

# **First Media Radio, LLC**

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

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**

8/1/18 – 5/28/19

**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

# First Media Radio, LLC

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

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

## 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, WSMY and WTRG.

The information contained in this Report covers the time period beginning **8/1/2018** to and including **5/28/2019** (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 on Appendix 1.

# First Media Radio, LLC

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

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

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.

Appendix 1 to

Annual EEO Public File Report Form (EXHIBIT 2)

**Covering the Period from 8/1/2018 to 5/28/2019**

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	3/22/19	2	Referral from Employee/Industry Source
B	General Manager	4/22/19	6	Referral from Employee/Industry Source

Total number of interviewees: 8

# First Media Radio, LLC

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

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

## Appendix 2 to

Annual EEO Public File Report Form

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 Ginny Lewis glewis@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.1077lakefm.com">www.1077lakefm.com</a> <a href="http://www.995jamz.com">www.995jamz.com</a> <a href="http://www.magic979wtrg.com">www.magic979wtrg.com</a>	0	A
D	Ads on Radio Stations WPTM WWDW WDLZ WWDR WSMY WTRG WYTT	1	A
E	Stations Facebook /Social Media (stations listed in F)	0	A
F	Internal Job Posting	0	A,B
G	Referral by Employee or Industry Source	6	A,B
H	Northampton County Economic	0	A,B

# First Media Radio, LLC

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

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

	Development 9495 NC Highway305 Jackson, NC 27845 (252)534-1092 Gary Brown g.brown@nhcnc.net		
I	Job Fairs- Southside Virginia Education Center 1300 Greensville County Circle Emporia, VA 23847 (434)949-6614 Courtney Starke Courtney.starke@southside.edu	0	A
J	Lake Gaston Regional Chamber Of Commerce 2357 Eaton Ferry Rd. Littleton, NC 27850 (252)586-5711 Christina Wells info@lakegastonchamber.com	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
L	AllAccess.com 24955 Pacific Coast Highway Suite C303 Malibu, CA 90265 (310)457-6616	1	B
M	Halifax Community College Small Business Center P.O. Box 809 Weldon, NC 27890 (252)536-7274 Kate Barber kbarber@halifaxcc.edu	0	A,B

# First Media Radio, LLC

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

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

## Appendix 3 to Annual EEO Public File Report Form

Covering the Period from 8/1/18 to 5/28/19

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 WWDW(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 worked with Halifax Community College on an intern program in the 2018-2019 academic year where students spend time primarily at the stations Weldon, NC facility job shadowing and actively engaged in broadcast functions.

Fall 2018 through Spring 2019: First Media Radio fulltime staffers spoke with the Roanoke Valley Chamber of Commerce staff and membership on numerous occasions at the Chamber's Lunch and Learn presentations August 8, 2018, August 29, 2018 and March 27, 2019 regarding career opportunities available at First Media Radio. First Media Radio sponsored a Spring 2019 Business Open House in conjunction with the RVCC at Logan's Roadhouse, Roanoke Rapids, NC. Career opportunities with First Media Radio were presented.

December 10, 2018: Roanoke Rapids High School Art Club seniors came to First Media Radio's Weldon, NC facility. Six class members toured the facility and were presented with career opportunities available in broadcasting.

# **First Media Radio, LLC**

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

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

March 25, 2019: First Media Radio presented a facility tour and discussed career opportunities for North Carolina/Virginia Assertive Community Treatment Class. Approximately 25 adults toured First Media Radio's Weldon facility.

April 10, 2019: First Media Radio participated in the Job Fair sponsored by Southside Virginia Community College Workforce Development and Student Development Services. Management was present at the event. The station(s) broadcast live from the Job Fair and discussed First Media Radio career opportunities with attendees.

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.