

2010 Public File Report
VACANCY INFORMATION EEO FOR 2010 APPLICABLE TIME
 Reporting Period 2/1/2010 Through 2/1/2011

Position Vacant	Source of Hire	# Interviews	Recruitment	Total Responses
1. Sales Executive	Ads on WSYE	5	All Sources	3- Ads on WSYE 2-Ads on WWMS 3- Referrals
2. Sales Executive	Ads on WWMS	3	All Sources	2-Ads on WWMS

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SAN-DOW BROADCASTING OUTREACH PROGRAM STATEMENT
 (aka. The Mississippi Radio Group: WWMS, WZLQ, WSYE, WELO)
 Reporting Period 2/1/2010 Through 2/1/2011

The stations of San-Dow Broadcasting continue to aggressively recruit for all open positions. Each opening is distributed to at least 4 universities in Northeast Mississippi. We also participated in the Young Business Professional day at the Bancorp South Convention

Center on Thursday, February 18. This was a chance for the Mississippi Radio Group to talk to young professionals in Tupelo about our company and the opportunities we had available. We also participated in the Job Fairs at Itawamba Community College on Friday, March 26 and Thursday, September 30. Both the General Manager and the Regional Manager attended both events and interviewed perspective candidates.

In addition to the above recruitment sources, we place job openings on www.allaccess.com and send recruitment letters to various sources in Northeast Mississippi. The recruitment of women and minorities continues to be very important to the Mississippi Radio Group.

INITIATIVE 1: On Thursday, February 18, 2010 the Regional Manager, Scott Bebout attended the Young Professional Day in Tupelo. This is a day when businesses and non-profit organizations can talk to the Young Professional group about opportunities within their respective companies. Approximately 100 young professionals attended the event and gave Scott Bebout several opportunities to talk to young men and women about a career in the broadcast industry, and specifically about the Mississippi Radio Group.

INITIATIVE 2: On Friday, March 26, 2010 The Mississippi Radio Group participated in and publicized the Job Fair at Itawamba Community College. Present to represent the Mississippi Radio Group was Scott Bebout, the Regional Manager for the Mississippi Radio Group. The Mississippi Radio Group interviewed and talked to students who might be looking for a job in Broadcasting. Itawamba Community College was very appreciative of our participation in and marketing help for this Job Fair.

INITIATIVE 3: On Thursday, September 30, 2010 the Mississippi Radio Group participated in and publicized the second Job Fair at Itawamba Community College. Present to represent the Mississippi Radio Group was Jeff Covington, Regional Sales Rep for the Mississippi Radio Group. This Job Fair featured High School Seniors from many of the schools in a multiple county area of North Mississippi. The Mississippi Radio Group interviewed and talked to many High School seniors about a career in Broadcasting. Itawamba Community College was very appreciative of our participation in and marketing help for this Job Fair.

NEW HIRE EEO REPORT SUMMARY 2010

1. Brewster Smith, full-time, hired on February 12, 2010 as a Sales Account Executive for WWMS, WSYE, WZLQ and WELO. All sources contacted and Brewster Smith was hired after hearing an Equal Opportunity Employment ad on Miss 98 (WWMS).
2. Amber Norman, full-time, hired on June 7, 2010 as a Sales Account Executive for WWMS, WSYE, WZLQ and WELO. All sources contacted and Amber Norman was hired after hearing an Equal Opportunity Employment ad on Sunny 93 (WSYE).

Annual EEO Public File Report 2010 San-Dow Broadcasting (aka Mississippi Radio Group) Attachment of Recruitment Sources

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| 1. University of Mississippi
1918 Briaridge Road
Tupelo, MS 39904 | Contact: Gayle Wicker 662-690-6232 |
| 2. Itawamba Community College
2176 South Eason Blvd.
Tupelo, MS 38804 | Contact: Carla Rose 662-620-5000 |

10. Daily Times Leader
P. O. Box 1176
West Point, MS 39773
Contact: Classifieds 662- 494-1414
11. The Daily News
P. O. Box 1068
Starkville, MS 39760
Contact: Classifieds 662-323-1642
12. The Commercial Dispatch
516 Main Street
Columbus, MS 39703
Contact: Classifieds 662-328-8484
13. Young Professional Day - Tupelo, MS Thursday, February 18, 2010
14. Job Fair - Itawamba Community College - Fulton, MS Friday, March 26, 2010
15. Job Fair - Itawamba Community College - Fulton, MS Thursday, September 30, 2010
16. The Mississippi Radio Group - WWMS, WSYE, WZLQ, WELO
2214 South Gloster
Tupelo, MS 38801
Contact: Scott Bebout - 662-842-7658
17. All Access Website - (www.allaccess.com)

