

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

8/1/2020 – 7/31/2021

**The following stations are included in the same station
employment unit 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 8/1/2020 to and including 7/31/2021 (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© (I)(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 positions listed.

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On Appendix 1

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, by telephone, or by e-mail.

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Appendix 1

Annual EEO Public File Report from (Exhibit 2)

Covering the Period from 8/1/2020 to 7/31/2021

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

	Full Time Position	Date Filled	No. Of Interviewees	Recruitment Source of Person Hired
A	Account Executive	November 2, 2020	7	First Media Radio Recruitment Ad Campaign

Total number of interviewees: 7

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**Appendix 2 to Annual EEO Public File Report Form-Covering the Period of
8/1/2020-7/31/2021**

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 Had 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
Nash Community College 522 N. Old Carriage Rd. Rocky Mount, NC. 27804 252-977-3306 Wil Van der Meulen	0	A
Edgecombe Community College 225 Tarboro St. Rocky Mount, NC. 27801 252-985-2212 Ginny McLendon Mclendon.edgecombe.edu	0	A

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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
Wilson Community College P.O. Box 4305 Wilson, NC. 27893 252-291-1195 Tondra Black tblack@wilsoncc.edu	0	A
North Carolina Wesleyan College 3400 Wesleyan Blvd. Rocky Mount, NC. 27804 252-985-5100 Jessie Warren jwarren@ncwc.edu	1	A
Barton College P.O. Box 500 Wilson, NC. 27893 800-345-4973 Lance Kahn lwkahn@barton.edu	0	A

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Career Plus-Wilson Co. Social Services 114 North Pine St. Wilson, NC. 27893 252-206-4000 Glenn Osbourne	0	A
National Association of Black College Broadcasters 1201 Connecticut Avenue NW Suite 200 Washington, DC. 20036 202-463-8970 bcrmarl@aol.com	0	A
First Media Radio Recruitment Ad Campaign 12714 Hwy 97 East Rocky Mount, NC. 27803 252-442-8092 Kevin Bullock kevin@firstmedianc.com	3	A

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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
Employee Referral	2	A
Client Referral	1	A
Community Outreach Referral- Speech by General Manager Kevin Bullock to Wilson Kiwanis Club 2200 Peachtree St. Wilson, NC. 27893	0	A

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Appendix 3 to Annual EEO Public File Report Form

Covering the period from 8/1/2020 to 7/31-2021

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 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. These initiatives included the following:

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 stations have continued their internship program with area schools and colleges although the Covid 19 pandemic hampered such efforts in the last twelve months. The stations plan to continue with their efforts to host and teach students in the work environment.

The schools the stations have partnered with in internship programs in the past include Barton College, Nash Community College, Edgecombe Community College, North Carolina Wesleyan College, Elizabeth City State University, and Rocky Mount Preparatory School.

May 6, 2021: Although the pandemic had forced the cancellation of many local job fairs during this period, as safety measures began to ease, First Media General Manager Kevin Bullock attended the Wilson Spring Expo event and conducted a job fair at the stations’ booth accepting applications and answering questions about career opportunities.

July 1, 2021: First Media conducted an interview with the President of Barton College in Wilson. The subject of the interview was internship programs at the college. At this time, General Manager Kevin Bullock informed the Barton President of our intention to continue the internship program and of career opportunities available at the stations.

July 20, 2021: First Media General Manager Kevin Bullock addressed the Wilson, NC Kiwanis Club and informed the group of career opportunities at the stations and the application process.

July 20, 2021: First Media General Manager Kevin Bullock and President Alex Kolobielski met to review efforts made in the last twelve months and to plan the efforts in the coming year including resuming participation in job fairs, hosting job fairs, and hosting an internship program.