

DAVIDSON COUNTY BROADCASTING, INC
EEO PUBLIC FILE
WTHZ-FM AND WLXN-AM
August 1, 2006 – July 31, 2007

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 2006 through July 2007. A total of six (6) people were hired. Please see section II for the full Master Recruitment Source List (“MRSL”) for recruitment source data:

JOB TITLE	RECRUITMENT SOURCE	RS
	(RS) Used to fill vacancy	Reference Hires
WTHZ SALES	1 - 2 - 3 - 4 - 5 - 6 - 9 - 16	1
WTHZ SALES	1 - 2 - 3 - 4 - 5 - 6 - 9 - 16	5
WTHZ PROGRAMMING	1 - 2 - 3 - 4 - 5 - 6 - 9 - 16	3
WTHZ PROGRAMMING	1 - 2 - 3 - 4 - 5 - 6 - 9 - 16	3
WLXN SALES	2 - 5 - 6 - 9 - 16	1 - 3
WLXN PROGRAMMING	2 - 5 - 6 - 9 - 16	1

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

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

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

RS	RS Information	Source Entitled to Vacancy Information Y/N	# Of Referred by RS in Past 12 Months
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

SECTION III. Recruitment Initiatives. The following chart describes the Community Outreach/Supplemental Recruitment initiatives undertaken by WTHZ-FM and WLXN-AM from August 1st, 2006 to July 31st, 2007.

Type of Recruitment Initiative	Brief Description
1. MPACT Learning Center Job Fair	Skilled technical maintenance job fair July 19 th , 2007
2. Internship Program	On Going Program
3 Davidson County Business Fair	Job fair at local college
4. Job fair sponsored by WTHZ & WLXN	Job Fair in Greensboro, NC September 13 th , 2006
5 EEO Commercial	Aired on WTHZ and WLXN and Website posting
6 Upper Level Training/ Seminars	See Narrative Below

Narrative Statement:

MPACT Learning Center - Job Fair

July 19th, 2007 Greensboro, NC 4pm-7pm

Mpact Learning Center held a job fair for career opportunities in the technical and skilled maintenance field .. over forty employers interviewed for some six hundred (600) jobs in the Triad. The MPACT Director, Joel Leonard, has appeared on WTHZ and WLXN air to build support for this event. This event was posted on both the WLXN and WTHZ websites (www.wlxn.com and www.majic941.com)

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.

2006 JOB EXPO

Davidson County Broadcasting participated in the Greensboro Chamber of Commerce Job Expo 2006 on September 13th, 2006. The event was held at the Four Seasons Towne Center Mall from 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

Davidson County Business Fair

May 15th, 2007 - Lexington, NC 10:00am-3:00pm

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

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—This meeting was held January 10, 2006 Between the Vice President 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.