



DELMARVA BROADCASTING COMPANY

EEO PUBLIC FILE REPORT

- ◆ Station Employment Unit: WICO A/F, WZKT FM, WQJZ FM, WKTT FM
919 Ellegood, St., Salisbury, MD 21801
410-219-3500
- ◆ Annual Reporting Period: April 1, 2008 – March 31, 2009
- ◆ Full-time job vacancies filled during the annual reporting period:

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Account Executive	09/02/08	Employee Referral

- ◆ Total number of applicants for the full-time job vacancies listed above: **149**
- ◆ Total number of candidates interviewed from this pool of applicants: **32**
- ◆ 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	1 76	1 7
University of Maryland Eastern Shore Princess Anne, MD 410-651-6401	0	0
Newszap.com Delaware State News Dover, DE 800-282-8586	1	0
Employee Referral Salisbury, MD 21803	5	5
Sologig.com Chicago, IL 877-765-6444	2	0
iHirebroadcasting.com Angola, IN 877-798-4854	1	0
Salisbury Chamber of Commerce Job Fair Salisbury, MD 21803 410-749-0144	7	7
Delmarvajobs.com 2727 Shipley Rd. Wilmington, DE 19810 302-478-2700	38	8
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	3	1
On-Air WICO-AM, WXJN-FM, WQJZ-FM, WXMD-FM, WICO-FM	0	0
Unsolicited / Walk in	15	3
TOTALS	149	32



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OUTREACH INITIATIVES REPORT

- ◆ Station Employment Unit: WICO AM/FM, WZKT-FM, WKTT-FM, WQJZ-FM
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410-219-3500

- ◆ Annual Reporting Period: April 1, 2008 – March 31, 2009

- ◆ 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, WKTT FM, WQJZ FM AND WZKT 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

One person contacted our stations through delmarvajobs.com for an internship in sales and was accepted into our program from June 2 – July 31, 2008.

INTERNET JOB BANK

WICO AM, WICO FM, WKTT FM, WQJZ FM AND WZKT 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, WKTT FM, WZKT FM and WQJZ 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:

- All managers and management trainees at WICO AM, WICO FM, WKTT FM, WZKT FM and WQJZ 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.
- **April 23, 2008** - DBC programming Meeting – Sheraton Hotel, Dover. Attended by programming staff, Operations Manager & Music Director
- **April 29, 2008** - RAB Webinar “Driving Dealers to Radio” presented by the RAB. Attended by Sales Team, GM and GSM
- **June 11, 2008** - DBC Sales Seminar attended by account representatives, GSM and GM
- **September 9 – 11, 2008** RAB Sales Training Academy in Philadelphia. Attended by Account Executive Chelsea Whittaker
- **September 25, 2008** - DBC Programming Meeting-Sheraton Inn, Dover, DE. Attended by Programming Staff, Operations Manager & Music Director
- **November 16 – 17** Human Resources Training at Lancaster Newspapers, Corporate Headquarters, Lancaster, PA. Attended by Business Manager
- **February 11, 2009** - Sales Training - Sheraton Hotel Dover, DE, Presented by Sandler Training. Attended by Sales Team, GSM & GM

- **February 19, 2009** – In-House Sales Training presented by Arbitron Representative Kristin Powell. Attended by Sales Team, GM and GSM
- **March 2, 2009** – In-house Sales Training presented by Sandler Training. Attended by Sales Team, GM and GSM
- **March 2, 2009** – In-house Sales Training presented by Sandler Training. Attended by Sales Team, GM and GSM
- **March 24, 2009** - DBC Sales Internet Training in Bridgeville, DE, attended by GSM and Sales Team
- 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.

BROADCASTING JOB FAIRS

- **March 31 – April 13, 2008** - DBC Virtual Job Fair hosted on delmarvajobs.com. Support marketing included an extensive radio schedule on eleven radio stations.
- **September 8 – 21, 2008** - DBC Virtual Job Fair hosted on delmarvajobs.com. Support marketing included an extensive radio schedule on eleven radio stations.
- **October 2, 2008** - Two representatives of the stations (Operations Manager & General Sales Manager) participated in the University of Maryland Eastern Shore
- **October 16, 2008** - The General Sales Manager and Operations Manager participated in the Salisbury Area Chamber of Commerce Job Fair on October 16, 2008.