

**FIRST MEDIA RADIO, LLC  
12714 Highway 97 East Rocky Mount, NC. 27803  
Telephone: 252-442-8092**

**WDWG-FM-Rocky Mount, NC, WPWZ-FM-Pinetops, NC, WZAX-FM-  
Nashville, NC,**

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

**EEO PUBLIC FILE REPORT**

**8/1/2022– 7/31/2023**

**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  
FIRST MEDIA RADIO, LLC**

**12714 Hwy 97 East Rocky Mount, NC. 27803**

**WDWG-FM-Rocky Mount, NC, WPWZ-FM-Pinetops, NC, WZAX-FM-Nashville,  
NC,**

**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.**

**The following stations in the group have websites: WDWG, WPWZ, WZAX  
The information contained in this Report covers the time period beginning  
8/1/2022 to and including 7/31/2023 (the “Applicable Period”)**

**The FCC's 2002 EEO Rule requires that this Report contains 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© (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 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. The letters listed in Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized refer to the full-time positions listed.**

**On Appendix 1**

**For purposed on 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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WDWG-FM-Rocky Mount, NC, WPWZ-FM-Pinetops, NC, WZAX-FM-  
Nashville, NC,**

**Appendix 1**

**Annual EEO Public File Report from (Exhibit 2)**

**Covering the Period from 8/1/2022 to 7/31/2023**

**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>Account Executive</b>	<b>November 21, 2022</b>	<b>4</b>	<b>Client referral</b>
	<b>Program Director</b>	<b>May 1, 2023</b>	<b>0-see special notice</b>	<b>0-see special notice</b>

**Special Notice: The program director position was filled under exigent circumstances upon the sudden retirement of WDWG program director.**

**Appendix 2 to Annual EEO Public File Report Form-Covering the Period of 8/1/2022-7/31/2023**

**Stations(s) Comprising Station Employment Unit. All stations listed above**

**Section 2: Recruitment Source Information**

<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviews This Source Had Provided During This Period (If Any)</b>	<b>Full-Time Positions for Which this Source was Utilized</b>
<b>N.C. Employment Security Commission NC Works 121 Fairview Rd. Rocky Mount, NC. 27801 252-467-9312 Diane Thomas</b>	<b>0</b>	<b>A</b>
<b>Nash Community College 522 N. Old Carriage Rd. Rocky Mount, NC 27804 252-443-4011</b>	<b>0</b>	<b>A</b>

<b>Peter Singletary</b> <b>Pgsingletary597@nashcc.edu</b>		
<b>Edgecombe Community College</b> <b>225 Tarboro St.</b> <b>Rocky Mount, NC. 27801</b> <b>252-823-5166</b> <b>Curtis Street</b> <b>streetc@edgecombe.edu</b>	<b>0</b>	<b>A</b>

<b>Recruitment Source</b>	<b>Total Number of Interviewees This Source Had Provided During This Period (If Any)</b>	<b>Full-Time Positions for Which This Source Was Utilized</b>
<b>Wilson Community College</b> <b>P.O. Box 4305</b> <b>Wilson, NC. 27893</b> <b>252-291-1195</b> <b>Dr. Jennifer Gonyea</b> <a href="mailto:jgonyea@wilsoncc.edu">jgonyea@wilsoncc.edu</a>	<b>0</b>	<b>A</b>
<b>North Carolina Wesleyan College</b> <b>3400 Wesleyan Blvd.</b> <b>Rocky Mount, NC. 27804</b> <b>252-985-5100</b> <b>Jessie Warren</b> <a href="mailto:career@ncwc.edu">career@ncwc.edu</a>	<b>0</b>	<b>A</b>
<b>Barton College</b> <b>P.O. Box 500</b> <b>Wilson, NC. 27893</b> <b>800-345-4973</b> <b>Lance Kahn</b> <a href="mailto:careerplanning@barton.edu">careerplanning@barton.edu</a>	<b>0</b>	<b>A</b>

<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>
<b>Career Plus-Wilson Co Social Services 114 North Pine St. Wilson, NC. 27893 252-206-4000 Glenn Osbourne</b>	<b>0</b>	<b>A</b>
<b>National Association of Black Journalists 8800 Lakewood Drive #1117 Windsor, CA. 95492</b>	<b>0</b>	<b>A</b>
<b>First Media Radio Social Media/Websites/On-Air 12714 Hwy 97 East Rocky Mount, NC. 27803 252-442-8092 Kevin Bullock kevin@firstmedianc.com</b>	<b>3</b>	<b>A</b>

<b>Recruitment Source (Name, Address, Telephone or email, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Proved During This Period (If Any)</b>	<b>Full-Time Positions For Which This Source Was Utilized</b>
<b>Employee Referral</b>	<b>0</b>	<b>A</b>
<b>Client Referral</b>	<b>1</b>	<b>A</b>
<b>Community Outreach- Presentations by Staff Members to Community Organizations</b>	<b>0</b>	<b>A</b>
<b>Social Media-Facebook</b>	<b>1</b>	<b>A</b>
<b>Station Websites: <a href="http://www.powerhits95.com">www.powerhits95.com</a> <a href="http://www.bigdawg985.com">www.bigdawg985.com</a></b>	<b>2</b>	<b>A</b>

<a href="http://www.993thebeach.com">www.993thebeach.com</a>		
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**Appendix 3 to Annual EEO Public File Report Form**

**Covering the period from 8/1/2022 to 7/31/2023**

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

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

**First Media Radio, LLC (“First Media”), licensee of stations has participated in numerous and broad outreach efforts to recruit and inform potential employees and various community groups and entities regarding employment opportunities at the radio stations.**

**The General Manager is the management team member responsible for coordinating these efforts. The General Manager either personally executes these efforts or delegates the outreach efforts to other members of the management team.**

**The General Manager is on the Board of the Broadcasting and Production Technology Department at Nash Community College. He takes advantage of this position in sharing career and internship opens at the stations.**

**Initiatives for this period include:**

**August 9, 2022: First Media Office Manager attended the career fair hosted by Braswell Memorial Library in Rocky Mount. Participants were afforded the opportunity of presenting their resume or filling out an application and having their questions about career opportunities at the station answered.**

**August 22, 2022: First Media Radio was a participant at on-campus Welcome Back Barton College Day, Wilson, NC. First Media Radio General Manager met**

with students on-campus, informed them of work and internship opportunities and shared with students career opportunities in broadcasting.

**January 19, 2023:** First Media Office Manager attended the career fair hosted by Braswell Memorial Library in Rocky Mount. Participants were afforded the opportunity of presenting their resume or filling out an application and having their questions about career opportunities at the station answered.

**Spring-Summer 2023:** The stations provided an internship opportunity for a Campbell University Communications Studies student starting April 25, 2023. The student shadowed staff members from the General Manager to office and programming personnel. He learned the many facets of broadcasting including sales, billing, scheduling, production, and on-air. The internship is ongoing at the time of the preparation of this report.

**June 9, 2023:** First Media Radio President Alex Kolobielski, stations General Manager and company consultant met to review stations' EEO initiatives, activities to broaden stations' EEO outreach, and Management training on EEO compliance.

**July 6, 2023:** First Media President Alex Kolobielski, stations General Manager, and company consultant met to organize efforts in preparing annual report and to review EEO outreach compliance and EEO outreach activity.

#### **Weekly and Ongoing**

**Stations' President and CEO meets weekly with General Manager and occasionally with staff members providing them sales and marketing training.**

**Stations' General Manager meets weekly with Sales staff providing them Sales and Marketing training.**