

First Media Radio, LLC

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

Fax: 252-539-0378

WNVN LP, Roanoke Rapids, NC, WPTM-FM, Roanoke Rapids NC, WCBT-AM, 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

8/1/08 – 7/31/09

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

WNVN LP, Roanoke Rapids, NC
WPTM-FM, Roanoke Rapids NC
WCBT-AM, 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

Fax: 252-539-0378

WNVN LP, Roanoke Rapids, NC, WPTM-FM, Roanoke Rapids NC, WCBT-AM, 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 public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning **8/1/2008** to and including **7/31/2009** (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 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.

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.

First Media Radio, LLC

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

Fax: 252-539-0378

WNVN LP, Roanoke Rapids, NC, WPTM-FM, Roanoke Rapids NC, WCBT-AM, 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

Appendix 1 to

Annual EEO Public File Report Form (EXHIBIT 2)

Covering the Period from 8/1/2008 to 7/31/2009

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	No Positions vacant during the period		
B			
C			
D			
E			

Total Number of Persons Interviewed During Applicable Period: 0

First Media Radio, LLC

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

Fax: 252-539-0378

WNVN LP, Roanoke Rapids, NC, WPTM-FM, Roanoke Rapids NC, WCBT-AM, 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

Covering the Period from 8/1/08 to 7/31/09

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			No Vacancies during reporting period
B			
C			
D			
E			
F			
G			
H			

* Indicates sources that have requested notification of job openings. See footnote, Appendix 1

First Media Radio, LLC

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

Fax: 252-539-0378

WNVN LP, Roanoke Rapids, NC, WPTM-FM, Roanoke Rapids NC, WCBT-AM, 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 8/01/08 to 7/31/09

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

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

The station has also continued its internship program, June 10th 08 to August 20th 08. Anna Mahone attending The University of Virginia in Media studies. Ms. Mahone worked with Operations Manager Dan Preston in programming, production. And News Director Marie Torres worked with Ms. Mahone in both radio and tv news. Emily Brown intern with Operation Manager Dan Preston from June 1st 09, to the present.

Ms. Brown attends Roanoke Rapids High School. The station has encouraged minorities and females to participate in this program.

The general manager and station account executives attended a Business to Business Expo March 13, 2009, sponsored by the Roanoke Valley Chamber where station manager made presentations on the overall function of the station and the employment opportunities for all in the community.

Station account executives, managers, and other staff members also participated in Career Day activities at various schools within coverage area to promote careers in broadcasting. October 2008: Workforce Development Exposing those on public assistance to local career opportunities, November 2008: Hosted students from East Carolina University for discussion on careers in broadcasting. December 2008: Roanoke Valley Chamber Leadership Development Program, January 2009: Chamber of Commerce Business Education Partnership program, February 2009: Annual Job Shadowing "Ground Hog Day" career education program, allowed students from area schools to spend a day shadowing stations employees. March 2009: Hosted young professionals for on-site career exploration program, March 2009: Participated in Male Mentoring Program as a way to expose young minority males to broadcast careers. Co-sponsored program with Halifax Community College. April 2009: Sponsored Job Fair with Roanoke Valley Chamber of Commerce. April 2009: Department of Social Services Career Education Program thru Work First.

As a result of these Career Day activities, the stations have also identified students who are interested in participating in First Media Radio's training program. These students are first offered an opportunity to job shadow, the progress into possible part-time or full-time employment as positions become available.

First Media Radio, LLC

3 First Street Weldon, NC 27890

Telephone: 252-536-3115

Fax: 252-539-0378

WNVN LP, Roanoke Rapids, NC, WPTM-FM, Roanoke Rapids NC, WCBT-AM, 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 General Manager also participated in four local job fairs to promote and recruit potential employees. First Media Radio co-sponsored the October 16, 2008, Feb 5, 2009, April 3, 2009, and April 15, 2009 Job Fairs in partnership with the Roanoke Valley Chamber of Commerce and Halifax Community College. These were regional job fairs that encompasses all stations in our group.

In March 9th 2009 and April 15th 2009, the station group participated in mentoring and career exposure events to encourage young minorities to consider broadcast careers. The programs were sponsored by Halifax Community College and Roanoke Rapids High School.

The General Manager and program directors meet monthly to review job openings and applications/resumes that are received.

May 6-8 2009 General Manager Al Haskins attended First Media Radio Annual Managers Meeting in Durham, North Carolina. Specific training was provided on ensuring equal employment Opportunity and preventing discrimination.