



EEO PUBLIC FILE REPORT

August 1, 2007 — July 31, 2008

WHKY-TV & WHKY Radio
Long Communications, LLC
Hickory, North Carolina

(Placed in Public Inspection File and Posted on Web Page: August 1, 2008)

During the period commencing August 1, 2007 and ending on July 31, 2008, the stations did not fill any full-time vacancies.

Attachment "A" contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the period covered by this report.

Attachment "A"

Menu Option Activities Completed August 1, 2007 - July 31, 2008

Type of Activity: Job Fair
Menu Option: 1
Number Completed: 1/4

Participation in all-day Job Fair & Business Expo Sponsored by Catawba Valley Chamber of Commerce October 2, 2007 by WHKY-TV & WHKY Radio Sales Manager, News Director and Operations Manager, who have substantial responsibility for hiring decisions. Managers attended and interacted with several local citizens interested in broadcasting careers. No positions were open at time of the event but the Managers offered suggestions about courses they should take, suggested degrees and explained various types of jobs in the broadcast industry.

Type of Activity: Job Fair
Menu Option: 1
Number Completed: 1/4

Participation in all-day Job Fair sponsored by Catawba Valley Community College on March 11, 2008 by WHKY Production Manager whom has substantial responsibility for hiring decisions. WHKY Staff interacted with several students interested in broadcasting careers. Staff recommended college courses they should take and suggested degrees to pursue jobs in broadcasting. Distributed the stations' "How to get a Job in Broadcasting" and "List of Jobs available in Broadcasting" publications.

Type of Activity: Internship Program
Menu Option: 5
Number Completed: 1

WHKY Radio & WHKY-TV provide Internship Opportunities for High School and College students within the community. Candidates must be full-time students at the High School or College level, receive class credit and actively participate in all key areas of the station. While based in the News Department, in addition to on-air studio reporting, the Interns are required to work with each key department of WHKY-TV and WHKY Radio to gather a well rounded knowledge of careers in broadcasting. The station hosted an intern during July 2008 for a total of 50 credited hours from the Savannah College of Art and Design.

Type of Activity: Participation in Job Banks
Menu Option: 6
Number Completed: 1

WHKY-TV participates in Internet based Job Banks pages that are designed to promote outreach. These include: North Carolina Association of Broadcasters Job Bank, CareerPage, America's Job Bank, NAB Job Bank and TV Jobs. These pages include helpful information like descriptions of Jobs in the broadcast industry and answers to FAQ's like: "How do I get my first job in Broadcasting"?

Type of Activity: Mentoring Program
Menu Option: 9
Number Completed: 1

WHKY Radio & WHKY-TV host middle-school students from the Hickory Public and Catawba County Schools Employment Shadow Program on a regular basis. Students spend from one day to one week following key personnel performing their jobs, asking questions, receiving career consulting, suggested school courses to take, Colleges specializing in broadcast and journalism degrees. The station hosted two students.

Type of Activity: Participation in Educational Institution Sponsored Career Opportunities in Broadcasting

Menu Option: 10
Number Completed: 1/4

Participation in all-day Career Day sponsored by Catawba Valley Community College on October 3, 2007 by WHKY-TV Production Manager whom has substantial responsibility for hiring decisions. WHKY Staff interacted with students from all Catawba County High Schools interested in broadcasting careers. Staff recommended college courses they should take and suggested degrees to pursue jobs in broadcasting. Distributed the stations' "How to get a Job in Broadcasting" and "List of Jobs available in Broadcasting" publications.

Type of Activity: Participation in Educational Institution Sponsored Career Opportunities in Broadcasting

Menu Option: 10
Number Completed: 1/4

On October 15, 2007, WHKY-TV & WHKY Radio Sports Director & Account Executive talked to the Principals of Sports Management class at Lenoir-Rhyne College. He discussed the types of jobs there are in radio and television, detailed the duties, responsibilities and job requirements for Sports Directors & On-Air Sports Broadcasting Jobs.

Type of Activity: Participation in Educational Institution Sponsored Career Opportunities in Broadcasting

Menu Option: 10
Number Completed: 1/4

Participation in all-day Career Day sponsored by Grandview Middle School in Hickory on April 4, 2008 by WHKY Production Manager, who has substantial responsibility for hiring decisions. Manager attended and interacted with several students interested in broadcasting careers. No positions were open at time of the event but the Manager offered suggestions about college courses they should take and suggested degrees.

Total Completed Menu Options: 4.25
