



DELMARVA BROADCASTING COMPANY

EEO PUBLIC FILE REPORT

- ◆ Station Employment Unit: WAFL FM, WYUS AM, WNCL FM
1666 Blairs Pond Road
Milford, DE 19963
302-422-7575
- ◆ Annual Reporting Period: April 1st, 2010 – March 31st, 2011
- ◆ Full-time job vacancies filled during the annual reporting period:

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Morning Show Personality WNCL	10/4/2010	Referral from Pete Booker & Cynthia Morgan Delmarva Broadcasting Company 2727 Shipley Road Wilmington, DE 19810

- ◆ Total number of applicants for the full-time job vacancies listed above: 12
- ◆ Total number of candidates interviewed from this pool of applicants: 5
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Source for Morning Show Air Personality WNCL Adult Contemporary	Total Number of Applicants from Source	Total Number of Interviewees from Source
Allaccess.com website	10	4
Delmarvajobs.com website 2727 Shipley Road Wilmington, DE 19810 302-478-2700	1	0
Employee referral Delmarva Broadcasting Co Wilmington, DE 19810	1	1

JOBTITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Account Executive	9/18/10	Transfer from Delmarva Broadcasting Company, Salisbury, MD site

- ◆ Total number of applicants for the full-time job vacancies listed above: 19
- ◆ Total number of candidates interviewed from this pool of applicants: 9
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Source for Account Executive WAFL-WNCL-WYUS	Total Number of Applicants from Source	Total Number of Interviewees from Source
Delmarva Jobs.com PO Box 7492-Wilm. DE Mark Weidel – 302-478-2700	5	3
Cape Gazette Lewes, Delaware Sandy Barr Classified Director sbarr@capegazette.com	6	2
Craigslist.com website Sussex County, Delaware	6	2
Outreach to former employee Atlantic Broadcasting Co Linwood, NJ	1	1
Chamber of Commerce of Greater Milford, Delaware Referral	1	1

Outreach Initiatives Worksheet



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OUTREACH INITIATIVES REPORT

- ◆ Station Employment Unit: WAFL FM, WYUS AM, WNCL FM
1666 Blairs Pond Road,
MILFORD, DELAWARE 19963
302-422-7575
- ◆ Annual Reporting Period: April 1st 2010 – March 31st, 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 PROGRAM

During the filing period, WAFL FM, WYUS AM, AND WNCL FM coordinated an Internship Program with Elizabethtown College, Delaware State University, University of Delaware, and Delaware Technical and Community College Owens Campus and Dover Campus and Milford High School. Over the time there were female interns and 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. The General Manager, Assistant Program Director, Production Director, On-Air Personalities and account executives spent time 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.

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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.

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.

Delmarva Broadcasting Company is under contract with Sandler Sale Training Institute to conduct ongoing sales technique training for our sales staff.

June 9, 2010- Delmarva Broadcasting Company employees attended the Mid-Atlantic Broadcasters Conference in Atlantic City, NJ. Attendees included the general Manager, New Business development Manager and four Media sales Consultants. Sales training covered "Skill Set Supremacy for Sellers" presented by the Radio Advertising Bureau.

September 29- October 1, 2010- Delmarva Broadcasting employees attended the National association of Broadcasters and Radio Advertising Bureau Radio Show in Washington, DC. Training sessions were presented for management, engineering, sales and programming. Attendees included the General Manager, New Business development Manager, Operations Manager and Chief Engineer.

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.

Outreach Initiatives Worksheet

BROADCASTING JOB FAIRS

Sunday April 20, 2010- WYUS AM 930 – LaExitosa – hosted the Fifth annual Hispanic Expo and Job Fair at Delaware State Fairgrounds, Dover Building, Sunday, April 20th, 2010 12 noon to 4 p.m. 34 vendors participated. This Job Fair seeks substantial participation of minority individuals. Five sales representatives, General Manager Operations Manager, WYUS Program Director, Assistant Program Director and new Business Development Manager represented DBC Central Delaware.

October 14, 2010- The Delmarva Broadcasting Company New Business Development Manager, attended the Salisbury Area Chamber of Commerce One-Stop Job Market.

February 24, 2011- The Regional Business Development Manager participated in the University of Maryland Eastern Shore Spring Career Fair.