

**DAVIDSON COUNTY BROADCASTING, INC**  
**EEO PUBLIC FILE**  
**WTHZ-FM AND WLXN-AM**  
**August 1, 2008 – July 31, 2009**

**Davidson County Broadcasting, Inc. is an equal opportunity employer that encourages minorities and females to apply for job openings.**

**Davidson County Broadcasting, Inc. has a three-part plan in an attempt to reach all segments of the population to fill full time positions, without regard to color, race, gender or religious beliefs.**

- 1. The wide dissemination of full-time openings via our radio properties, on-line classified advertising and the use of appropriate job sources.**
- 2. Sending notices to community groups via letters or e-mail that request such notification. Through on-air notices and the development of relationships with organizations we hope to grow this list.**
- 3. On-going internship program, participation in job fairs throughout the year and participation in various job banks.**

**This EEO Public File Report is filed in the following Stations' public inspection files pursuant to Section 73.2080 (c)(6) of the Federal Communications ("FCC") rules: WTHZ-FM and WLXN-AM. These stations are owned and operated by Davidson County Broadcasting, Inc. Davidson Broadcasting, Inc. is at 200 Radio Drive, Lexington, North Carolina, 27292.**

**SECTION I. Full-Time Vacancy List. The following chart is the vacancy list for WTHZ-FM and WLXN-AM for August 2008 through July 2009. A total of Seven (7) people were hired .. 5 were full time and 2 were part time. Please see section II for the full Master Recruitment Source List (“MRSL”) for recruitment source data:**

<b>JOB TITLE</b>	<b>RECRUITMENT SOURCE</b>	<b>RS</b>
	<b>(RS) Used to fill vacancy</b>	<b>Reference Hires</b>
<b>WTHZ SALES</b>	1 - 2 - 3 - 4 - 5 - 6 - 9 - 16	1 - 2 - 5
<b>WTHZ SALES</b>	1 - 2 - 3 - 4 - 5 - 6 - 9 - 16	1 - 2 - 5
<b>WTHZ SALES</b>	1 - 2 - 3 - 4 - 5 - 6 - 9 - 16	1 - 2
<b>WTHZ PROGRAMMING</b>	1 - 2 - 3 - 4 - 5 - 6 - 9 - 16	1 - 2 - 3 - 6
<b>WTHZ PRODUCTION</b>	Part Time 1 - 2 - 3 - 4 - 5 - 6 - 9 - 16	2
<b>WTHZ PRODUCTION</b>	Part Time 1 - 2 - 3 - 4 - 5 - 6 - 9 - 16	1 - 2 - 6
<b>WLXN SALES</b>	2 - 5 - 6 - 9 - 16	5

**SECTION II. Master Recruitment Source List. The following chart displays our source list's name, address and other information:**

<b>RS</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Information Y/N</b>	<b># Of Referred by RS in Past 12 Months</b>
<b>1</b>	Station Website <a href="http://www.hit94.com">www.hit94.com</a>	N	50
<b>2</b>	Internal Posting Davidson County Broadcasting	N	5
<b>3</b>	Employment Security Commission 101 West Center Street Lexington, NC 27295	N	0
<b>4</b>	All Access Job Bank <a href="http://www.allaccess.com">www.allaccess.com</a>	N	20
<b>5</b>	On Air Announcements	N	15
<b>6</b>	Word of Mouth	N	3
<b>7</b>	Davidson County Job Fair 201 West Third Avenue Lexington, NC 27292	N	0
<b>8</b>	Manpower 1945 Jake Alexancer Blvd Salisbury, NC <a href="http://www.us.manpower.com">www.us.manpower.com</a>	N	0
<b>9</b>	Davidson County Comm. College 297 DCCC Road Lexington, NC 27292 336 249-8166	N	0

<b>RS</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Information Y/N</b>	<b># Of Referred by RS in Past 12 Months</b>
<b>10</b>	<b>Wake Forest University 1834 Wake Forest Road Winston-Salem, NC 336 758-4505</b>	<b>N</b>	<b>0</b>
<b>11</b>	<b>Bennett College E. Washington Street Greensboro, NC Dept of Mass Communications Dr. Diana McCauley <a href="mailto:cmccauley@bennet.edu">cmccauley@bennet.edu</a></b>	<b>N</b>	<b>0</b>
<b>12</b>	<b>UNC-Greensboro 100 Spring Garden Street Greensboro, NC Dr. Jessie Delk 336 334-5946</b>	<b>N</b>	<b>0</b>
<b>13</b>	<b>Lexington Senior High School 26 Penny Street Lexington, NC 27292 Ms. L. Garner Career Counseling</b>	<b>N</b>	<b>0</b>
<b>14</b>	<b>Stewart Staffing 16 W. 5th Avenue Lexington, NC 27292 Wendy Cold-Hedrick 336 242-3021</b>	<b>N</b>	<b>0</b>

<b>RS</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Information Y/N</b>	<b># Of Referred by RS in Past 12 Months</b>
15	The Dispatch 30 East First Street Lexington, NC 27292 Help Wanted Ad Representative 336 249-3941	N	0
16	N. C. Association of Broadcasters P.O. Box 627 Raleigh, NC 27602 (919) 821-7300	N	0

**Davidson County Broadcasting received many resumes from job fairs, the company websites, and other such places .. many were not qualified or were just seeking employment that did not fit our requirements. Those resumes that were deemed potential hires were given initial telephone calls and some were given actual interviews. All resumes are maintained in a file marked with the year of reception.**

**SECTION III. Recruitment Initiatives.** The following chart describes the Community Outreach/Supplemental Recruitment initiatives undertaken by WTHZ-FM and WLXN-AM from August 1<sup>st</sup>, 2008 to July 31<sup>st</sup>, 2009.

<b>Type of Recruitment Initiative</b>	<b>Brief Description</b>
1. Internship Program	On Going Program
2. Davidson County Business Fair	Job fair at local community college
3. Job fair sponsored by WTHZ & WLXN	Job Fair in Greensboro, NC September 10, 2008
4. Kernersville Job Fair	Job Fair in Kernersville, NC February 24 <sup>th</sup> 2009
5. The Employment Guide	Job fair in Winston Salem June 2008
6. EEO Commercial	Aired on WTHZ and WLXN and Website posting
7. Upper Level Training/ Seminars	See Narrative Below

## **Narrative Statement:**

### **Internship – High Schools**

This is an on going program with Lexington area Senior High Schools. Guidance Counselors from each school match high school students with local businesses for an internship program that last for one semester .. WTHZ and WLXN continually have interns.

### **Internship - College**

Local and State college Guidance Counselors match students with local businesses for an internship program that lasts 1 semester. WTHZ and WLXN have college interns when they are available.

## **Greensboro Job Fair**

### **September 2009 - Greensboro**

Davidson County Broadcasting participated in the Greensboro Chamber of Commerce Job Expo in September of 2008. The event was held at the Greensboro Convention Center 10:00am – 4:00pm and was attended by over one thousand job seekers. Davidson Broadcasting participated as an exhibitor with management personnel on hand to accept resumes and discuss job opportunities with potential job seekers

## **Lexington / Thomasville Chambers Job Fair**

### **May 2009 - Lexington, NC**

Job fair was held at the Davidson County Community College. Sales Manager and General Manager conducted interviews. The main focus of this job fair was primarily to recruit account executives.

## **Kernersville Chamber Job Fair**

### **February 2009 – Kernersville, NC**

Davidson County Broadcasting participated in the Kernersville Chamber of Commerce Job Fair held at the First Christian Church in Kernersville, NC. Management staff was on hand to discuss current and future openings within the company with attendees.

## **The Employment Guide Job Fair**

### **June 2009 – Winston-Salem, NC**

Job fair held at the Comfort Inn in Winston-Salem, North Carolina. The Sales Manager and General Manager were on hand to receive resumes and discuss the opening at Davidson County Broadcasting. At this time we were looking for Account Executives and an assistant for the Production Director.

**On-Air Outreach** -These: 60 second radio commercial aired on WTHZ and WLXN letting organizations and individuals know who to contact if they wish to be added to our mailing list of job vacancies and/or are interested in employment with Davidson County Broadcasting, Inc.

**Website On-Air Outreach** – WLXN and WTHZ post all job openings on the company's individual websites.

## **Upper Level Management Training/Seminars**

EEO Rules and Policies for Broadcasters—Tom Collins, Vice President of Davidson County Broadcasting, Inc. met with managers who have hiring Responsibilities in his office and covered all rules and regulations for EEO and methods of ensuring equal employment opportunity and preventing discrimination.

**EEO Initiative Discussion—the President of Davidson County Broadcasting holds this meeting annually with the Vice President , General Sales Manager, and Program Director. The focus entailed updating the mailing list and discussing where candidates derived from and how to improve our outreach efforts. We have updated our mailing list with new organizations to reach a vast array of candidates for employment and deleted those that were not generating any leads.**