

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0922 (September 2002)	FOR FCC USE ONLY
FCC 397		
BROADCAST MID-TERM REPORT		FOR COMMISSION USE ONLY FILE NO. -

Legal Name of the Licensee
 COX RADIO, INC.

Mailing Address
 301 BEACON PARKWAY WEST
 SUITE 200

City BIRMINGHAM	State or Country (if foreign address) AL	Zip Code 35209 -
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Telephone Number (include area code) 2059161100	E-Mail Address (if available)
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FCC Registration Number	Facility ID Number 48724	Call Sign WZZK-FM
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TYPE OF BROADCAST STATION:	Commercial Broadcast Station <input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV
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Application Purpose

New Program Report

Amendment to Program Report

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Station List]

Station List

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WZZK	48724	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	BIRMINGHAM, AL	<input type="radio"/> Yes <input checked="" type="radio"/> No
WBPT	5355	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	HOMEWOOD, AL	<input type="radio"/> Yes <input checked="" type="radio"/> No

WNCB	71417	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	GARDENDALE, AL	<input type="radio"/> Yes <input checked="" type="radio"/> No
WAGG	48717	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	BIRMINGHAM, AL	<input type="radio"/> Yes <input checked="" type="radio"/> No
WBHJ	730	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	MIDFIELD, AL	<input type="radio"/> Yes <input checked="" type="radio"/> No
WBHK	65227	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	WARRIOR, AL	<input type="radio"/> Yes <input checked="" type="radio"/> No
WPSB	6411	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	BIRMINGHAM, AL	<input type="radio"/> Yes <input checked="" type="radio"/> No

SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name CHRISTINA H. BURROW, ESQ.		Street Address 1200 NEW HAMPSHIRE AVE. NW SUITE 800	
City WASHINGTON	State DC	Zip Code 20036-	Telephone Number 2027762000

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification] .

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

Section I

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio? Yes No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or

D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent ANDREW A. MERDEK
Title SECRETARY	Telephone No. (include area code) 6786450830
Date	

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

Section II

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: DAVID DUBOSE	Title: VICE PRESIDENT & MARKET MANAGER
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

Section III

MID-TERM REPORT

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 1]
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FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

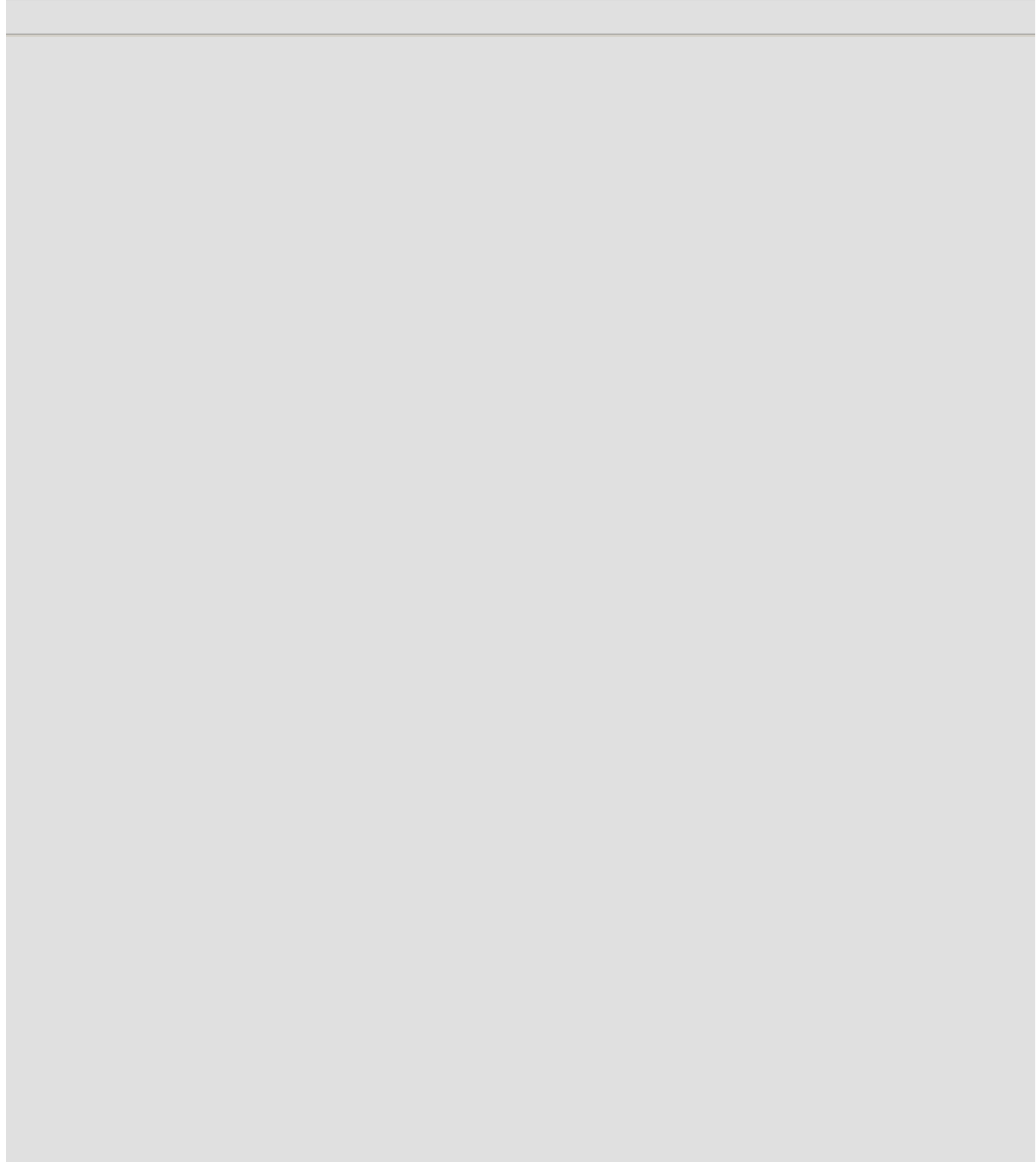
Exhibits

Exhibit 1

Description: EXHIBIT 1

Attachment 1

Description
Public File Report 2005-2006
Public File Report 2006-2007



EEO PUBLIC FILE REPORT

WBHK/WBHJ/WAGG/WPSB/WZZK/WBPT/WNCB

DECEMBER 1, 2005 – November 30, 2006

FULL-TIME POSITIONS FILLED

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
1	WBPT Account Manager	11/14/05	4/03/06	Employee Referral WZZK/WNCB/WBPT Website	1 1	1
2	Account Manager WBHJ	12/1/05	1/9/06	Sierra Marketing UAB Job Fair Walk In Employee Referral	3 1 1 1	1
3	Account Manager WBHK	4/19/06	6/15/06	The Birmingham News Sierra Marketing	3 1	1
4	Internet Sales Manager	7/20/06	8/21/06	WZZK/WNCB/WBPT Website UAB Career Center	1 1	1
5	WZZK Account Manager	7/12/06	9/05/06	WZZK/WNCB/WBPT Website On Air Advertisement Employee Referral Walk In Client Referrals	4 2 2 1 2	1
6	Account Manager WBHK	8/1/06	8/21/06	The Birmingham News Employee Referral	3 1	1

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
7	Account Manager WBHK	8/1/06	10/10/06	The Birmingham News	3	1
				Cox Career Network	1	
				WBHK Website	1	
				Employee Referral	1	
8	WZZK Account Manager	9/6/06	11/6/06	WZZK/WNCB/WBPT Website	1	
				WZZK On Air Advertisement	4	1
				Employee Referral	3	

***The Attached List of Recruitment Sources were contacted for the above openings**

Information Regarding Recruitment Sources for Full-Time Vacancies

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Alabama State University 5500 Myron Massey Blvd. Birmingham, AL 35205	Beverly Rudolph (205) 925-2753		N
2	Ala. Broadcasters Assoc. 1316 Alford Ave. Ste. 201 Birmingham, AL 35226-3128	Cindi McGee (205) 979-1690		N
3	UAB Career Center BEC-303 1530 3 rd Ave. South Birmingham, AL 35294-1150	Michael Lebeau (205) 934-9202	1	N
4	Bessemer Housing Authority 1515 Fairfax Avenue Bessemer, AL 35020	Family Self-Sufficiency Dept. (205) 481-3964		N
5	Stillman College P.O. Box 1430 Tuscaloosa, AL 35403	Dan Goldfarb (205) 349-4240		N
6	Birmingham Southern Box A-10, 900 Arkadelphia Birmingham, AL 35254	Jane Seigel (205) 226-4600		N
7	Lawson State Community College 3060 Wilson Road Birmingham, AL 35221	Carl Davis (205) 925-2515		N

8	Auburn University 303 Martin Hall Auburn, AL 36849-5139	Shirley Smith (334) 844-4744 Auburn.edu/career		N
9	University of Montevallo Station 6262 Montevallo, AL 35115	Linda Honeycutt (205) 665-6030		N
10	Birmingham Urban League 1229 3 rd Avenue North Birmingham, AL 35203	Rosa Sims (205) 326-0162		N
11	Faulkner University 2970 Lorna Road Birmingham, AL 35216-4506	John Bowen (205) 879-5588		N
12	Birmingham Ad Club P.O. Box 530416 Birmingham, AL 35253	Alana Stephenson (205) 877-9856		N
13	NAB Employment Clearinghouse 1771 N. Street, N.W. Washington, DC 20036	Alex Shitz-Sanchez (202) 429-5438		N
14	National Urban League 120 Wall Street New York, NY 10005	Yolanda Richardson 212) 558-5300		N
15	The Birmingham News 2200 4 th Avenue North Birmingham, AL 35203	Classified Dept. (205) 325-3216	9	N
16	Bessemer State Technical College US Highway 11 Bessemer, AL 35022	Debra Ingram (205) 428-6391		N

17	The Birmingham Times 115 3 rd Avenue West Birmingham, AL 35204	Classified Dept. Fax #205-323-2294		N
18	Cox Career Network	Website	1	N
19	Employee Referral/Internal Posting 950 22 nd Street North Birmingham, AL 35203	Hiring Manager (205) 322-2987	9	N
20	WBHK/WBHI/WAGG/WPSB/WZZK/WBPT/WNCB Website	Website	8	N
21	Sierra Marketing (330) 655-5191	Debbie Carter dccskisierra@aol.com	4	N
22	Society of Broadcast Engineers 9247 N. Meridian Street Indianapolis, IN 46260	Angela Bates (317) 846-9000		N
23	UAB Job Fair	David Ellis (205) 322-2987	1	N
24	Walk In/WZZK/WNCB/WBPT		2	
25	WZZK/WNCB/WBPT On Air Advertisement	Helen Mitchell, HR (205) 916-1100	6	
26	Client Referrals		2	

**Long Term Recruitment Initiatives
Implemented During Year**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	2/21/06	UAB Career Fair Birmingham, Alabama	Job Fair to Recruit Applicants	Participated & had a booth	Paul Bankston, DSM
2	9/13/06	Alabama Broadcaster's Association Career Fair Huntsville, Alabama	Career Fair for those interested in radio, TV and advertising	Interviewed individuals, collected resumes, discussed career opportunities	Paul Bankston, DSM Ray Nelson, GM
3	09/14/06	Alabama Broadcaster's Association Career Fair Montgomery, Alabama	Career Fair for those interested in radio, TV and advertising	Interviewed individuals, collected resumes, discussed career opportunities	Paul Bankston, DSM
4	9/21/06	University of Alabama Career Fair Birmingham, Alabama	Career Fair for those interested in radio, TV and advertising	Interviewed individuals, collected resumes, discussed career opportunities	Grant Larsen, CSC
5	10/28/06	University of Alabama Career Fair Tuscaloosa, Alabama	Career Fair for those interested in mass communications, marketing and advertising	Interviewed individuals, collected resumes, discussed career opportunities	Paul Bankston, DSM
6	11/3/06	Ferguson Center Tuscaloosa, Alabama	Career Fair for those interested in radio, TV and advertising	Interviewed individuals, collected resumes, discussed career opportunities	Paul Bankston, DSM

EEO PUBLIC FILE REPORT

WBHK/WBHJ/WAGG/WPSB/WZZK/WBPT/WNCB

DECEMBER 1, 2006 – November 30, 2007

FULL-TIME POSITIONS FILLED

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vac ancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
1	Account Manager WZZK	01/09/07	02/28/07	Employee Referral	3	1
				WZZK/WNCB/WBPT Website	1	
2	Accounts Receivable Clerk WZZK/WBPT//WNCB	01/11/07	06/10/07	Birmingham News	10	1
				WZZK/WNCB/WBPT Website	2	
3	Account Manager WBHJ	01/31/07	03/05/07	Employee Referral	5	1
				Sierra Marketing	1	
4	Account Manager WBHK	03/19/07	04/16/07	Birmingham News	2	
				Employee Referral	2	1
				WBHK/WBHJ/WAGG Website	1	
5 & 6	(2) Account Manager WZZK	05/01/07	07/15/07	Client Referral	1	
				WZZK/WNCB/WBPT Website	6	1
				Walk-In	2	1
				Birmingham News	1	
7, 8, 9	(3) Account Manager WBHK	6/29/07	7/16/07	Employee Referral	3	2
				Birmingham News	2	
				WBHK Website	1	1

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
10	Account Manager WZZK	07/14/07	10/15/07	WZZK/WNCB/WBPT Job Fair	3	1
11	On Air Announcer WBHK	07/17/07	08/27/07	Employee Referral	1	1
				Cox Career Network	4	
12	Receptionist WBHK/WBHJ/WAGG	6/22/07	8/27/07	Savela Temp Agency	1	1
				Auburn University	3	
				Birmingham News	5	
				Alabama State Employment Office	1	
				Birmingham Ad Club	2	
13	Receptionist WBHK/WBHJ/WAGG	9/27/07	10/1/07	Cox Radio In-House Posting	1	1
				WBHK/WBHJ/WAGG Website	2	
14	Morning Show Co-Host WBHJ	8/6/07	10/22/07	ABA Website	1	
				WBHK/WBHJ/WAGG Website	5	
				Jitterbugs Remote	23	
				Employee Referral	3	1
				Internal Posting	1	
15	Receptionist WZZK/WBPT/WNCB	10/19/07	11/15/07	Birmingham News	1	1
				Miles College Recruitment Letter	1	
				WZZK/WBPT/WNCB Website	1	
				AL.com	3	

***The Attached List of Recruitment Sources were contacted for the above openings**

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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Alabama State University 5500 Myron Massey Blvd. Birmingham, AL 35205	Beverly Rudolph (205) 925-2753	1	
2	Ala. Broadcasters Assoc. 1316 Alford Ave. Ste. 201 Birmingham, AL 35226-3128	Cindi McGee (205) 979-1690		
3	UAB Career Center BEC-303 1530 3 rd Ave. South Birmingham, AL 35294-1150	Michael Lebeau (205) 934-9202		
4	Bessemer Housing Authority 1515 Fairfax Avenue Bessemer, AL 35020	Family Self-Sufficiency Dept. (205) 481-3964		
5	Stillman College P.O. Box 1430 Tuscaloosa, AL 35403	Jacqueline Currie (205) 349-4240		
6	Jefferson Cty Center for Workforce Develop.	www.usworks.com		
7	Birmingham Southern Box A-10, 900 Arkadelphia Birmingham, AL 35254	Jane Seigel (205) 226-4600		

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
8	Miles College P.O. Box 3800 Birmingham, AL 35208	Darlene Mitchell (205) 929-1405	1	
9	Auburn University 303 Martin Hall Auburn, AL 36849-5139	Shirley Smith (334) 844-4744 Auburn.edu/career	3	
10	University of Montevallo Station 6262 Montevallo, AL 35115	Linda Honeycutt (205) 665-6030		
11	Birmingham Urban League 1229 3 rd Avenue North Birmingham, AL 35203	Rosa Sims (205) 326-0162		
12	Faulkner University 2970 Lorna Road Birmingham, AL 35216-4506	John Bowen (205) 879-5588		
13	Birmingham Ad Club P.O. Box 530416 Birmingham, AL 35253	Alana Stephenson (205) 877-9856	2	
14	NAB Employment Clearinghouse 1771 N. Street, N.W. Washington, DC 20036	Alex Shitz-Sanchez (202) 429-5438		
15	National Urban League 120 Wall Street New York, NY 10005	Yolanda Richardson 212) 558-5300		

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
16	The Birmingham News/AL.com Classified Dept.	Classified Dept. (205) 325-3216	24	
17	Bessemer State Technical College US Highway 11 Bessemer, AL 35022	Debra Ingram (205) 428-6391		
18	Savela Temp Agency 3595 Grandview Pkwy. Birmingham, AL 35243	Linda Bolte 205-444-0080	1	
19	Employee Referral/Internal Posting		19	
20	WZZK/WNCB/WBPT Website		10	
21	WBHK/WBHG/WAGG Website		9	
22	Sierra Marketing (sales positions only)	Debbie Carter	1	
23	Radio & Records Magazine (programming positions only)			
24	Alabama State Employment Office	joblink@alabama.gov	1	
25	Cox Career Network	Cox website	4	
26	Client Referral		1	
27	Walk Ins		2	
28	Job Fairs		3	
29	Jitterbugs Remote (promotion event)	Mary K Schmitt (205) 322-2987	23	

**Long Term Recruitment Initiatives
Implemented During Year**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	02/22/07	WBHJ/WBHK/WAGG UAB Bartow Arena Birmingham, AL	Career Fair for those interested in radio sales and accounting.	Interviewed individuals, collected resumes, discussed career opportunities	Grant Larsen, DCS Paul Bankston, DSM
2	03/15/07	WBHJ/WBHK/WAGG University of Alabama Minority Journalism Workshop Birmingham, AL	Hosted career fair to target school minority students interested in broadcasting and journalism.	Department Heads conducted a day long seminar for students	Kori White, PM David R. DuBose, VP Mary K Schmitt, PD Mickey Johnson, PD
3	06/15/07	WBHJ/WBHK/WAGG Alabama Broadcaster's Assoc. Birmingham, AL	Broadcast scholarship program -- awarded 12 scholarships to college students in the state.	Reviewed applicants, schedules individual winner	David R. DuBose, VP
4	08/27/07	WZZK/WNCB/WBPT/WBHK/ WBHJ/WAGG Job Fair at the Cahaba Grand Conference Center.	Hosted Career Fair for those interested in a job in radio.	Interviewed individuals, collected resumes, discussed career opportunities	Ray Nelson, GM, David Walls GSM, Meredith Hollingsworth CSI
5	09/18/07	WBHJ/WBHK/WAGG UAB Bartow Arena Birmingham, AL	Career Fair for those interested in news, sales, and receptionist.	Interviewed individuals, collected resumes, discussed career opportunities	Grant Larsen, DCS

**Long Term Recruitment Initiatives
Implemented During Year**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
6	09/28/07	WBHJ/WBHK/WAGG Bethune Cookman University Senior Career Advancement Fair	Career Fair for those interested in radio.	Interviewed individuals, collected resumes, discussed career opportunities	Mary K. Schmitt, PD
7	11/02/07	WBHJ/WBHK/WAGG University of Alabama Career Fair, Ferguson Center Tuscaloosa, AL	Career Fair for those interested in radio, news, marketing & sales.	Interviewed individuals, collected resumes, discussed career opportunities	Paul Bankston, DSM Young Dil, On Air Personality