

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

ANNUAL EEO PUBLIC FILE REPORT
April 01, 2019- March 31, 2020
THIS UNIT HAS MORE THAN 11 EMPLOYEES

I. VACANCY LIST

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

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	Number of Interviewee’s	RS Referring Hiree
On-Air Personality	1,15,18,20	4	1
General Manager	1,12,15	6	12
Programming Director/On-Air	1,15,18	4	1
Promotions & Marketing Director	1,15,18	2	1
Account Executive ***	1,2,4,9,13,14,15,21	4	15,21
Director of Sales	1,11,12,15	3	11
On-Air Personality	1,15,18,21	4	18
Account Executive	1,2,4,9,13,14,15,21	7	14,14
Operations Manager	1, 18, 21	6	18
*** HIRED 4 AE’S			
Total Interviews		40	

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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 28955 Pacific Coast Highway Suite 210 Malibu, CA 90265 310-457-6616 www.allaccess.com	N	1
2	Salisbury University 1101 Camden Ave, Ste 101 Salisbury, MD 21801 410-677-5068	N	0
3	Coppin State University Career Development 2500 W North Ave Baltimore, MD 21216 410-951-3666	N	0
4	University of Maryland Eastern Shore Career Services 30665 Student Services Center Princess Anne, MD 21853 410-651-7747	N	0
5	Morgan State University 1700 E Cold Spring Lane Montebello Complex C-11 Baltimore, MD 21251	N	0
6	Client Referrals	N	0
7	Delaware Dept. of Labor 600 N. Dupont Highway, Ste 207 Georgetown, DE 19947 Joblink.delaware.gov	N	0
8	Delaware Technical College PO Bo 610 Georgetown, DE 19947 302-857-1027	N	0
9	Wor-Wic Community College-Career Center 32000 Campus Drive Salisbury MD 21804 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 31901 Tri-County Way, Suite 111, Salisbury, Maryland 21804 Telephone: 410-341-8533 dlwdalsalisbury-dllr@maryland.gov	N	0
11	Indeed 470 W. Ave. Stamford, CT 06902 203-564-2418 www.indeed.com	N	3
12	Linkedin Network (Job Board Posting) 1000 W. Maude Avenue. Sunnyvale CA 94085 650-687-3600 www.linkedin.com	N	5
13	Non-Employee Referral/Industry Peer	N	2
14	On-Air Announcements WGBG-FM, WUSX-FM, WOCQ-FM, WZBH-FM, WOCQ-HD2	N	2
15	Station Website/Facebook Posting WGBG-FM, WUSX-FM, WOCQ-FM, WZBH-FM, WOCQ-HD2	N	5
16	Self-Referral/Walk In	N	1
17	Zip Recruiter 800-557-9015 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

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1.	Attended MASMI Sales Championship (Recruitment Opportunity)	On May 10, 2019 the SEU participated in the Mid-Atlantic Sales & Marketing Institute (MASMI) Sales Championship at Salisbury University. The SEU participated by judging student Elevator Pitch and Sales Competitions. The event was attended by Director of Sales. Recruiting opportunity for sales candidates after spring graduation.
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"> • 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. • 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. • Sales Training – All Sales and New Marketing Consultants – P1 Learning. Done through Webinars and online courses. This was to aid them with proper selling tools and techniques.
3.	Attended a Job Fair	On September 24, 2019 the SEU participated in Salisbury University's 2019 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, 3 On-Air Staff and 2 interns.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4.	Attended a Job Fair	On March 4, 2020 the SEU participated in Salisbury University's 2020 Spring Job/Internship Fair. The SEU participated by collecting resumes and interviewing qualified candidates. The event was attended by Business Manager.
5.	Training Program – All Employees	<p>Throughout the period the SEU has established training programs designed to enable station personnel to acquire knowledge of proper Human Resources behavior and activities.</p> <p>Mandatory Training to include: Preventing Workplace Harassment for Employees Preventing Workplace Harassment (Supervisor Standard) Diversity in the Workplace</p>
6.	Internship Program	<p>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.</p> <p>Fall Semester 2019 – 2 interns from Salisbury University (Focus: programming, and sales)</p> <p>Spring Semester 2020 – 2 interns from Salisbury University (Focus: marketing, programming and sales)</p>