

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: May 23, 2020 – May 22, 2021

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: gweston@umes.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, 2020 through May 22, 2021, this Employment Unit interviewed 0 interviewees for 0 full-time job vacancies.

6) **Supplemental Recruitment Initiatives.**

(a) Internship Program

The Station Employment Unit conducted an internship program during the spring semester of 2021. A Salisbury University student worked 14 hours per week, primarily in operations with the Chief Operator, but also with sales, development, business, and management. The internship program provided the student an opportunity to acquire skills needed for broadcast employment. The General Manager, Business Manager, Traffic Assistant, Development Director and Membership Director participated in the internship program.

(b) Participation in events or programs sponsored by educational institutions

i. Initiative: Fall Semester MASMI Class Visit, October 19, 2020

Students from the Mid-Atlantic Sales and Marketing Institute (MASMI), a research and academic center at the Perdue School of Business at Salisbury University, visited the WSCL/WSDL studios for a tour and discussions with the Chief Operator about public radio. MASMI prepares students for leadership and career opportunities in sales and marketing in collaboration with industry partners.

ii. MASMI student radio sales discussion, October 26, 2020

Station Employment Unit underwriting sales personnel met with students from MASMI to discuss various aspects of underwriting sales in public radio.

Stations WSCL and WSDL are Equal Opportunity Employers.

iii. Online discussion with MASMI students, November 20, 2020

The Station Employment Unit conducted an online discussion with students. Students were given an opportunity to discuss their sales efforts to this point, and to ask questions regarding sales strategies and challenges. Underwriting Sales Personnel and the Chief Operator participated.

iv. Sales Role Play Exercises, April 26 – 29, 2021

Station Employment Unit development and underwriting personnel 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.