

# **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**

8/1/16 – 7/31/17

**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 public inspection files 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, WDDW-FM, Alberta, VA

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

The information contained in this Report covers the time period beginning **8/1/2016** to and including **7/31/2017** (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 8/1/2016 to 7/31/2017**

Station(s) Comprising Station Employment Unit: all stations listed above  
Amended to include fulltime positions hired.

## Section 1: Vacancy Information

	<b>FULL TIME POSITION</b>	<b>DATE FILLED</b>	<b>NO. OF INTERVIEWEES</b>	<b>RECRUITMENT SOURCE OF HIRE</b>
A	Sales Representative	10/16	3	Stations On-Air
B	Sales Representative	1/17	3	Stations Websites
C	Sales Representative	7/17	2	Stations Websites/Employee Referral
D	General Manager	6/17	5	Allaccess.com

Total number of interviewees: 13

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Appendix 2 to

Annual EEO Public File Report Form

**Covering the Period from 8/1/2016 to 7/31/2017**

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 Has Utilized
A	AllAccess.com 28955 Pacific Coast Hwy Suite Z10-5 Malibu, Ca 90265 (310)457-6616	4	D
B	Roanoke Valley Chamber of Commerce 260 Premier Blvd. Roanoke Rapids, NC 27870 (252)537-3513 lhammack@rvchamber.com		A,B,C
C	South Hill Chamber of Commerce 201 S. Mecklenberg Ave South Hill, VA 23970 (434)447-4547 frank@southhillchamber.com		A,B,C
D	Station Websites <a href="http://www.1023wptm.com">www.1023wptm.com</a> <a href="http://www.3wdfm.com">www.3wdfm.com</a> <a href="http://www.995jamz.com">www.995jamz.com</a> <a href="http://www.thegreat98fm.com">www.thegreat98fm.com</a> <a href="http://www.983theriver.com">www.983theriver.com</a>	3	A, B,C

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E	National Radio Talent System P.O. Box 1639 Mathews, NC. 28106 (704)246-8185 Dan Vallie		
F	Ads on Radio Stations WPTM WWDW WDLZ WWDR WSMY WTRG WYTT	3	A,B,C
G	Stations Facebook /Social Media (stations listed in F)	1	A,B,C
H	Internal Job Posting		A,B,C,D
I	Employee Referral	1	D
J	Job Fairs-North Carolina (contacts in Appendix 3)	1	A,B,C
K	Job Fairs-Virginia (contacts in Appendix 3)		A,B,C
L			
M			

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## Appendix 3 to

### Annual EEO Public File Report Form

Covering the Period from 8/1/16 to 7/31/17

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

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

Throughout the previous years 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 and 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 several times daily on each station asking for recruitment sources wishing to receive notice of station(s) job openings.

The station has also continued its internship program with area schools and colleges implemented in 2006. The station has encouraged minorities and females to participate in this 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. During this period, a student from KIPP Gaston College Preparatory School learned how to operate broadcast equipment, the production of audio commercials and trained to be a radio announcer. This internship eventually led to parttime employment.

October 14, 2016 Roanoke Rapids High School students interested in broadcasting careers were trained by station personnel and produced a live broadcast of their high school football game. The students interviewed coaches and read live announcements on the air.

October 19, 2016 First Media Radio participated in the Roanoke Valley Chamber of Commerce Mega Job Fair at Halifax Community College. The station manager explained the various career openings in broadcasting.

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November 2, 2016 WPTM, WTRG, and WWDW participated in the Southside Virginia Community College Workforce Development Job Fair. The station manager attended and met with students as part of the WorkKeys Career Readiness Certification program.

Nov 29, 2016 First Media Radio hosted a student in the Roanoke Valley Chamber of Commerce job shadowing program. The Operations Manager explained various broadcasting careers from operations, sales, to on-air. These Career Day and Job Shadowing activities in the Greensville, Roanoke Rapids and Mecklenburg County School Systems have identified students who are interested in participating in First Media Radio's training program. These students are first offered an opportunity to job shadow, and then progress into possible part-time or full-time employment as positions become available.

April 6, 2017 First Media General Manager and other station staff participated in the Roanoke Valley Chamber of Commerce Job Fair at Halifax Community College.

April 21, 2017 The station group continues to be involved in Chowan University's Business & Marketing Education program in Murfreesboro, NC. Station representatives talked with business and marketing majors regarding broadcast career opportunities specific to their career field.

April 27, 2017 First Media General Manager and other station staff participated in the Southside Virginia Education Center Job Fair in Emporia, VA.

June 2, 2017 Fifteen students from Weldon City Schools participated in a Job Shadowing program at the radio station. The Operations Manager explained various broadcasting careers from operations, sales, to on-air.

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