



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, 2010 – March 31, 2011
- ◆ Full-time job vacancies filled during the annual reporting period:

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Account Executive	9/13/10	Unsolicited/Former Employee

- ◆ Total number of applicants for the full-time job vacancies listed above: **131**
- ◆ Total number of candidates interviewed from this pool of applicants: **8**
- ◆ 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 The Daily Times Salisbury, MD 21801 410-749-7171	102	5
Employee Referral Salisbury, MD 21803	3	0
Maryland Job Service Workforce Exchange Salisbury, MD	19	0
Delmarvajobs.com 2727 Shipley Rd. Wilmington, DE 19810 302-478-2700	5	2
Unsolicited/Former Employee	1	1
Unsolicited / Walk in	1	0
<b>TOTALS</b>	<b>131</b>	<b>8</b>

JOB TITLE	DATE FILLED	HIRED PERSON REFERRED BY WHICH RECRUITMENT SOURCE?
Account Executive	3/7/11	Careerbuilder.com

- ◆ Total number of applicants for the full-time job vacancy listed above: **134**
- ◆ Total number of candidates interviewed from this pool of applicants: **22**
- ◆ 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 The Daily Times Salisbury, MD 21801 410-749-7171	99	7
Employee Referral Salisbury, MD 21803	1	1
Maryland Job Service Workforce Exchange Salisbury, MD	0	0
Salisbury Chamber of Commerce Job Fair Salisbury, MD 21803 410-749-0144	13	7
Howard University Washington, DC	1	0
Delmarvajobs.com 2727 Shipley Rd. Wilmington, DE 19810 302-478-2700	9	0
University of MD Eastern Shore Princess Anne, MD	8	5
Industry Referral	2	2
Indeed.com website	1	0
<b>TOTALS</b>	134	22



DELMARVA BROADCASTING COMPANY

## 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, 2010 – March 31, 2011
- ◆ 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 and developed a more comprehensive internship initiative lead by the Assistant Operation Manager. Schools included Salisbury University, Wor-Wic Community College and Delaware Technical and Community College.

One student from the University of Maryland Eastern shore 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.

## **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.
- **June 9, 2010** – Delmarva Broadcasting Company employees attended the Mid-Atlantic Broadcasters Conference in Atlantic City, NJ. Attendees included General Manager, New Business Development manager and four Media Sales Consultants. Sales training “Skill Set Supremacy for Sellers” presented by the Radio Advertising Bureau.
- **September 29 – October 1, 2010** – Delmarva Broadcasting Employees attended the Radio Advertising Bureau and National Association of Broadcasters Radio Show in Washington, DC. Training sessions were presented for engineering, sales and programming. Attendees included the General Manager, New Business Development Manager, Operations Manager, Assistant Operations Manager and Chief Engineer.

## BROADCASTING JOB FAIRS

- **September 30, 2010** - Two representatives of the stations (Business Manager & Senior Media Consultant ) participated in the University of Maryland Eastern Shore Annual Spring Career Fair.
- **October 14, 2010**  
Three representatives from Delmarva Broadcasting Company , the General Manager, the Operations Manager and New Business Development Manager attended the Salisbury Area Chamber of Commerce and One-Stop Job Market Job.
- **February 24, 2011** - The General Sales Manager and Operations Manager participated in the University of Maryland Eastern Shore Spring Career Fair.