

**ADAMS RADIO OF DELMARVA PENINSULA**  
**WGBG-FM, WUSX-FM, WOCQ-FM, WZBH-FM, WOCQ-HD2**

**ANNUAL EEO PUBLIC FILE REPORT**  
**April 01, 2018- March 31, 2019**  
**THIS UNIT HAS MORE THAN 11 EMPLOYEES**

**I. VACANCY LIST**

**See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data**

| <b>Job Title</b>        | <b>Recruitment Sources (“RS”) Used to Fill Vacancy</b> | <b>Number of Interviewee’s</b> | <b>RS Referring Hiree</b> |
|-------------------------|--|--------------------------------|---------------------------|
| Account Executive ****  | 2,3,4,5,8,9,11,14,15,20                                | 3                              | 11                        |
| Director of Sales       | 12,13,21   | 7                              | 12                        |
| On-Air Personality      | 1,15,18  | 4                              | 18                        |
| Account Executive       | 2,3,4,5,8,9,13,14,15,20                                | 5                              | 13,14,15                  |
| Director of Sales       | 16   | 1                              | 16                        |
| On-Air Personality      | 1,15,21  | 3                              | 21                        |
| Account Executive       | 2,3,4,5,8,9,15,21                                      | 3                              | 15,21,21                  |
|                         |  |                                |                           |
|                         |  |                                |                           |
|                         |  |                                |                           |
|                         |  |                                |                           |
|                         |  |                                |                           |
|                         |  |                                |                           |
| *** HIRED 7 AE’S        |  |                                |                           |
|                         |  |                                |                           |
|                         |  |                                |                           |
|                         |  |                                |                           |
|                         |  |                                |                           |
|                         |  |                                |                           |
|                         |  |                                |                           |
|                         |  |                                |                           |
| <b>Total Interviews</b> |  | <b>26</b>                      |                           |

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

| RS Number | RS Information  | Has Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over reporting period |
|-----------|---|---|--|
| 1         | All Access<br>28955 Pacific Coast Highway Suite 210<br>Malibu, CA 90265<br>310-457-6616<br>www.allaccess.com                        | N   | 1  |
| 2         | Salisbury University<br>1101 Camden Ave, Ste 101<br>Salisbury, MD 21801<br>410-677-5068   | N   | 0  |
| 3         | Coppin State University<br>Career Development<br>2500 W North Ave<br>Baltimore, MD 21216<br>410-951-3666                            | N   | 0  |
| 4         | University of Maryland Eastern Shore<br>Career Services<br>30665 Student Services Center<br>Princess Anne, MD 21853<br>410-651-7747 | N   | 0  |
| 5         | Morgan State University<br>1700 E Cold Spring Lane<br>Montebello Complex C-11<br>Baltimore, MD 21251                                | N   | 0  |
| 6         | Client Referrals  | N   | 0  |
| 7         | Delaware Dept. of Labor<br>600 N. Dupont Highway, Ste 207<br>Georgetown, DE 19947<br>Joblink.delaware.gov                           | N   | 0  |
| 8         | Delaware Technical College<br>PO Bo 610<br>Georgetown, DE 19947<br>302-857-1027   | N   | 0  |
| 9         | Wor-Wic Community College-Career Center<br>32000 Campus Drive<br>Salisbury MD 21804<br>410-334-2903                                 | N   | 0  |

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| RS Number | RS Information  | Has Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over reporting period |
|-----------|---|---|--|
| 10        | Lower Shore American Job Center<br>31901 Tri-County Way, Suite 111,<br>Salisbury, Maryland 21804<br>Telephone: 410-341-8533<br><a href="mailto:dlwdalsalisbury-dllr@maryland.gov">dlwdalsalisbury-dllr@maryland.gov</a> | N   | 0  |
| 11        | Indeed<br>470 W. Ave.<br>Stamford, CT 06902<br>203-564-2418<br>www.indeed.com   | N   | 3  |
| 12        | Linkedin Network (Job Board Posting)<br>1000 W. Maude Avenue.<br>Sunnyvale CA 94085<br>650-687-3600<br>www.linkedin.com   | N   | 5  |
| 13        | Non-Employee Referral/Industry Peer   | N   | 2  |
| 14        | On-Air Announcements<br>WGBG-FM, WUSX-FM, WOCQ-FM,<br>WZBH-FM, WOCQ-HD2   | N   | 2  |
| 15        | Station Website/Facebook Posting<br>WGBG-FM, WUSX-FM, WOCQ-FM,<br>WZBH-FM, WOCQ-HD2   | N   | 5  |
| 16        | Self-Referral/Walk In   | N   | 1  |
| 17        | Zip Recruiter<br>800-557-9015<br>www.ziprecruiter.com   | N   | 0  |
| 18        | Internal posting/Advancement within/Part-time to Full-time position/Internship hire   | N   | 1  |
| 19        | Traffic Directors Guild of America  | N   | 0  |
| 20        | Job Fair Applicant  | N   | 1  |
| 21        | Employee Referral   | N   | 5  |

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**III. RECRUITMENT INITIATIVES**

|    | <b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b> | <b>BRIEF DESCRIPTION OF ACTIVITY</b>  |
|----|--|---|
| 1. | Attended a Job Fair                                    | On April 26, 2018 the SEU participated in Delaware's Congressional Delegation Job Fair. The SEU participated by working in designated booth collecting resumes and interviewing qualified candidates. The event was attended by Business Manager and Account Executive.   |
| 2. | Training Program – Sales Department                    | <p>Throughout the period the SEU has established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <ul style="list-style-type: none"> <li>• Sales Training – All Sales and New Marketing Consultants – Radio Advertising Bureau (RAB). Done through Webinars and in-person training sessions. This was to aid them with selling tools, to better learn our audience, and the needs of their clients.</li> <li>• Sales Training – All Sales and New Marketing Consultants – The Center for Sales Strategy (CSS). Done through in-person training sessions and online courses. This was to aid them with proper selling tools and techniques.</li> </ul> |
| 3. | Attended a Job Fair                                    | On September 25, 2018 the SEU participated in Salisbury University's 2018 Fall Job/Internship Fair. The SEU participated by setting up OC104 van and collecting resumes and interviewing qualified candidates. The event was attended by Business Manager and three Account Executives.   |

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|----|--|--|
| 4. | Attended a Job Fair                                    | On October 5, 2018 the SEU participated in the Mid-Atlantic Sales & Marketing Institute (MASMI) Sales Job & Internship Fair at Salisbury University. The SEU participated by performing in the Sponsors Elevator Pitch Competition, working in the booth collecting resumes, and interviewing qualified students. The event was attended by Business Manager and Senior Sales Executive. |
| 5. | Attended a Job Fair                                    | On October 12, 2018 the SEU participated in 13 <sup>th</sup> Annual Job and Career Fair presented by Lower Shore American Job Center & Salisbury Area Chamber of Commerce. The SEU participated by working in the booth collecting resumes and interviewing qualified candidates. The event was attended by Business Manager and Senior Account Executive.                               |
| 6. | Attended a Job Fair                                    | On October 22, 2018 the SEU participated in the Laurel DE Public Library's Job Fair. The SEU participated by working in the booth collecting resumes and interviewing qualified candidates. The event was attended by Business Manager.  |
| 7. | Attended a Job Fair                                    | On March 8, 2019 the SEU participated in the Mid-Atlantic Sales & Marketing Institute (MASMI) Sales Job & Internship Fair at Salisbury University. The SEU participated by performing in the Sponsors Elevator Pitch Competition, working in the booth collecting resumes, and interviewing qualified students. The event was attended by Business Manager and Director of Sales.        |
| 8. | Attended a Job Fair                                    | On March 30, 2019 the SEU participated in 34 <sup>th</sup> Annual Ocean City, MD Job Fair hosted by the Greater Ocean City Chamber of Commerce. The SEU participated by setting up station van and collecting resumes and interviewing qualified candidates. The event was attended by Business Manager and Senior Account Executive.  |

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|     | <b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b> | <b>BRIEF DESCRIPTION OF ACTIVITY</b>  |
|-----|--|---|
| 9.  | Training Program – All Employees                       | Throughout the period the SEU has established training programs designed to enable station personnel to acquire knowledge of proper Human Resources behavior and activities. Mandatory Training to include:<br>Preventing Workplace Harassment for Employees<br>Preventing Workplace Harassment (Supervisor Standard)<br>Diversity in the Workplace   |
| 10. | Internship Program                                     | Internships offered to students attending local universities. Our internship program offers an opportunity to experience the day-to-day activities of a commercial radio station. Receive hands-on education and training on the planning, coordination, and execution of the radio business. Sales and account management training as appropriate. Interns receive educational/college credit.<br>Summer Semester 2018 – 3 interns<br>Fall Semester 2018 – 6 one-day MASMI sales internships<br>Spring Semester 2019 – 4 interns<br>Spring Semester 2019 – 5 one-day MASMI sales internships |