



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, 2007 – March 31, 2008
- ◆ Full-time job vacancies filled during the annual reporting period:

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Account Executive	04/16/07	Careerbuilder.com
Account Executive	07/23/07	Delmarva Jobs.com
General Sales Manager	10/24/07	Careerbuilder.com

- ◆ Total number of applicants for the full-time job vacancies listed above: **90**
- ◆ Total number of candidates interviewed from this pool of applicants: **17**
- ◆ 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 careerbuilder.com website 115 Carroll St. Salisbury, MD 21801 410-749-7171	7 12	0 2
University of Maryland Eastern Shore Princess Anne, MD 410-651-6401	0	0
Employee Referral Salisbury, MD 21803	0	0
Delmarvajobs.com 2727 Shipley Rd. Wilmington, DE 19810 302-478-2700	3	0
Howard University 2400 Sixth Street, NW, Washington, DC 20059 - Phone: 202-806-6100	0	0
Maryland Job Service 917 Mt. Hermon Road, Suite 1, Salisbury, MD 21804 - 5105 (410) 341-8533	4	1
On-Air WICO-AM, WXJN-FM, WQJZ-FM, WXMD-FM, WICO-FM	2	1
Unsolicited / Walk in	1	0
TOTALS	29	7

Recruitment Source for Account Executive All Stations	Total Number of Applicants from Source	Total Number of Interviewees from Source
Daily Times Newspaper careerbuilder.com website 115 Carroll St. Salisbury, MD 21801 410-749-7171	3 16	0 2
University of Maryland Eastern Shore Princess Anne, MD 410-651-6401	0	0
Employee Referral Salisbury, MD 21803	0	0
Delmarvajobs.com 2727 Shipley Rd. Wilmington, DE 19810 302-478-2700	4	1
Howard University 2400 Sixth Street, NW, Washington, DC 20059 - Phone: 202-806-6100	0	0
Maryland Job Service 917 Mt. Hermon Road, Suite 1, Salisbury, MD 21804 - 5105 (410) 341-8533	0	0
TOTALS	23	3

Recruitment Sources for Regional GSM / Local SM / Account Executive	Total Number of Applicants from Source	Total Number of Interviewees from Source
DelmarvaJobs.com c/o Delmarva Broadcasting Company PO Box 7492, Wilmington, DE 19803 Mark Weidel (302) 478-2700	RGSM – 1 GSM – 1 AE – 2	RGSM – 1 GSM – 1 AE –
Salisbury Daily Times delmarvanow.com careerbuilders.com Shakeem Brown sbrown5@gannett.com 115 Carroll St., Salisbury, MD 21801 (410) 749-7171	RGSM – GSM – AE –	RGSM – GSM – AE –
News Journal Wilmington, DE 19803 Stephanie Glavey (302) 324-2655 sglavey@delawareonline.com (replaced Jennifer Horton 324-2757)	RGSM – 3 GSM – AE – 1	RGSM – 1 GSM – AE –
Career Builder (Part of News Journal) Wilmington, DE 19803	RGSM –2 GSM –2 AE – 7	RGSM – GSM – 1 AE –
Inside Radio, Littleton OH (800) 640-8852 Gene McKay genemckay@insideradio.com	RGSM – 11 GSM – 4 AE – 2	RGSM – 3 GSM – AE –
Radio Ink, West Palm Beach, FL (561) 655-8778 Tom Elmo tomelmo@radioink.com	RGSM – GSM – AE –	RGSM – GSM – AE –
Delaware State News, Dover DE Misty Ridgeway (302) 741-8240 (877) 223-1503 mridgeway@newszap.com	RGSM – GSM – AE –	RGSM – GSM – AE –
NABEF Broadcast Career Center Karen Hunter (202) 429-5498 1771 N Street NW, Wash DC 20036 nabef@nab.org	RGSM – GSM – 1 AE –	RGSM – GSM – AE –
Internal Candidate	RGSM – GSM – AE –	RGSM – GSM – AE –
Internal Posting via E-Mail	RGSM – 1 GSM – AE –	RGSM – GSM – AE –
Unsolicited External Candidate	RGSM – GSM – 1 AE – 1	RGSM – GSM – AE –
TOTALS	RGSM – 18 GSM – 7 AE – 13	RGSM – 5 GSM – 2 AE – 0



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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, 2007 – March 31, 2008
- ◆ 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 continued its Internship Program with the University of Maryland Eastern Shore.

Though no students participated in the program during this reporting period, our News Director, who is a professor at the college, gave credits for projects completed from visiting the stations and talking to station personnel about production skills, computer based editing and on-air reporting.

The program has produced interns in the past including two African American students who are currently employed in part-time positions 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. 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/PROFESIONAL DEVELOPMENT

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.

Company-wide, employee professional development included:

September 6, 2006 - Air personality Performance Development – Valerie Geller
November 29, 2006 – Marketing and Client Merchandising Seminar – Doug Harris

September 6, 2007 – Libel & Slander seminar – GM's, Program & Operations Managers and Air Personalities – Pepper Hamilton LLP

October 10, 2007 – Financial Management seminar for Department Heads – Wilmington University

March 12, 2008 – Professional Development and Best Practices in Traffic & Billing – GM's, GSM's, Business and Traffic managers

Delmarva Broadcasting Company also provides tuition reimbursement for secondary education. Education is an important part of advancement within the company and one reason why the company helps defray the cost.

VIRTUAL JOB FAIR

As part of our commitment to seek new sources of quality applicants our managers created the DBC Virtual Job Fair. The first Virtual Job Fair was hosted on Delmarva Jobs.com website in March 2007. Additional Virtual Job Fairs were conducted September 10-23, 2007 and March 31-April 13, 2008. Support marketing included an extensive radio schedule on eleven stations. Applications received are on file.

BROADCASTING JOB FAIRS

Six representatives of the stations (including the CEO, SVP, and corporate Broadcast Engineer) participated in the NAB Radio Show Career Fair in Charlotte, North Carolina on September 26, 2007.

Three representatives of the stations (including the Business Manager and Marketing Director) participated in the University of Delaware Spring Career Fair on April 17, 2007

The Sales Manager participated in the Wilmington University Career Fair, on March 13, 2008.