

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: May 23, 2023 – May 22, 2024

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: 410-543-6895
	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, 2023 through May 22, 2024, 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 28, 2023
  - 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 Sales Training, November 6, 2023
  - a. Underwriting sales personnel taught MASMI students how to handle sales objections, rejections, and how to improve sales pitches.
- iii. MASMI Sales Training, December 5, 2023
  - a. Underwriting personnel discussed with MASMI students how to strategize marketing to clients and how to think about potential sales to public media.
- iv. MASMI Spring Semester Class Preparation, January 31, 2024
  - 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.
- v. MASMI Site Visit, April 1, 2024
  - 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.
- vi. MASMI Etiquette Dinner SU Campus May 9, 2024

- a. MASMI students and SU staff attend dinner to give the students the opportunity to attend a “dressed up” dinner and experience a conversational work event that includes social skills.
- vii. Salisbury University Giving Day (Salisbury, MD), April 2, 2024
  - a. Membership and volunteer coordinators represented Delmarva Public Media, answering questions from students about careers in media.
- viii. Fulton Spring Fest (Salisbury, MD), April 5, 2024
  - a. Deputy general manager, volunteer coordinator, underwriting personnel represented Delmarva Public Media, answering questions from students about careers in media.

**(b) Initiative: Participation In Community Events**

- i. Crisfield Bluegrass and Sunset Festival (Crisfield, MD), June 17, 2023
  - a. Development director, membership coordinator, underwriting sales personnel, business office supervisor, production assistant, and on-air music host represented Delmarva Public Media at a day-long bluegrass music festival.
- ii. Nassau Valley Vineyards Farmers Market (Lewes, DE), July 9, Aug 13, Sept 10, Oct 14, 2023
  - a. Underwriting, membership coordinator, development director, and volunteer coordinator represented Delmarva Public Media and answered questions about our stations.
- iii. Delmarva Folk Festival (Houston, DE), Sept 16, 2023
  - a. Underwriting personnel and volunteer coordinator represented Delmarva Public Media and answered questions about public media.
- iv. Maryland Folk Festival (Salisbury, MD), September 22-24, 2023
  - a. Membership coordinator, volunteer coordinator, director of production, news director, underwriting sales personnel, and students represented Delmarva Public Media at multi-stage folk festival held in Salisbury, MD.
- v. Metropolitan Opera Season Kickoff in partnership with Rehoboth Beach Film Society and Opera Delaware (Lewes, DE), Nov 4, 2023
  - a. Underwriting personnel represented Delmarva Public Media and answered questions about our stations.
- vi. Delaware Symphony Orchestra (Lewes, DE), Nov 12, 2023 & March 23, 2024
  - a. Underwriting personnel and classical program host represented Delmarva Public Media and answered questions about public our stations.
- vii. Jazz, Blues, Wine & Brews (Berlin, MD), May 4, 2024
  - a. Deputy general manager, volunteer coordinator, on-air hosts, director of production, and underwriting personnel represented Delmarva Public Media and answered questions about our stations.

**(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, Sept.2023-Dec. 2023 and Jan. 2024-May 2024**

- i. A Salisbury University student participated in a 15 hour per week internship during the fall semester, trained by the Director of Production and Operations. Duties included producing, writing, editing and voicing underwriting spots, some of our homegrown shows, and a weekly cultural calendar segment.

- ii. Two Salisbury University students participated in a 15 hour per week internship throughout the spring semester of 2024, trained by the Director of Production and Operations. Duties included writing, editing, reporting, voice work, interviewing and production of a weekly on-air pieces.

**(e) Initiative: Teaching and Mentoring Students at Salisbury University, Sept. 2023-Dec. 2023 and Jan. 2024-May 2024**

- i. Senior Seminar Environmental Studies. Director of Production and Operations conducted weekly 75 minute classroom instruction, and 15 additional hours during the fall semester, helping students write, edit, produce and release an hour-long audio documentary project, which then aired on WESM and WSDL on “Delmarva Today.”
- ii. Launched weekly student-run five-minute newscast on WSDL 90.7FM in April 2024. Director of Production and Operations and Production Assistant during the spring semester oversaw a group of 4-5 SU students (comprised of volunteers, interns, and work study students) who worked together to write, edit, produce and voice a weekly locally focused newscast.
- iii. Audio/Digital Media Studies class. Director of Production and Operations conducted several 75-minute classroom instructions and 10 additional hours during the spring semester helping students execute all aspects of an audio news story assignment.