



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, 2009 – March 31, 2010
- ◆ Full-time job vacancies filled during the annual reporting period:

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Account Executive	11/30/09	Careerbuilder.com

- ◆ Total number of applicants for the full-time job vacancies listed above: **131**
- ◆ Total number of candidates interviewed from this pool of applicants: **14**
- ◆ 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
careerbuilder.com website 115 Carroll St. Salisbury, MD 21801 410-749-7171	75	2
Employee Referral Salisbury, MD 21803	3	3
Cape Gazette Lewes, DE 19958 302-645-7700	1	1
Salisbury Chamber of Commerce Job Fair Salisbury, MD 21803 410-749-0144	13	7
Delmarvajobs.com 2727 Shipley Rd. Wilmington, DE 19810 302-478-2700	36	1
On-Air WICO-AM, WXJN-FM, WQJZ-FM, WXMD-FM, WICO-FM	1	0
Unsolicited / Walk in	2	0
<b>TOTALS</b>	<b>131</b>	<b>14</b>



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## OUTREACH INITIATIVES REPORT

- ◆ Station Employment Unit: WICO AM/FM, WZKT-FM, WKTT-FM, WQJZ-FM  
919 Ellegood St., Salisbury, MD 21801  
410-219-3500
- ◆ Annual Reporting Period: April 1, 2009 – March 31, 2010
- ◆ 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.

One student participated in the program during this reporting period, our News Director, a professor at the college was the internship supervisor and gave credits for projects completed. The General Manager, Program Director, Production Director, Promotions Manager, and on-air Personalities spent time training the intern.

Through the internships, students were exposed to all operations at the stations including sales, programming, radio production, marketing and business administration. Over the course of the internship program, the students also learned production skills, computer-based editing and on-air reporting.

The General Manager attended a Salisbury University Career Services program on April 1, 2009, outlining the procedures and availability of interns at the college.

## **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 WDEL AM AND WSTW FM are participating in a Company-wide leadership training program. The program educates participants in key leadership and teambuilding skills. As the Company grows, these skills will assist participants in taking on more responsibility and gaining job promotions.

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.

Company-wide, employee professional development included:

- Delmarva Broadcasting Company has contracted with Sandler Training to offer Sales Technique Training for our sales staff. In-house training was conducted on the following dates – **4/9/09, 4/24/09, 5/1/09, 6/12/09, 8/19/09, 2/3/10, 3/24/10.**

**April 15, 2009** – Webinar, Manager training – “Managing Sales in a Tough Economy” presented by TazMedia, Inc.

## **BROADCASTING JOB FAIRS**

- **April 9, 2009** - Two representatives of the stations (Operations Manager & General Manager) participated in the University of Maryland Eastern Shore Annual Spring Career Fair.
- **September 23, 2009**  
Five representatives from Delmarva Broadcasting Company (including the CEO, SVP, 2 General Managers) participated in the National Association of Broadcasters Education Foundation Career Day Job Fair on September 23, 2009.
- **October 13, 2009** - The General Sales Manager and Operations Manager participated in the Salisbury Area Chamber of Commerce One-Stop Job Market Job Fair