

2003 ANNUAL PUBLIC FILE REPORT
3/10/2003-5/21/2003

WTOB(AM), WWBG(AM), WPOL(AM), WKEW(AM), WCOG(AM), WTRU(AM)

Full-Time Positions Filled 3/10/03-5/21/03:

Sales Executive

Station On Air Announcements

Request for referrals from current station employees

Person Hired Referred By: On air announcement

Sales Executive

Station On Air Announcements

Request for referrals from current station employees

Person Hired Referred By: Station community event one year ago and current station employee referral

Chief Engineer

Recruitment Sources Used: (Emergency Hire)

Request for referrals from current station employees

Person Hired Referred By: Current Station Employee

Talk Show Producer

Recruitment Sources Used:

Bennett College

North Carolina Agricultural and Technical State University

University of North Carolina Greensboro

Employment Security Commission of North Carolina

Request for referrals from current station employees

Person Hired Referred By: Current Station Employee

C.O.O./Sales Manager

Recruitment Sources Used: Existing part-time consultant hired as full-time employee

Person Hired Referred By: Person hired was an existing consultant

Total Number of Persons Interviewed 3/10/03-5/21/03: 8

Recruitment Sources Used 3/10/03-5/21/03:

Bennett College (Black women's college) - Obtained 1 person interviewed
900 E. Washington Street
Greensboro, NC 27401
Dr. Lona Cobb, Mass Communications Program - (336) 517-2306

North Carolina Agricultural and Technical State University (predominately Black student body) - Obtained 0 persons interviewed
1601 East Market Street
Greensboro, NC 27411
(336) 344-7500

University of North Carolina Greensboro - Obtained 0 persons interviewed
P.O. Box 26170
Greensboro, NC 27402
(336) 334-5000

Employment Security Commission of North Carolina - Obtained 0 persons interviewed
P.O. Box 25903
Raleigh, NC 27611-6504
Mr. Scott Treadwell - (919) 733-3505

Request for referrals from current station employees - Obtained 6 persons interviewed

On Air Announcements - Obtained 1 person interviewed

Outreach Activities 3/10/03-5/21/03:

Internship Program with Bennett College, a Black women's college. Our internship program was active throughout the 2002-2003 school year and will resume in the Fall of 2003. The program is designed to assist members of the community to acquire skills needed for broadcast employment. We have hired graduates of Bennett College in the past.

Participation in the North Carolina Job Bank, through the Employment Security Commission of North Carolina.

Training of all station employees in general computing skills is offered on an ongoing basis.

We are a corporate sponsor for the Watchful Network, Inc., an organization formed in October 1994 by a group of African American professionals to build an alliance among African American business owners and the community through networking. In February 2003, we co-sponsored the Watchful Network Black Business Expo and Job Fair at the Benton Convention Center in Winston-Salem, NC.