

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: May 23, 2022-May 22, 2023

1) Employment Unit: Delmarva Public Media

2) Unit Members (Stations and Communities of License): WSCL, Salisbury, MD; WSDL, Ocean City, MD

3) EEO Contact Information for Employment Unit:

Mailing Address: PO Box 2596 Salisbury, MD 21802	Telephone Number: 410-546-6895
	Contact Person/Title Gerald Weston/ General Manager:
	E-mail Address: gdweston@salisbury.edu

4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit: None

5) Total # of Interviewees Referred: For the period from May 23, 2022 - May 22, 2023, this Employment Unit interviewed 0 interviewees for 0 full-time job vacancies.

6) Supplemental Recruitment Initiatives.

(a) Initiative: Participation in events or programs sponsored by educational institutions

- i. MASMI Fall Semester Class Preparation, August 29, 2022
 - a. Station Employment Unit Underwriting sales personnel met with students from the Mid-Atlantic Sales and marketing Institute (MASMI), a research and academic center at the Perdue School of Business at Salisbury University, to discuss various aspects of underwriting sales in public radio. MASMI prepares students for leadership and career opportunities in sales and marketing in collaboration with industry partners.
- ii. MASMI Site Visit, October 24, 2022
 - a. MASMI students visited and toured the WSCL/WSDL studios with the Director of Production and Operations to learn about various facets of radio broadcasting, including career opportunities. Questions focused on the various functions of public radio and broadcasting.
- iii. MASMI Sales Training, November 14, 2022
 - a. Underwriting sales personnel taught MASMI students how to handle sales objections, rejections and how to improve sales pitches.
- iv. MASMI Sales Training, December 5, 2022
 - a. Underwriting personnel discussed with MASMI students how to strategize marketing to clients and how to think about potential sales to public media.
- v. MASMI Spring Semester Class Preparation, January 30, 2023
 - a. Station Employment Unit underwriting personnel met with students from the Mid-Atlantic Sales and Marketing Institute (MASMI), a research and academic center at the Perdue School of Business at Salisbury University, to discuss various aspects of underwriting sales in public

radio. MASMI prepares students for leadership and career opportunities in sales and marketing in collaboration with industry.

- vi. MASMI Site Visit, April 3, 2023
 - a. MASMI students visited and toured the WSCL/WSDL studios and met with the Director of Production and Operations to learn about various facets of radio broadcasting, including career opportunities. Questions focused on the various functions of public radio broadcasting.

(b) Initiative: Participation in Community Events

- i. Downtown Salisbury Riverwalk Cleanup, August, 2022
Development Director, Membership Director, underwriting sales personnel and on-air music host represented Delmarva Public Media at city event.
- ii. National Folk Festival/ Salisbury MD August 23-25, 2022
Development Director, Membership Director, News Director and underwriting sales personnel represented Delmarva Public Media at the nation's top folk festival held in Salisbury, MD.
- iii. Scribe Concert, Salisbury University October 21, 2022
Live concert recorded outdoors at Salisbury University. Program Director held interview between songs. General Manager, Development Director, Membership Director and underwriting sales personnel also represented Delmarva Public Media.
- iv. Salisbury University Giving Day, April 4, 2023
General Manager, Development Director and Membership Director represented Delmarva Public Media, answering questions from students about careers in media.
- v. Berlin, MD Jazz and Blues Festival, May 6, 2023
Membership and underwriting personnel represented Delmarva Public Media and answered questions about public media.

(c) Initiative: Participation in Mandated Harassment/Discrimination Training, Completed September 30, 2023

- i. All staff participated in and completed harassment/discrimination training as mandated by the Corporation for Public Broadcasting.

(d) Initiative: Student Interns, January – May 2023

- i. A Salisbury University student conducted a 15 hour per week internship, trained by the Director of Production and Operations. Duties included writing, editing and voicing underwriting spots and a weekly cultural calendar segment
- ii. A University of Maryland Eastern Shore student conducted a 9 hour per week internship, trained by the Director of Production and Operations. Duties included writing, editing, reporting, voice work, interviewing and production of a weekly on-air piece.

(e) Initiative: Teaching and Mentoring Students at Salisbury University

- i. Senior Seminar Environmental Studies. Director of Production and Operations conducted weekly 75 minute classroom instruction and 15 additional hours helping students produce and edit audio documentary projects.

- ii. Senior Seminar Spanish Language Arts Class. Director of Production and Operations conducted 5 hours of class session work and 10 additional hours helping students produce and edit audio documentary projects.