

# **First Media Radio, LLC**

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

Fax: 252-538-0378

WPTM-FM, Roanoke Rapids NC, WSMY-AM, Weldon, NC, WYTT-FM, Emporia, VA, WDLZ-FM, Murfreesboro, NC, WWDR-AM, Murfreesboro, NC, WTRG-FM, Gaston, NC, WWDW-FM, Alberta, VA

## **EEO PUBLIC FILE REPORT**

8/1/17 – 7/31/18

**The following stations are included in the same station employment unit and are included in this EEO Public File Report:**

WPTM-FM, Roanoke Rapids NC  
WSMY-AM, Weldon, NC  
WYTT-FM, Emporia, VA  
WDLZ-FM, Murfreesboro, NC  
WWDR-AM, Murfreesboro, NC  
WTRG-FM, Gaston, NC  
WWDW-FM, Alberta, VA

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## Annual EEO Public File Report Form

### Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): stations listed above and is required to be placed in the online public file of these stations, and posted on their websites, if they have websites.

WPTM-FM, Roanoke Rapids NC, WSMY-AM, Weldon, NC, WYTT-FM, Emporia, VA, WDLZ-FM, Murfreesboro, NC, WWDR-AM, Murfreesboro, NC, WTRG-FM, Gaston, NC, WWDW-FM, Alberta, VA

The following stations in the group have websites: WPTM, WWDW, WYTT, and WTRG.

The information contained in this Report covers the time period beginning **8/1/2017** to and including **7/31/2018** (the “Applicable Period”)

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the letters listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the full-time job positions listed

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on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

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Appendix 1 to

Annual EEO Public File Report Form (EXHIBIT 2)

**Covering the Period from 8/1/2017 to 7/31/2018**

Station(s) Comprising Station Employment Unit: all stations listed above

## Section 1: Vacancy Information

	<b>FULL TIME POSITION</b>	<b>DATE FILLED</b>	<b>NO. OF INTERVIEWEES</b>	<b>RECRUITMENT SOURCE OF HIREE</b>
A	Sales Representative	1/22/18	4	Stations On-Air
B	Sales Representative	6/12/18	2	Stations On-Air

Total number of interviewees: 6

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Appendix 2 to

Annual EEO Public File Report Form

**Covering the Period from 8/1/2017 to 7/31/2018**

Station(s) Comprising Station Employment Unit: all stations listed above

## Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-Time Positions for Which This Source Was Utilized
A	Roanoke Valley Chamber of Commerce 260 Premier Blvd. Roanoke Rapids, NC 27870 (252)537-3513 lhammack@rvchamber.com	0	A, B
B	South Hill Chamber of Commerce 201 S. Mecklenberg Ave South Hill, VA 23970 (434)447-4547 frank@southhillchamber.com	0	A,B
C	Station Websites <a href="http://www.maverick1023.com">www.maverick1023.com</a> <a href="http://www.1077thelakefm.com">www.1077thelakefm.com</a> <a href="http://www.995jamz.com">www.995jamz.com</a> <a href="http://www.magic979wtrg.com">www.magic979wtrg.com</a>	0	A,B
D	Ads on Radio Stations WPTM WWDW WDLZ WWDR WSMY WTRG WYTT	4	A,B
E	Stations Facebook /Social Media (stations listed in F)	1	A,B

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F	Internal Job Posting	0	A,B
G	Employee Referral	1	A,B
H	Job Fairs-North Carolina Roanoke Valley Chamber of Commerce 260 Premier Blvd. Roanoke Rapids, NC 27870 (252)537-3513 lhammack@rvchamber.com	0	A,B
I	Job Fairs-Virginia Virginia Workforce Ctr. 111 E. Danville St. South Hill, VA 23970 (434)955-2252, ext 5513 Shannon Hinkle	0	A,B
J	Lake Gaston Regional Chamber Of Commerce 2357 Eaton Ferry Rd. Littleton, NC 27850 (252)586-5711 Christina Wells	0	A,B
K	Virginia Career Works Terra Bailey Napier 118 E. Danville St South Hill, VA 23970 <a href="mailto:terranapier@southernvajobs.com">terranapier@southernvajobs.com</a> (434) 390-9795	0	A,B

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## Appendix 3 to Annual EEO Public File Report Form

Covering the Period from 8/1/17 to 7/31/18

Station(s) Comprising Station Employment Unit: all stations listed above

### Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Throughout the previous year for which this Report is filed, First Media Radio, LLC ("First Media"), licensee of stations WPTM(FM) Roanoke Rapids, North Carolina, WSMY(AM), Weldon, North Carolina, WTRG(FM), Gaston, North Carolina, WWDR(AM), WDLZ(FM), Murfreesboro, North Carolina, WYTT(FM), Emporia, Virginia and WDDW(FM), Alberta, Virginia participated in numerous broad outreach efforts to recruit and inform potential employees regarding employment opportunities at the radio stations. These initiatives included the following:

The General Manager is the management team member responsible for coordinating these efforts. A radio announcement airs daily on each station asking for recruitment sources wishing to receive notice of station(s) job openings.

The station continued its internship program with area schools and colleges implemented in 2006. The station has encouraged minorities and females to participate in the program from the following organizations:

Roanoke Valley Workforce Development Program, Norfolk State University, Virginia State University, Virginia Commonwealth University, Chowan University, Halifax Community College, Shaw University, Winston Salem State University, East Carolina University, Radford University and local high schools. The station hosted one intern during March-April 2018 from Hertford County Early College High School. The student spent time primarily at the stations Murfreesboro, NC facility, job shadowing and actively engaged in broadcast functions.

August 22, 2017: First Media Radio partnered with EleVAte (Va. Workforce Center) on their job fair in South Hill, VA. The stations had a booth manned by management. Attendees learned about potential broadcasting careers. First Media Radio broadcast live from the event and promoted the event on-air in the days and weeks prior to the job fair to bring people to the event.

September 5<sup>th</sup>, 2017: First Media Radio General Manager spoke to the South Hill Chamber of Commerce about the importance of local radio and also talked about the ongoing search for account reps for First Media Radio. First Media Radio also posts job openings with the South Hill Chamber of Commerce.

November 8th, 2017: First Media Radio Staff participated in The Roanoke Valley Chamber of Commerce Business & Job Expo at Kirkwood-Adams Community Center, Roanoke Rapids, NC., hosted by the

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Roanoke Valley Chamber of Commerce. First Media Radio management was on hand to speak with interested job candidates about careers in broadcasting and job opportunities with First Media Radio.

March 20th, 2018: First Media Radio partnered with Va. Career Works on their job fair at VCU Memorial Community Hospital in South Hill, Va. The stations had a booth manned by management. Attendees learned about potential broadcasting careers. First Media Radio broadcast live from the event and promoted the event on-air in the days and weeks prior to the job fair to bring people to the event.

June 8th 2018: Students from Weldon City Schools participated in a Job Shadowing program at the radio stations. First Media Radio staff showed the students how the studio equipment worked, they recorded a commercial, and informed them of potential careers in broadcasting.

June 16th, 2018: Students from Above & Beyond Tutorial Services, Roanoke Rapids, NC visited the First Media Radio studios and offices. Various First Media Radio staff spoke to the students about their jobs and potential careers in radio.

July 19th, 2018: Students from Roanoke Rapids High School job shadowed a First Media Radio staffer and helped produce radio commercials. The FMR staffer talked to the 10 students about careers in radio.

The General Manager and other key staff members including the Office Manager meet quarterly to review job openings, applications/resumes that are received and review EEO procedures.

First Media Radio President/CEO visits and meets with the General Manager on-site quarterly. During on-site meetings, EEO procedures and employment best practices are reviewed. After one such quarterly meeting, on June 25, 2018 the General Manager viewed a Company-recommended video presentation on “prevention of Sexual Harassment in the Workplace”