

Dowdy & Dowdy Partnership

Public File Report

WZKX, WZNF, WGCM-FM, WROA, WGCM
DBA Coast Radio Group
Gulfport, Mississippi
2011

Reporting period: 2/1/2011 through 2/1/2012

2011 EEO Vacancy Information

Position Vacant	Responses	# Interviews	Hire Source	Recruitment Resources*
Sales Representative	10	7	7	5, 7, 8, 9, 10,11
Sales Representative	18	15	9	5, 7, 8, 9, 10,11
Sales Representative	Active	Active	Active	1, 2, 3, 4,5, 7, 8, 9, 10, 11

2011 New Hire EEO Summary Report

1. Linda Wallace Sales Representative Hired 5/15/2011
2. Chris Huffman Sales Representative Hired 9/062011

Dowdy & Dowdy Partnership Program Statement

The stations of Dowdy and Dowdy have an ongoing effort to recruit for all positions, regardless of vacancy, through annual notification to partnership entities, i.e. The Mississippi State Employment Service, Mississippi Gulf Coast Community College and the NAACP. In addition to these year-round efforts, we continually search for and accept applications of qualified applicants for future openings through our social media efforts on the websites of WZKX, WZNF and WGCM-FM. Our most successful means of recruiting continue to be advertisements and announcements via our five stations as well as word of mouth within our communities. When a position becomes available, our normal process is to place an invitation for any and all applicants to mail, e-mail or hand deliver an application. As an additional effort, we also recruit nationally through www.allaccess.com.

INITIATIVE 1: Notification of Scholarship Opportunities Broadcast scholarship program partnership with the Mississippi Association of Broadcasters.

As a participating member of the Mississippi Association of Broadcasters, Dowdy and Dowdy Partnership promotes the availability of scholarship opportunities in the field of broadcasting. To ensure the success of this program, a total of 750 on-air announcements promoting scholarship opportunities were provide between April 1st and April 30th 2011 across our five stations (WZKX, WZNF, WGCM-FM, WROA and WGCM). Those interested in purposing a career in broadcasting were asked to complete a scholarship application online or by visiting our local studios or office.

This program provides funds to students enrolled in a fully accredited broadcast curriculum at a Mississippi four-year college or accredited broadcast curriculum at a Mississippi community or two-year college.

No applicant will be discriminated against on the basis of race, color, religion, national origin, sex, age, disability or genetic information.

INITIATIVE 2: Notification to External Partners

On November 16, 2011, as a part of our on-going efforts to ensure inclusion for all sectors of our communities, notification was sent to the Mississippi State Employment Service, Mississippi Gulf Coast Community College and the local chapter of the NAACP to again make known the acceptance of job applications regardless of position vacancy. This additional effort helps to further ensure such information is made available to all portions of our communities regardless of race, color, religion, national origin, sex, age,

disability or genetic information. On January 18, 2012 notification of an active search for applicants was sent to the Mississippi State Employment Service, Mississippi Gulf Coast Community College and the local chapter of the NAACP to again make known the acceptance of job applications.

INITIATIVE 3: Online Outreach

Online resources for Coast Radio Group are used as another means of communicating the opportunity to apply and be considered for future employment opportunities. Requests for applications are prominently displayed on each of our web pages at the following locations:

<http://kicker108.com/jobs.php>

<http://coast102.com/jobs.php>

<http://z95fm.com/jobs.php>

All applications received via this method are securely housed and considered for positions that become available. When any position becomes available we attempt to communicate with the applicant per the contact information provided on their application.

INITIATIVE 4: On-air Announcement of Position Vacancies

When any vacancy becomes available at Coast Radio Group in the course of normal business operations, on-air recruitment messages are utilized. In August 2011, in an effort to reach all residents in our listening area, 672 announcements were aired notifying our communities of position vacancies. These commercial announcements ran around the clock to ensure the maximum number of possible candidates were reached. This, along with other recruitment efforts, resulted in the reception of 18 applicants with 15 being interviewed. Interviews were conducted without regard to of race, color, religion, national origin, sex, age disability or genetic information.

INITIATIVE 5: Newsprint. When positions become available we utilize newspaper advertising to assure we reach possible candidates through print media. Starting 1/18/2012 continuing through the 2011 filing period and into the 2012 period we are running a request for resumes in the Sun Herald help wanted section. As an added benefit to our purchase of the newspaper help wanted ad, our resume request is running as an on-line advertisement on Career Builder dot com.

Recruitment Resources

1. Mississippi Gulf Coast Community College
Phone: 601-928-6285
P. O. Box 609
Perkinston, MS 39573
Contact: Peggy Whittington
2. Mississippi State Employment Service
2306 Pass Road
Biloxi, MS 39531
Phone: 228-388-7997
3. NAACP
260 Main Street
Biloxi, MS 39530
Phone: 228-423-0206
4. The Sun Herald
205 Debuys Road
Gulfport, MS 39507
Phone: 228-896-2386
5. WZKX, WGCM, WGCM-FM, WZNF, WROA
Phone: 228-896-5500
Coast Radio Group
10250 Lorraine Road
Gulfport, MS 39503
Contact: Lisa Stiglets Phone:
6. All Access Web-Site (www.allaccess.com)
7. Walk in
Coast Radio Group
10250 Lorraine Road
Gulfport, MS 39503
8. Internet web presence for Coast Radio Group
<http://kicker108.com/jobs.php>
<http://coast102.com/jobs.php>
<http://z95fm.com/jobs.php>
9. On-Air presence for WZKX, WGCM, WGCM-FM, WZNF, WROA
10. Applications received from Non-Vacancy periods
11. Career Builder
12. Word of Mouth