 c/o WDEL/WSTW Radio PO Box 7492, Wilm, DE 19803 Mark Weidel (302) 478-2700	5	4
News Journal, CareerBuilder.com only Wilmington, DE 19803 Jennifer Horton jhorton@wilmingt.gannett.com (302) 324-2611 07/14/10 for 30 days	118	0
AllAccess.com, Radio Industry Website JDenver@AllAccess.com	11	2
Word of Mouth	7	3
TOTALS	141	9

Recruitment Sources for SALES & MARKETING COORDINATOR	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com starting 10/08/10 c/o WDEL/WSTW Radio PO Box 7492, Wilm, DE 19803 Mark Weidel (302) 478-2700	62	2
News Journal, CareerBuilder.com only Wilmington, DE 19803 Jennifer Horton jhorton@wilmingt.gannett.com (302) 324-2611 10/11/10 for 30 days	44	7
TOTALS	106	9

Recruitment Sources for Account Manager	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com posted 10/11/10 c/o WDEL/WSTW Radio PO Box 7492, Wilm, DE 19803 Mark Weidel (302) 478-2700	17	2
News Journal, CareerBuilder.com only Wilmington, DE 19803 Jennifer Horton jhorton@wilmingt.gannett.com (302) 324-2611 10/11/10 for 30 days	90	6
TOTALS	107	8



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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, 2010 – March 31, 2011
- ◆ 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 (4), West Chester University (1), Wilmington University (3), Elon University (1), University of Miami (1), Broadcast Institute, Baltimore (1), University of Maryland (1).

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.

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.

INDUSTRY RELATIONS

Our WDEL News and Programming Director spoke about radio industry career advice to eleven scholarship and fellowship winners of the RTDNA (Radio Television Digital News Foundation) 'Get to Know You' evening at the NAB Convention in Las Vegas in April 2010.

One of WDEL's on-air hosts ran his High School Student Journalists and Communicators Program at WDEL for students from five local high schools on May 13 and December 8, 2010.

Our WDEL News and Programming Director spoke at Career Day at Fort Washington Elementary School (Pennsylvania) on May 12, 2010.

One of WDEL's reporter/anchors was a featured speaker at the Public Relations Society of America-Delaware Chapter meeting on February 23, 2011.

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.

BROADCASTING JOB FAIRS

Our sister station General Manager and The WDEL News & Program Director and a WDEL/WSTW Account Manager participated in the Lincoln University Career Fair on November 3, 2010. Lincoln University is an historically African-American university. A WDEL News Reporter attended the Delaware State University 7th Annual Mass Communications Day Symposium Career Fair on March 31, 2011. Delaware State University is an historically African-American university.