

**Delmarva Broadcasting Company
OUTREACH INITIATIVES WORKSHEET**

1. **Station Employment Unit: WICO AM, WICO FM, WXMD FM, WQJZ FM AND WXJN FM.**
2. **Annual Reporting Period: April 1, 2003 – March 31, 2004**
 - ***Station Employment Units with >10 Full-Time Employees:*** Although the following information must be included annually in the "EEO Public File Report," station employment units with >10 full-time employees must engage in four of the options listed below during each two-year period ending on the anniversary of the license renewal Application due date.
 - ***Station Employment Units with 5-10 Full-Time Employees or Located in Small Market Area:*** Although the following information must be included annually in the "EEO Public File Report," each station employment unit with 5-10 full-time employees must engage in two of the options listed below during the relevant two-year period. Likewise, station employment units consisting solely of station(s) licensed to a community in a county that is not in a metropolitan area (as defined by OMB) or is in a metropolitan area with a population of less than 250,000 people must engage in two of the options listed below during the relevant two-year period.

3. Check each option in which you engaged during the annual reporting period:
- Attach a brief description and supporting documentation that details the nature of the activity and the scope of station participation, including personnel involved.

Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.	
Hosting at least one job fair.	
Co-sponsoring at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.	X
Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.	
Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	
Participation in job banks, Internet programs, and other programs designed to promote outreach generally (<i>i.e.</i> , that are not primarily directed to providing notification of specific job vacancies).	X
Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.	
Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	X
Establishment of a mentoring program for station personnel.	
Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	
Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.	
Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.	
Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.	
Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	
Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.	
Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	

Job Fair Co-Sponsor

During the filing period, WICO AM, WICO FM, WXMD FM, WQJZ FM AND WXJN FM co-sponsored the Maryland-DC-Delaware Broadcasters Association Job Fair on March 15, 2004 in Salisbury. The Job Fair was promoted on all Delmarva Broadcasting stations in the market as an excellent way to learn about the broadcasting industry and interview with local media companies. Both TV and Radio were represented. Minority and female job seekers were particularly encouraged to attend.

Job Fair Participant

WICO AM, WICO FM, WXMD FM, WQJZ FM AND WXJN FM attended the University of Maryland Eastern Shore Job Fair on March 11, 2004. Through the office of Career Services, this event is specifically targeted at the school's predominantly African-American student body. Information about radio careers was shared with each attendee and on the spot interviews were conducted with all interested students.

INTERNET JOB BANK

WICO AM, WICO FM, WXMD FM, WQJZ FM AND WXJN FM extensively promote the delmarvajobs.com internet jobs site. The site offers free resume posting for job seekers. As of the end of the filing period, 2,579 people had taken advantage of this opportunity. The site's operation is paid for in part by the stations. It is the first outlet to receive postings of the radio station's openings.

EMPLOYEE TRAINING

All managers and management trainees at WICO AM, WICO FM, WXMD FM, WQJZ FM AND WXJN FM are participating in a company wide leadership training program. The program educates participants in key leadership and team building skills. As the company grows, these skills will assist participants in taking on more responsibility and gaining promotions.

Delmarva Broadcasting Company also provides tuition reimbursement for secondary education. Currently, one fulltime employee is receiving assistance to complete their college degree. Education is an important part of advancement within the company and one reason why the company helps defray the cost.

Delmarva Broadcasting Company

EEO PUBLIC FILE REPORT WORKSHEET

- Each year, on the anniversary of a station's license renewal application due date, an "EEO Public File Report" must be placed in the station's Public File and on the station's internet website (if applicable).
- Complete this worksheet every six months -- on the anniversary of the station's license renewal application due date and at the six-month mid-point -- using information from the "Job Vacancy Worksheets."
- Two consecutively completed "EEO Public File Report Worksheets" -- covering a time period from one anniversary of the station's license renewal application due date to the next -- placed together (along with an "Outreach Initiatives Worksheet") *may be used as the annual EEO Public File Report.*

1. **Station Employment Unit: WICO A/F, WXJN FM, WQJZ FM, WXMD FM**

2. **Annual Reporting Period: October 1, 2003 – March 31, 2004**

3. Complete chart for **each full-time** job vacancy that was **filled during** relevant six months of the Annual Reporting Period:

Job Title	Date Filled	Hired Person Referred By Which Recruitment Source?
Traffic Director	2-23-2004	Delmarvajobs.com

4. How many total candidates were interviewed to fill the full-time job vacancies listed above? 139 applicants / 12 interviewed
5. List all recruitment sources used during the Annual Reporting Period.
- A recruitment source is one that regularly distributes information about employment opportunities to job seekers or refers job seekers to employers.
 - Attach additional sheets to reflect additional recruitment sources.

Recruitment Source for Traffic Director/Receptionist	Total Number of Applicants from Source	Total Number of Interviewees from Source
Daily Times delmarvanow.com careerbuilders.com 115 Carroll St. Salisbury, MD 21801 410-749-7171	93	10
University of Maryland Eastern Shore Princess Anne, MD 410-651-6401	0	n/a
Maryland Job Service Carol Torre PO Box 4278 Salisbury, MD 21803	1	0
Delmarvajobs.com 2727 Shipley Rd. Wilmington, DE 19810 302-478-2700	45	2

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1. **Station Employment Unit: WICO A/F, WXJN FM, WQJZ FM, WXMD FM**

2. **Reporting Period: April 1, 2003 – September 30, 2003**

3. Complete chart for **each full-time** job vacancy that was **filled during** relevant six months of the Annual Reporting Period:

Job Title	Date Filled	Hired Person Referred By Which Recruitment Source?
N/A	N/A	No positions were filled during this time period.

4. How many total candidates were interviewed to fill the full-time job vacancies listed above?
5. List all recruitment sources used during the Annual Reporting Period.
- A recruitment source is one that regularly distributes information about employment opportunities to job seekers or refers job seekers to employers.
 - Attach additional sheets to reflect additional recruitment sources.

