

Initiatives taken under 47 C.F.R. § 76.75(b)(2) between October 1, 2011 – September 30, 2012 (“Relevant Period”)

- **47 C.F.R. § 76.75(b)(2)(vi).** The Employment Unit utilized a job posting package purchased from careerbuilder.com to post all full-time vacancies during the Relevant Period. The careerbuilder.com website is linked to by at least 100 diversity partners (including BET.com, the National Association for Female Executives and Univision), and provides career advice and guidance in addition to matching employers and employees. This website has been an effective tool in the Employment Unit’s recruitment process.
- **47 C.F.R. § 76.75(b)(2)(ix).** The Employment Unit has in place a mentoring program for technical staff. It is managed by the Employment Unit’s Manager of Technical Operations, who mentors technical staff to provide them with the skills to move into more skilled positions. This mentoring program has historically resulted in internal promotions.
- **47 C.F.R. § 76.75(b)(2)(xvi).** During the Relevant Period:
 - The Employment Unit occupies an information center at a shopping mall in our service area. At this kiosk, they disseminated information on any open positions at the Employment Unit. The Employment Unit received walk-in inquiries as a result of these efforts.
 - The Employment Unit posted information on Broadstripe’s operations, including the benefits available to employees, at a local community college (Anne Arundel Community College). These postings resulted in walk-in inquiries about career opportunities.
 - A Commercial Sales Associate attended Chamber of Commerce meetings the first Thursday of each month. At these events, he disseminated information on any open positions at the Employment Unit. The Employment Unit received walk-in inquiries as a result of these efforts.
 - The Employment Unit’s Chief Technician attended Society of Cable Television Engineers quarterly meetings. At these events, he disseminated information on any open positions at the Employment Unit. The Employment Unit received walk-in inquiries as a result of these efforts.