

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: May 23, 2019 – May 22, 2020

1) **Employment Unit: Delmarva Public Radio**

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@umes.edu

4) **Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title

Recruitment Source Referring Hiree

Coordinator Member Services and Outreach

Salisbury University Careers Page

5) **Job Title: Coordinator Member Services and Outreach**

Referral Source of Hiree: S.U. Careers Page

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
LinkedIn.com	N/A	LinkedIn.com	N/A	0	No
Salisbury University Careers Page	Marissa Chavez	1101 Camden Avenue Salisbury MD 21801	410-543-6035	3	No
Indeed.com	N/A	Indeed.com	N/A	0	No

6) **Total # of Interviewees Referred:** For the period from May 23, 2019 through May 22, 2020, this Employment Unit interviewed 3 interviewees for 1 full-time job vacancy.

Stations WSCL and WSDL are Equal Opportunity Employers.

7) Supplemental Recruitment Initiatives.

Initiative: Participation in events or programs sponsored by educational institutions

i. MASMI Fall Semester Class Preparation, August 12, 2019

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 21, 2019

MASMI students visited and toured the WSCL/WSDL studios and met with the Chief Operator to learn about various facets of radio broadcasting, including career opportunities. Questions focused on the various functions of public radio broadcasting.

iii. Underwriting script evaluations, December 13, 2019

Underwriting scripts composed and presented by MASMI students were evaluated by Station Employment Unit development and underwriting staff for compliance with Section 399B of the Communications Act, and the FCC's rules, and marketing effectiveness for clients. Students learned the fundamental differences between scripts appropriate for public radio (in light of the FCC's enhanced underwriting policies) and advertising content on commercial radio.

iv. Sales Role Play Exercises, May 4 - 8, 2020

Station Employment Unit development and underwriting staff played the roles of business owners being approached by public radio sales personnel. MASMI students were graded on the effectiveness of their presentations, included demonstrating a comprehensive understanding of public radio.