

**DOWDY & DOWDY PARTNERSHIP OUTREACH PROGRAM STATEMENT**  
(aka., Coast Radio Group, WZKX, WGCM, WZNF, WROA)

The stations of Dowdy & Dowdy aggressively recruit for all open positions. Our most successful means of recruiting is advertising on our five radio stations. This advertising goes on the air when the decision is made to hire a new employee. The ads run, at least, 5 times a day on all four radio stations and cover all of South Mississippi, South Louisiana, and South Alabama. Dowdy & Dowdy also uses the resources of a local community college in the South Mississippi area.

In addition to the above recruitment resources, we place job openings on [www.allaccess.com](http://www.allaccess.com) and a local newspaper, plus alerting the local chapter of the NAACP. All of these sources allow us to recruit from a broad range of demographics. Doing this helps us recruit potential applicants from a very diverse cross section of Mississippi and beyond. The recruiting of minorities and women continues to be very important to our company.

