



DELMARVA BROADCASTING COMPANY

EEO PUBLIC FILE REPORT

- ◆ Station Employment Unit: WAFL FM, WYUS AM, WNCL FM
PO Box 808, Milford, DE 19963
302-422-7575
- ◆ Annual Reporting Period: April 1st, 2008 – March 31st, 2009
- ◆ Full-time job vacancies filled during the annual reporting period:

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
General Sales Manager	6/23/2008	Internal Reference
Traffic Administrator	12/15/2008	Internet
General Manager	1/28/2009	Referral
Engineer	2/2/2009	Society of Broadcast Engineers

- ◆ Total number of applicants for the full-time job vacancies listed above:
184
- ◆ Total number of candidates interviewed from this pool of applicants: 26
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Source for TRAFFIC ADMINISTRATOR WAFL-WNCL-WYUS	Total Number of Applicants from Source	Total Number of Interviewees from Source
Delaware State News Webbs Lane, Dover, DE Vicki Rosado – classads@newszap.com	1	0
News Journal/Career Builder Wilmington, DE 19801	69	0
Traffic Directors Guild of America Internet tdga@cox.net	7	0
Delmarva Jobs.com PO Box 7492-Wilm. DE Mark Weidel – 302-478-2700	29	1
Referrals	3	1

Traffic Administrator Summary: 109 Applicants 2 Interviews

Recruitment Source for Air Personality WYUS-AM Adult Contemporary	Total Number of Applicants from Source	Total Number of Interviewees from Source
No Positions were Open		

Air Personalities: Applicants Interviews

Recruitment Source for Air Personality WAFL-FM Adult Contemporary	Total Number of Applicants from Source	Total Number of Interviewees from Source
No Positions were Open		
<i>Air Personality Summary</i>	<i>Applicants</i>	<i>Interviews</i>

Recruitment Source for Air Personality WNCL-FM Format: Oldies	Total Number of Applicants from Source	Total Number of Interviewees from Source
No positions were Open		
<i>Air Personality Summary:</i>	<i>Applicants</i>	<i>Interviews:</i>

Recruitment Source for Station Engineer WAFL-FM, WYUS-AM, WNCL-FM	Total Number of Applicants from Source	Total Number of Interviewees from Source
Society of Broadcast Engineers	10	4

Station Engineer: *Applicants 10* *Interviews: 4*

Recruitment Sources for General Manager	Total Number of Applicants from Source	Total Number of Interviewees from Source
Inside Radio, Littleton OH (800) 640-8852 Kelli Grisez Kelli@insideradio.com	16	5
Radio Ink, West Palm Beach, FL (561) 655-8778 Tom Elmo tomelmo@radioink.com	16	2
Personal Referral	3	2
TOTALS	35	9

General Manager

Applicants: 35

Interviews: 9

Recruitment Sources for General Sales Manager	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com c/o Delmarva Broadcasting Company PO Box 7492, Wilmington, DE 19803 Mark Weidel (302) 478-2700	3	0
Virtual Job Fair, March 31 – April 13, 2008 By DelmarvaJobs.com c/o Delmarva Broadcasting Company PO Box 7492, Wilmington, DE 19803 Mark Weidel (302) 478-2700	0	
The Daily Times, including: careerbuilder.com, Wicomico Weekly, Careerbldr Weekly, Monday Business Section Glenda Garnsey, Recruitment Specialist ggarnsey@dmg.gannett.com 115 E Carroll St., Salisbury, MD 21801 (410) 749-7171 x269	0	
News Journal, including: Career Builder Wilmington, DE 19803 Loran M. Fisher (302) 324-2688 lmfisher@delawareonline.com	10	1
Delaware State News, Dover DE Vicki Rosado vrosado@newszap.com (302) 741-8240 (877) 223-1503	0	
Inside Radio, Littleton OH (800) 640-8852 Kelli Grisez Kelli@insideradio.com	12	5

Radio & Records, Inc. 5055 Wilshire Blvd, Suite 600 Los Angeles, CA 90036 Rosalina Correa (323) 954-3434 rcorrea@radioandrecords.com	0	
Radio Ink, West Palm Beach, FL (561) 655-8778 Tom Elmo tomelmo@radioink.com	0	
Internal Candidate	0	
External Referral	5	5
TOTALS	30	11

General Sales Manager Recruitment

Applicants:30

Interviews: 11



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OUTREACH INITIATIVES REPORT

- ◆ Station Employment Unit: WAFL FM, WYUS AM, WNCL FM
- ◆ PO BOX 808, MILFORD, DELAWARE 19963
302-422-7575
- ◆ Annual Reporting Period: April 1st, 2008 – March 31st, 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.

Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.	
Hosting at least one job fair.	
Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.	X
Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.	
Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	X
Participation in job banks, Internet programs, and other programs designed to promote outreach generally (<i>i.e.</i> , that are not primarily directed to providing notification of specific job vacancies).	X
Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.	
Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	X
Establishment of a mentoring program for station personnel.	
Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	
Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.	
Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.	
Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.	
Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	
Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.	
Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	

INTERNSHIP PROGRAM

During the filing period, WAFL FM, WYUS AM, AND WNCL FM coordinated an Internship Program with Delaware State University, Wesley College, Polytech High School and Delaware Technical and Community College. Over the time there were 6 female interns and 6 male interns.

Through the internship, students were exposed to all operations in the station including sales, programming and business administration. The internship supervisor was the stations' Operations Manager, Assistant program director and Production Director, On Air Personalities, spent time with training the interns.

Over the course of the program students also learned production skills, computer based editing and on air reporting. School credit was given for participation.

INTERNET JOB BANK

WAFL FM, WYUS AM, AND WNCL 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 WAFL FM, WYUS AM AND WNCL FM are participating in a company wide leadership training program. The program educates participants in key leadership and team building skills. As the company grows, these skills will assist participants in taking on more responsibility and gaining promotions.

DBC programming Meeting – Sheraton Hotel - Dover – April 23rd, 2008
Programming staff, PD/OM, Assistant PD

DBC Sales Seminar – June 11th, 2008 – account representatives, GSM/GM

DBC Account Representatives (two) participated in Webinar – June, 2008

DBC Programming Meeting-Sheraton Inn Dover September 25th, 2008-
Programming Staff, PD/OM, Assistant PD

Business Manager attended Human Resources Training – November 16th and 17th, 2008, Lancaster Newspapers, Corporate Headquarters, Lancaster, PA.

Account Representatives, GSM, and GM participated in Sales Training - February 11th, 2009 – Sheraton Hotel, Dover.

DBC Central Sales Internet Training – GSM, GM and Sales Team participated in Internet Sales Training - March 24th, 2009 – Bridgeville, Delaware

Delmarva Broadcasting Company also provides tuition reimbursement for secondary education. Currently, one fulltime employee is receiving assistance to complete their college degree. Education is an important part of advancement within the company and one reason why the company helps defray the cost.

BROADCASTING JOB FAIR

WYUS AM 930 – LaExitosa – hosted Hispanic Expo and Job Fair at Delaware State Fairgrounds, Dover Building, Sunday, April 20th, 2008 12 noon to 5 p.m. 31 vendors.

University of Delaware – April 17th, 2008 – attended by Delmarva Broadcasting Business Manager and Marketing Department Representative

Virtual Job Fair – 3/31/07 through 4/13/08 – Delmarvajobs.com.