

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

8/1/14 7/31/15

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, WWDW-FM, Alberta, VA

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

The information contained in this Report covers the time period beginning **8/1/2014** to and including **7/31/2015** (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)

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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 numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

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Appendix 1 to

Annual EEO Public File Report Form (EXHIBIT 2)

Covering the Period from 8/1/2014 to 7/31/2015

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

Section 1: Vacancy Information

| | Full-time Positions Filled by Job Title | Recruitment Source of Hiree | Total Number of Interviewees from All Sources for This Position |
|---|---|-----------------------------|---|
| A | | | |
| B | | | |
| C | | | |
| D | | | |
| E | | | |

Total Number of Persons Interviewed During Applicable Period: **None This Reporting Period**

There were no full time positions filled during this reporting period.

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Appendix 2 to

Annual EEO Public File Report Form

Covering the Period from 8/1/14 to 7/31/15

Station(s) Comprising Station Employment Unit: all stations 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 | | | |
| B | | | |
| C | | | |
| D | | | |
| E | | | |
| F | | | |
| G | | | |
| H | | | |

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Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 8/1/14 to 7/31/15

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

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

First Media Radio, LLC - Roanoke Rapids, which consists of the above stations, has continued implementation of initiatives designed to comply with outreach recruiting. Al Haskins, General Manager, is the management team member responsible for coordinating these efforts. Radio announcements air several times daily on each station asking for recruitment sources wishing to receive notice of station(s) job openings.

During the period 8/1/14 to 7/31/15 the stations hosted four interns, one from Northwest Halifax High School, Roanoke Chowan Community College, Redford University and Roanoke Valley Early College. The programs allowed the students to become more familiar with the various careers within our facilities by writing and producing public service announcements and numerous other operational duties.

In an effort to encourage minorities to explore careers in broadcasting, stations' Operations Manager Charlie Riddick and Program Director Trevon Patterson visit historically black colleges and universities in the region.

During this reporting period, WDLZ Manager Earl Telliga spoke to the communications studies, marketing and business students at Chowan University January 14, 2015.

October 30, 2014

Station account executives, managers, and other staff members participated in Career Interview Day activities at Roanoke Rapids High School to promote careers in broadcasting. Students were given an opportunity to interview for an entry level position in broadcasting as a way to learn more about the broadcast careers.

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January 20, 2015 - WYTT hosted a Career Day event with Weldon Elementary and Middle Schools. Students learned about careers in broadcasting and were allowed an opportunity to read commercials on the air. Operations Manager Charles Riddick and other station representatives talked to attendees about careers in broadcasting.

March 18, 2015 - General Manager Al Haskins and WWDW Station Manager Greg Thrift participated in the Southside Virginia Community College Job Fair in Alberta, Virginia. Job seekers were able to learn about careers in broadcasting.

March 19, 2015 WDLZ Station Manager Earl Telliga and group General Manager Al Haskins participated in the Roanoke Chowan Community College Job Fair program. The two shared with students all of the possible careers in broadcasting and possible employment opportunities.

March 24, 2015

As a result of Career Day activities in the Greensville County Virginia, Roanoke Rapids, NC, Conway NC, and Mecklenburg County School System in Virginia. General Manager Al Haskins and Operations Manager Charles Riddick 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. Two students were allowed a job shadowing experience with Sales Manager Charlie Beaver on WPTM's Morning Radio program. The students were also given the opportunity to read on the air announcements about the program.

April 2 and 15, 2015 Station Manager Al Haskins and Operations Manger CJ Riddick participated in Career Day activities at Powelton Elementary in Lawrenceville, Virginia and Red-Oak Sturgeon Elementary in Alberta, Virginia to discuss broadcasting and careers in broadcasting.

April 29 and May 4, 2015

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The station group co-sponsored Job Fairs with the Roanoke Valley Chamber of Commerce and employers across our region to to discuss available jobs the market area. Members of the station group including Station Manager Al Haskins, Operations Manager CJ Roddick and other station employees attended to discuss career opportunities in broadcasting.

June 30, 2015

Operations Manager Charles Riddick and Program Director Trevon Patterson participated in Male Mentoring Program and Job Fair at Halifax Community College, Weldon, NC. This exposed young minority males to broadcast careers. Students were exposed to various business related careers in broadcasting (sales, accounting, etc.)