



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, 2015 – March 31, 2016
- Full-time job vacancies filled during the annual reporting period: 9

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
TrafficWatch Reporter	04/01/15	AllAccess.com / Internal Transfer
Program Coordinator WFAI	07/01/15	Via WFAI Acquisition
President	07/14/15	Employee Referral
General Sales Manager	08/24/15	Employee Referral
IT Support Technician	09/28/15	Indeed.com
IT Support Technician	10/05/15	CareerBuilder.com
Media Consultant	03/08/16	Employee Referral
WSTW Morning Host	02/08/16	Internal Promotion
WSTW Afternoon Host	03/11/16	AllAccess.com

- Total number of applicants for the 9 full-time job vacancies listed above: 445
- Total number of candidates interviewed from this pool of applicants: 41
- A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Sources for TRAFFIC WATCH REPORTER	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com 06/17/15	10	0
AllAccess.com 06/18/15	8	2
Columbia School of Broadcasting 06/19/15	0	0
Steinman Site Careers Page	14	1
SimplyHired.com	10	0
Indeed.com	62	3
GlassDoor.com	1	0
TOTALS	105	6

Recruitment Sources for PRESIDENT	Total Number of Applicants from Source	Total Number of Interviewees from Source
Employee Referral	1	1
TOTALS	1	1

Recruitment Sources for GENERAL SALES MANAGER	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com 05/21/15 2727 Shipley Road, Wilm, DE 19810	0	0
Media Staffing Network	2	2
CareerBuilder.com 06/15/15 30 days	36	0
RAB Classified 05/27/15	0	0
Steinman Site Careers Page	1	0
NABEF.com 05/21/15 - 30+ days	0	0
InsideRadio.com 05/21/15 3 weeks	4	3
TomTaylorNow.com 05/27/15 5 days	6	1
Employee Referrals	5	2
Indeed.com	4	0
TOTALS	58	8

Recruitment Sources for TWO(2) IT SUPPORT TECHNICIANS	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com 2727 Shipley Road, Wilm, DE 19810	6	1
Steinman Site Careers Page	3	0
CareerBuilder.com	18	2
SimplyHired.com	3	0
Indeed.com	64	14
GlassDoor.com	1	0
TOTALS	95	17

Recruitment Sources for MEDIA CONSULTANT	Total Number of Applicants from Source	Total Number of Interviewees from Source
Employee Referral	6	2
TOTALS	6	2

Recruitment Sources for WSTW Morning Host	Total Number of Applicants from Source	Total Number of Interviewees from Source
Steinman Site Careers Page	11	0
SimplyHired.com	3	0
Indeed.com	65	0
GlassDoor.com	1	0
AllAccess.com	41	3
Internal Promotion	1	1
Employee Referrals	4	1
TOTALS	126	5

Recruitment Sources for WSTW Afternoon Host	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com WDEL/WSTW/WFAI 2727 Shipley Road, Wilm, DE 19810 Mark Weidel (302) 478-2700	2	0
Steinman Site Careers Page	3	0
SimplyHired.com	1	0
Indeed.com	42	0
GlassDoor.com	1	0
AllAccess.com	5	2
TOTALS	54	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, 2015 – March 31, 2016
- ♦ 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 students for Internship Programs with Wilmington University (1), Neumann University (2), Temple University (2), Muhlenberg College (1) and University of Delaware (4).

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' Promotions Director. The General Manager DBC Interactive, WSTW Program Director, Sales Staff, Production 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 WDEL Assistant News Director and News Anchor hosted a local high school student who shadowed reporters/anchors in the WDEL newsroom one or two days a week for four months.

One of our Media Consultants hosted four local high school students and their teacher to do a green screen presentation and use our recording studio for a project on February 4, 2016.

Our WSTW Program Director hosted a developer of a television pilot situation comedy about local radio July 21, 2015.

WDEL hosted a Berlin, Germany journalist who works for Deutschland Radio Kultur October 20-24, 2015.

One of our On-Air WDEL hosts 1) ran a High School Student Journalists and Communicators Program at WDEL for 11 students from 9 local high schools on November 4, 2015, and 17 students from 14 local high schools on December 1, 2015, 2) addressed a career day at St. Mark's High School the first week of June 2015, 3) addressed the annual Hugh O'Brian Youth Leadership Conference at Wesley College in Dover, Delaware (60+ high schools represented) on June 6, 2015, 4) addressed Delaware social studies teachers, participating in June 18, 2015 Democracy Project run by the University of Delaware, 5) spoke to University of Delaware Mass Communication and Culture class students on March 3, 2016 and 6) spoke to an organization at the Carpenters' Union Hall in New Castle in late October 2015.

Our WDEL Sports Director spoke to a UD broadcasting class on February 1, 2016.

Our Assistant News Director was 1) on the Media Panel of the Division of Delaware Tourism Office's Impress the Press event in Dover in October 2015, 2) spoke at the Delaware Chapter of Public Relations Society of America's Meet the Media event on March 14, 2016 and 3) spoke to a Wilmington University Public Relations Class about crisis communications in October 2015.

One of our News Anchors was the emcee at the Fresh Start Scholarship Foundation Dinner at Wilmington University on November 5, 2015.

One of our Reporters spoke to a class at University of Delaware on May 4, 2015.

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 sister station General Manager, sister station General Sales Manager and our sister station Operations Manager & Afternoon Host represented our site at the Delaware State University in Dover, Delaware, on March 29, 2016. Our sister station General Manager represented our two sites at the Lincoln University Career Fair on March 24, 2016. Lincoln University is an historically African-American university. Our Promotions Assistant and DJ represented our site at the Villanova Career Fair on February 2, 2016.

COMMUNITY OUTREACH

One of our TrafficWatch Reporters represented our radio stations at the Stanton Little League Opening Day festivities on April 11, 2015.