

## **FIRST MEDIA RADIO, LLC**

12714 Hwy 97 East Rocky Mount, NC 27803

Telephone: 252-442-8092

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WDWG-FM- Rocky Mount, NC, WPWZ-FM-Pinetops, NC, WZAX-FM-Nashville, NC, WRMT-AM-Rocky  
Mount, NC

## **EEO PUBLIC FILE REPORT**

**8/1/18– 7/7/19**

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

**WDWG-FM, Rocky Mount, NC**

**WPWZ-FM, Pinetops, NC**

**WZAX-FM, Nashville, NC**

**WRMT-AM, Rocky Mount, NC**

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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© 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 inspection files of these stations, and posted on their websites, if they have websites.

The following stations in the group have websites: WDWG, WPWZ, WZAX

The information contained in this Report covers the time period beginning 8/1/2018 to and including 7/7/2019 (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©(l)(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 person hired 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© (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 in 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 purposed of this Report, a vacancy was deemed “filled” not when the offer was extended but when the person hired 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 from (Exhibit 2)**

**Covering the Period from 8/1/2018 to 7/7/2019**

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

	<b>Full Time Position</b>	<b>Date Filled</b>	<b>No. Of Interviewees</b>	<b>Recruitment Source of Person Hired</b>
<b>A</b>	<b>Account Executive</b>	<b>November 26, 2018</b>	<b>4</b>	<b>Employee Referral</b>
<b>B</b>	<b>Account Executive</b>	<b>April 15, 2019</b>	<b>6</b>	<b>Employee Referral</b>

**Total number of interviewees: 10**

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Appendix 2 to Annual EEO Public File Report Form-Covering the Period of 8/1/2018 to 7/7/2019

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
N.C. Employment Security Commission 121 Fairview Rd. Rocky Mount, NC 27801 252-977-3306 Terry Anderson	0	A,B
Nash Community College 522 N. Old Carriage Rd. Rocky Mount, NC 27804 252-443-4011 Wil Van der Meulen wilvan@nashcc.edu	0	A,B
Edgecombe Community College 225 Tarboro St. Rocky Mount, NC 27801 252-985-2212 Ginny McLendon Mclendon.edgecombe.edu	0	A,B

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**Section 2: Recruitment Source Information**

<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period (If Any)</b>	<b>Full-Time Positions for Which This Source Was Utilized</b>
Wilson Community College P.O. Box 4305 Wilson, NC 27893 252-291-1195 Tondra Black tblack@wilsoncc.edu	0	A,B
North Carolina Wesleyan College 3400 Wesleyan Blvd. Rocky Mount, NC 27804 252-985-5100 Jessie Warren jwarren@ncwc.edu	0	A,B
Barton College P.O. Box 500 Wilson, NC 27893 800-345-4973 Lance Kahn <a href="mailto:lwkahn@barton.edu">lwkahn@barton.edu</a>	0	A,B

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Career Plus-Wilson Co. Social Services-114 North Pine St. Wilson, NC 27893-252-206-4000		A,B
National Association of Black College Broadcasters-404-523- 4000-bcrmarl@aol.com		A,B
First Media Radio Recruitment Ad Campaign		A,B
Career Plus Job Fair 114 North Pine St. Lisa Council Wilson, NC 27893-252-206-4000	2	A,B
Nash Community College Job Fair 522 N Old Carriage Road Rocky Mount, NC 27804 Wil Van der Meulen wilvan@nashcc.edu 252-443-4011		A,B
Edgecombe Community College Job Fair 225 Tarboro St. Rocky Mount, NC 27801 252-985-2212 Ginny McLendon Mclendon.edgecombe.edu	5	A,B

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Allaccess.com 24955 Pacific Coast Hwy-C303-Malibu, CA 90265 310-457-6616	0	A,B
Employee Referral	3	A,B
Community Outreach Referral- candidates are sought through communication with clients, business leaders, and civic leaders	0	A,B
Station Social Media Platforms including Facebook, InstaGram, Twitter	0	A,B



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**Appendix 3 to Annual EEO Public File Report Form**

**Covering the period from 8/1/2018 – 7/7/2019**

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

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

**Through the previous years for which this Report is filed, First Media Radio, LLC (“First Media”), licensee of stations WDWG (FM), Rocky Mount, North Carolina, WPWZ-FM, Pinetops, North Carolina, WZAX-FM, Nashville, North Carolina, WRMT-AM, Rocky Mount, North Carolina 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 daily on each station asking for recruitment sources wishing to receive notice of station(s) job openings.**

**The stations have continued their internship program with area schools and colleges.**

**Through the years, the stations have had an ongoing internship relationship with area colleges, universities and schools including:**

**Barton College, Nash Community College, Edgecombe Community College, North Carolina Wesleyan College, Elizabeth City State University, and Rocky Mount Preparatory School**

**During this period, Janeane Cooper, a student from Elizabeth City State University participated in the internship program from January 22, 2019 until April 30, 2019. She learned the operation of**

**broadcast equipment, how to write, voice, and produce audio commercials, and, through shadowing one of the Program Directors, the proper way to conduct an on- air shift.**

**February 18, 2019: First Media Radio, LLC participated in the Edgecombe Community College Job Fair. Management attended and solicited resumes and applications from those interested in learning more about full time sales positions.**

**February 25, 2019: First Media Radio, LLC hosted a job fair to conduct interviews and review resumes of candidates interested in full time sales positions. The event was hosted at the company's studios and offices at 12714 Highway 97 East in Rocky Mount, NC.**

**March 4, 2019: First Media Radio, LLC hosted a tour of the studios and offices with the Wilson Chamber Entrepreneurs Group. During this time, all members of the group were informed of full time positions available.**

**March 16, 2019: First Media Radio, LLC participated in the 2019 Wilson Chamber Spring Expo. Management attended and solicited resumes and applications from those interested in learning more about full time sales positions.**

**March 25, 2019: First Media Radio, LLC participated in the Career Plus-Wilson County Department of Social Services Career Fair. Management attended and solicited resumes and applications from those interested in learning more about full time sales positions.**

**April 3, 2019: First Media Radio, LLC co-sponsored, along with the U.S. Army, the job fair at Nash Community College.**

**April 3, 2019: First Media Radio, LLC participated in the First Media Radio/U.S. Army/Nash Community College Job Fair held at Nash Community College. Management attended and solicited resumes and applications from those interested in learning more about full time sales positions.**

**April 22, 2019: First Media Radio, LLC hosted a tour of the studios and offices with the Rocky Mount Business Builders. During this time, all members of the group were informed of full time positions available.**

**May 6, 2019: First Media Radio, LLC General Manager Kevin Bullock spoke to the Tarboro Rotary Club. During his talk, he solicited help from members in recruiting for full time sales positions and broadcasting careers.**

**First Media Radio President/CEO visits with the General Manager on-site quarterly. During those on-site meetings, EEO procedures and employment best practices are reviewed.**

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