

EEO PUBLIC FILE REPORT
August 1, 2009 – July 31, 2010

This Report covers full-time vacancy recruitment data for the period August 1, 2009 to July 31, 2010.

- 1. Employment Unit: Dick Broadcasting Company, Greensboro, NC**
- 2. Unit Members (Stations & Communities of License): WKRR-FM, Asheboro
WKZL-FM, Winston-Salem**
- 3. EEO Contact Information for Unit Member:**

Mailing Address:
192 E. Lewis Street
Greensboro, NC 27406

Telephone:
336-274-8042
Contact Person/Title
Tammy Stafford, Business Mgr
E-Mail Address
tstafford@dbcradio.com

- 4. List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source
1. Sales Person	Website
2. Sales Person	Call In
3. Receptionist	On-Air
4. Business Manager	Call In
5. Sales & Research Coordinator	Call In

- 5. Recruitment Sources by Position Attached**

6. Total # of Interviewees Referred: For the period from August 1, 2009 to July 31, 2010, this Employment Unit interviewed fifty-eight (58) interviewees for full-time job vacancies in the cluster for available openings.

- 7. Supplemental Recruitment Initiatives:**

a. Initiative: The Employment Guide Career Fair '09/'10

Date: October 27, 2009, February 9, 2010

Sponsored: Promoted two (2) career fairs open to the general public at various hotels in Greensboro, Winston-Salem, High Point, NC. Stations promoted the fair via on-air promotional announcements. The event was free to the public.

b. Initiative: The Employment Guide Fall Career Fair '08/'09

Date: October 27, 2009

Personnel Attending: Sales Manager, WKRR-FM/WKZL-FM
Promotions Director, WKRR-FM/WKZL-FM

Participated in the Career Fairs to recruit prospective employees. Information on the stations and various job opportunities was handed out and questions from potential

candidates were answered. Also accepted resumes for potential interviewees and applicants.

c. Initiative: Internship Program

Date: August 1, 2009 – July 31, 2010

Personnel responsible for the Greensboro Internship program include: WKZL-FM Morning Show Host, WKRR/WKZL Promotions Director.

Dick Broadcasting Company offers internships to area college students for required credits in the communications/broadcasting, marketing, and journalism curriculums. These students participate in hands on learning and are given extensive access to skills that will complete their majors and prepare them for a career in the broadcast field.

Students from the following institutions participated in the Internship Program during this period: Elon University (1) East Carolina University (1), Appalachian State University (3), UNC-Chapel Hill (1), UNC-G (6), Lehigh University (1), North Carolina A&T (1), Northwest Guilford High School (1), ECPI (1), In Holland University Amsterdam (2)

d. Initiative: Education Outreach

Date: Various

Sponsored: Station employees spoke, on five (5) different occasions, to various educational facilities, including; Greensboro Day School, University of North Carolina Greensboro and RiverMill Academy. The WKZL morning show broadcast its entire show from the campus of Appalachian State University and then conducted a seminar on show preparation. The General Manager and Program Directors for WKRR and WKZL also spoke to students at ASU the following week about the broadcast industry in general.

e. Initiative: EEO Training for Managers

Date: March 24, 2010

Dick Broadcasting Company required all managers who are in a position to hire employees to take part in a review of hiring practices with respect to recruiting, advertising, interviewing and EEO Record Keeping. The Operations Manager led the session.

f. Initiative: Advertising

Date: Any Openings

Dick Broadcasting Company routinely advertises any open position on each of the Greensboro stations and their respective audio streams and websites at www.rock92.com and www.1075kzl.com. In addition, groups and organizations who wished to be notified of openings are encouraged to make their request to the station(s) via phone, fax, e-mail or in person.

Copies of all backup collateral material available upon request.