

**MTS Broadcasting, L.C.**  
**WCEM AM    WCEM FM    WAAI FM    WTDK FM**

Annual EEO Public File Report  
Exhibit 1

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the Station Employment Unit that is comprised of the Following Stations: WCEM AM, Cambridge, Maryland; WCEM FM, Cambridge, Maryland; WAAI FM, Hurlock, Maryland; and WTDK FM, Federalsburg, Maryland; and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning May 21, 2010 to and including May 20, 2011.

The FCC's 2002 EEO Rule requires that this report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the applicable period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy is identified by name, address, contact person, and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the applicable period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Attachments 1, 2, and 3; which follow have been designated to provide the required information. Please note that the numbers listed on Attachment 2 under column entitled "Full-Time Positions for Which Source Was Utilized" refer to the number of the full-time positions listed on Attachment 1.

For purposes of this report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person and/or over the telephone.

***MTS Broadcasting, L.C.***

**Attachment 1**

Covering the period from May 21, 2010 to and including May 20, 2011.

Stations comprising Station Employment Unit of the Following Stations:

WCEM AM, Cambridge, Maryland  
WCEM FM, Cambridge, Maryland  
WAAI FM, Hurlock, Maryland  
WTDK FM, Federalsburg, Maryland

**Vacancy Information**

<b>Full Time Positions Filled by Job Title</b>	<b>Total Number of Interviewees from all sources for this position</b>	<b>Recruitment Source of Hiree</b>
WAAI FM Morning Drive	1	Walk-in
Salesperson	3	Chesapeake College Job Fair
Salesperson	3	Walk-in
Salesperson	3	Maryland Workforce Exchange
Salesperson	1	www.mtslive.com
Salesperson	2	Walk-in

Total Number of Persons Interviewed During Applicable Period: 13

**MTS Broadcasting, L.C.**

Attachment 2

Covering the period from May 21, 2010 to and including May 20, 2011.

Stations comprising Station Employment Unit of the Following Stations:  
 WCEM AM, Cambridge, Maryland; WCEM FM, Cambridge, Maryland;  
 WAAI FM, Hurlock, Maryland; WTDK FM, Federalsburg, Maryland

<b>Recruitment</b>		
<b>Recruitment Source Name, Address, etc.</b>	<b>Total Number of Interviewees this source has provided during this period, if any.</b>	<b>Full-Time Position for which this source was utilized.</b>
Daily Times 618 Beam Street Salisbury, MD 21801 410-860-6900	3	Salesperson
MTS Broadcasting P.O. Box 237 Cambridge, MD 21613 410-228-4800		
On Air Campaign		
MTS Website	2	Salesperson
Employee Referral		
Walk-in	3	Salesperson
Walk-in	1	WAAI Morning Drive
Sussex Guide 24904 Sussex Highway Seaford, DE 19973 302-629-5060	0	Salesperson
Chesapeake College Job Fair P.O. Box 8 Wye Mills, MD 21679 410-822-5400	2	Salesperson
Cambridge-South Dorchester 2475 Cambridge ByPass Cambridge, MD 21613 410-228-9224	1	Salesperson
Maryland Workforce Exchange www.mejobs.maryland.gov	1	Salesperson

***MTS Broadcasting, L.C.***

Attachment 3

Covering the period from May 21, 2010 to and including May 20, 2011.

Stations comprising Station Employment Unit of the Following Stations:

WCEM AM, Cambridge, Maryland  
WCEM FM, Cambridge, Maryland  
WAAI FM, Hurlock, Maryland  
WTDK FM, Federalsburg, Maryland

**Non-Vacancy Specific Recruitment Activities Undertaken**

**OUTREACH AD**

Each month, each of the MTS Broadcasting stations air a minimum of 90 on-air ads seeking organizations to request to be added to our outreach efforts to notify their job seekers. This :30 second ad also includes the station address, phone number and email contact information.

**JOB FAIR, APRIL 13, 2011; CHESAPEAKE COLLEGE -**

Kirsten Strohmer, Sales Manager and Shane Walker, Operations Manager went to Chesapeake College at their Wye Mills location. The job fair took place at Chesapeake College in Wye Mills, Maryland. It was open to everyone looking for a job. There was no promotion of this event on the air; Chesapeake College promoted the event. Representatives from our network spoke with visitors to our booth individually. Station Demos were available as well as items about MTS Broadcasting. General and specific job opportunities were talked about, station literature was given out and we accepted resumes.

**CAREER DAY, APRIL 13, 2011; VIENNA ELEMENTARY SCHOOL -**

Troy Hill, General Manager visited Vienna Elementary School. He talked to approximately 200 people in groups of 25. He set up a broadcast booth, had MTS Broadcasting items on display, and distributed literature about the stations.

**CAREER FAIR, APRIL 20, 2011; SAILWINDS PARK -**

Troy Hill, General Manager and Shane Walker, Operations Manager went to Sailwinds Park in Cambridge. This event took place in Governors Hall on the grounds of Sailwinds Park in Cambridge, Md. It was open to C-SDHS and NDH juniors and was advertised within the school. We spoke in groups from 5 to 15 that rotated every 20 minutes. We did not have a broadcast booth set up, but we did have a display booth with our media kit, tri-fold take-aways, and job application forms. We spoke about how radio works and internship possibilities.

**CAREER DAY, MAY 3, 2011; EASTON HIGH SCHOOL -**

Troy Hill, General Manager visited Easton High School. He talked to approximately 150 people in groups of 20. He set up a broadcast booth, had MTS Broadcasting items on display, and distributed literature about the stations. He talked about job opportunities and the specific opportunities of an internship and board operators.

**CAREER DAY, MAY 8, 2011; FEDERALSBURG ELEMENTARY SCHOOL –**

Troy Hill, General Manager and Shane Walker, Operations Manager, visited Federalsburg Elementary School. They worked two sessions, Troy from 8a-11a and Shane from 12:30p-3p. They talked to approximately 200 people in groups of 25. They set up a broadcast booth, had MTS Broadcasting items on display, and distributed literature about the stations.

**CAREER DAY, MAY 20, 2011; STS. PETER & PAUL SCHOOL –**

Kirsten Strohmer, Sales Manager went to Sts. Peter & Paul School for Elementary and Middle School students from fourth to eighth grades (9-14 years old). She spoke in a lecture manner to 10 groups of varying numbers of students, total 80 in a question/answer forum. She had one or more stations playing and had items about MTS Broadcasting on display. Station literature was distributed. Explained to students the nature of radio sales, what is involved in selling commercials, what materials are needed to perform the job, described the formats of the four stations. Explained demographics. Put them in critical thinking situations as sales executives based on a fictitious business' target consumer's demographic and on what station(s) the business' commercials should air. Answered questions.

**CAREER DAY, MAY 20, 2011; ST. MICHAEL'S MIDDLE SCHOOL –**

Troy Hill, General Manager visited Easton High School. He talked to approximately 100 people in groups of 15. He set up a broadcast booth, had MTS Broadcasting items on display, and distributed literature about the stations. He talked about job opportunities and the specific opportunities of an internship and board operators.

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Stations comprising Station Employment Unit of the Following Stations:

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WAAI FM, Hurlock, Maryland  
WTDK FM, Federalsburg, Maryland

**Exhibit 2  
Narrative Statement**

These stations are achieving broad and inclusive outreach through our airwaves, our website, internet sites, newspaper ads, job service, word of mouth with our employees, notifying community groups of their right to receive job notices, and participating in job fairs and career days.

These stations accept applications and resumes from walk-in job candidates or interested parties that may telephone in.

These stations will continue to work at this broad and inclusive outreach and ensure that notices of vacancies are widely distributed.

MTS Broadcasting, LC also seeks to fill job vacancies and make promotions from within the organization. Preference for promotion or filling a job vacancy will be given to current, qualified employees.