



DELMARVA BROADCASTING COMPANY

EEO PUBLIC FILE REPORT

- ◆ Station Employment Unit: WICO A/F, WXJN FM, WQJZ FM, WXMD FM
919 Ellegood, St., Salisbury, MD 21801
410-219-3500
- ◆ Annual Reporting Period: April 1, 2005 – March 31, 2006
- ◆ Full-time job vacancies filled during the annual reporting period:

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Air Personality – WXMD FM	8-02-2005	Allaccess.com
Account Executive – All Stations	8-22-2005	Delmarvajobs.com
Air Personality – WICO FM / WXJN FM	1-23-2006	Internal Company Posting

- ◆ Total number of applicants for the full-time job vacancies listed above: 186
- ◆ Total number of candidates interviewed from this pool of applicants: 21
- ◆ A listing of all recruitment sources used during the annual reporting period by position follows.

Recruitment Source for Account Executive All Stations	Total Number of Applicants from Source	Total Number of Interviewees from Source
Daily Times Newspaper careerbuilders.com website 115 Carroll St. Salisbury, MD 21801 410-749-7171	3 8	1 1
University of Maryland Eastern Shore Princess Anne, MD 410-651-6401	0	0
Employee Referral Salisbury, MD 21803	2	2
Delmarvajobs.com 2727 Shipley Rd. Wilmington, DE 19810 302-478-2700	3	1
Howard University 2400 Sixth Street, NW, Washington, DC 20059 - Phone: 202-806-6100	1	1
Maryland Job Service 917 Mt. Hermon Road, Suite 1, Salisbury, MD 21804 - 5105 (410) 341-8533	1	1
Delaware State News P.O. Box 737 Dover, Delaware 19903 302-741-8297	1	0
Unsolicited / Walk in	2	0

Account Executive Summary:

21 Applicants

7 Interviews

Recruitment Source for Air Personality WXMD FM Format: Rock AC	Total Number of Applicants from Source	Total Number of Interviewees from Source
Allaccess.com Radio Industry Website	56	5
Delaware Technical Institute Georgetown, DE	0	0
University of Maryland Eastern Shore Princess Anne, MD 410-651-6401	0	0
DCRTV.com Broadcasting Website	1	1
Delmarvajobs.com 2727 Shipley Rd. Wilmington, DE 19810 302-478-2700	0	0
AMFMJOBS.COM Radio Industry Website	9	0
TVANDRADIOJOBS.com Broadcast Industry Website	3	0
Radionline.com Radio Industry Website	20	0
Howard University 2400 Sixth Street, NW, Washington, DC 20059 - Phone: 202-806-6100	2	0
MDCD Broadcasters Job Bank MDCD.com	0	0
Black Broadcasters Alliance Thebba.com	0	0
National Association of Broadcasters Nab.org	0	0
Delmarva Broadcasting In House Job Posting	2	1

Air Personality Summary:

93 Applicants

7 Interviews

Recruitment Source for Air Personality WICO FM / WXJN FM Format: Country	Total Number of Applicants from Source	Total Number of Interviewees from Source
Allaccess.com Radio Industry Website	25	2
Delaware Technical Institute Georgetown, DE	0	0
University of Maryland Eastern Shore Princess Anne, MD 410-651-6401	0	0
DCRTV.com Regional Broadcasting Website	2	1
Delmarvajobs.com 2727 Shipley Rd. Wilmington, DE 19810 302-478-2700	6	0
AMFMJOBS.COM Radio Industry Website	6	0
TVANDRADIOJOBS.com Broadcast Industry Website	19	2
Radioonline.com Radio Industry Website	0	0
Howard University 2400 Sixth Street, NW, Washington, DC 20059 - Phone: 202-806-6100	0	0
MDCD Broadcasters Job Bank MDCD.com	0	0
Black Broadcasters Alliance Thebba.com	0	0
National Association of Broadcasters Nab.org	1	0
Delmarva Broadcasting In House Job Posting	2	2
Allaboutcountry.com Country radio website	11	0

Air Personality Summary:

72 Applicants

7 Interviews



DELMARVA BROADCASTING COMPANY

OUTREACH INITIATIVES REPORT

- ◆ Station Employment Unit: WICO AM/FM, WXJN FM, WQJZ FM, WXMD FM
919 Ellegood, St., Salisbury, MD 21801
410-219-3500

- ◆ Annual Reporting Period: April 1, 2005 – March 31, 2006

- ◆ This station employment unit has more than ten Full-Time Employees; the stations are located in a “smaller market” as defined by the FCC for the purposes of the FCC’s EEO outreach initiatives.

- ◆ A listing of the stations’ outreach efforts during the reporting period follows below.

INTERNSHIP PROGRAM

During the filing period, WICO AM, WICO FM, WXMD FM, WQJZ FM AND WXJN FM coordinated and Internship Program with the University of Maryland Eastern Shore. The stations hosted two African American student interns between October and December 2005.

Through the internship, students were exposed to all operations in the station including sales, programming and business office. The internship supervisor was the News Director. The stations' Operations Manager, Production Director and General Sales Manager also spent time with the interns.

Over the course of the program, the students learned production skills, computer based editing and on air reporting. School credit was given for participation.

A previous student in the Internship program, an African-American male, was hired as a part-time producer in the fall of 2004 and is still employed with the stations.

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, 3,591 people had taken advantage of this opportunity. The site's operation is paid for in part by the stations and it is promoted every week of the year on all 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.

BROADCASTING JOB FAIR

Station General Manager, Operations Manager and General Sales Manager all participated in the National Association of Broadcasters Career Fair on September 21, 2005 in Philadelphia. Minorities and women comprised the largest group of job seekers at this event coordinated by the Educational Foundation arm of the association.