

ANNUAL EEO PUBLIC FILE REPORT

For

**WRXO-AM
and
WKRX-FM**

Roxboro, North Carolina

**This EEO Public File Report
Covers the One-Year Period
AUGUST 1, 2010 - JULY 31, 2011**

RADIO STATIONS WRXO-AM AND WKRX-FM
 ANNUAL REPORT DUE ON AUGUST 1, 2011
 COVERS PERIOD AUGUST 1, 2010 - JULY 31, 2011

EEO PUBLIC FILE REPORT

SUMMARY OF HIRES

TOTAL # FULL-TIME JOBS FILLED: 0

TOTAL # PERSONS INTERVIEWED FOR FULL-TIME JOBS: 0

LIST OF RECRUITMENT SOURCES *indicates recruitment source entitled to job vacancy notifications	RECRUITMENT SOURCE CONTACT'S NAME, ADDRESS, PHONE #	TOTAL # OF INTERVIEWEES REFERRED BY SOURCE

SUMMARY OF JOB VACANCY FILLED

JOB TITLE	DATE FILLED	# OF INTERVIEWEES	RECRUITMENT SOURCES USED *INDICATES RECRUITMENT SOURCE FOR HIREE

OUTREACH INITIATIVES

CATEGORY OF INITIATIVE [select from Table B, Items 1-16]	DATE(S) OF INITIATIVE	DESCRIPTION
SEE ATTACHED PAGES FOR CATEGORY AND DESCRIPTIONS		

**ORGANIZATIONS REQUESTING JOB VACANCY NOTIFICATIONS
ROXBORO BROADCASTING COMPANY
WRXO-AM WKRX-FM
PERIOD AUGUST 1, 2010 - JULY 31, 2011**

ORGANIZATION NAME: **THERE WERE NO ORGANIZAITONS
REQUESTING JOB OPENINGS DURING THIS ANNUAL PERIOD.**

DATE OF REQUEST:

CONTACT:

NAME
ADDRESS
PHONE#
FAX#
EMAIL

JOB NOTIFICATIONS SENT/DATE SENT (ATTACH COPIES):

INTERVIEWEES REFERRED BY SOURCE:

HIREES REFERRED BY SOURCE:

**ANNUAL EEO PUBLIC FILE REPORT
AUGUST 1, 2011**

Further OUTREACH

As further outreach into the communities for WRXO and WKRX we air the following announcement every day on the stations and additionally run paid advertisements two times in the local newspaper each month.

The text of the radio announcement and the paid newspaper advertisement. are as follows:

RADIO STATIONS WRXO-AM AND WKRX-FM ARE EQUAL OPPORTUNITY EMPLOYERS AND WE ARE DEDICATED TO PROVIDING BROAD OUTREACH REGARDING JOB VACANCIES AT THE STATIONS. WE SEEK THE HELP OF LOCAL ORGANIZATIONS IN REFERRING QUALIFIED APPLICANTS TO OUR STATIONS. ORGANIZATIONS WHO WISH TO RECEIVE OUR VACANCY INFORMATION SHOULD CONTACT DAVID BRADSHER AT THE STATIONS BY CALLING (336) 599-0266.

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AUGUST 1, 2011

This EEO Public File Annual Report is filed in Station WRXO-AM and WKRX-FM'S Public Inspection File pursuant to Section 73.2080 (c)(6) of the Federal Communication Commission's (FCC") rules.

During the period August 1, 2010 through July 31, 2011, a period of one year, the stations filled no full-time vacancies. In any event, these Exhibits below contain a listing and a description of menu options activated and Outreach activities performed and undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

SCHOLARSHIP PROGRAM

Our scholarship program is designed to assist students interested in pursuing a career in broadcasting. This year, WRXO and WKRX again presented not one but three scholarships to students who have a special interest in broadcasting. One is a student at our local Community College in our county. The second student will be going on to study Mass Communications and Journalism at Wingate University, The third student we are sending to a leadership retreat this summer at Mars Hill College. This annual presentation by WRXO and WKRX is looked forward to by local students. We present our scholarships to all races and ethnic backgrounds, male and female. We work with the local Community College as well as our High School, our Community Charter School and our Community Christian School.

INTERNSHIP PROGRAM

The WRXO and WKRX Internship Program is very popular with the local High School and Collage. We have brought in students for years of all races working with the local school administrators. This past year we have three terrific interns, a white female, an African American male, and a white male. This past year has been our biggest effort ever in our internship program. We have had different students every year, often two at a time and this past year three. Our working relationship with the head of Workforce Development at the school is a good one and the students train and learn hand in hand and side by side with our key staff members from top Management, News Department, Engineering, On Air Personalities, Production and Programming. They are given a well rounded, hands on internship learning experience. Many times these interns end up going on the payroll and becoming employees in one form or another and in previous years has sometimes led to permanent employment at the stations. This has been an extremely successful Outreach of the stations. In fact, we have students who already are looking forward to being our next intern(s) and so do the schools look forward to our relationship. We get much praise from the schools as well as the parents of these young interns.