

Joan Stewart
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May 5, 2022

VIA POSTING TO FCC ONLINE PUBLIC INSPECTION FILE

wiley.law

Elizabeth E. Goldin
Assistant Chief, Investigations & Hearings Division
Enforcement Bureau
Federal Communications Commission

Re: **Response to Broadcast EEO Audit Letter
Alpha Media Licensee, LLC
WVBX, Spotsylvania, Virginia
Facility ID No. 65640**

EEO Staff:

On behalf of Alpha Media Licensee, LLC, licensee of the above referenced broadcast station in the Fredericksburg, Virginia station employment unit ("SEU"), the undersigned submits the SEU's response to your letter of March 21, 2022 concerning compliance with the Commission's Equal Employment Opportunity rules, 47 C.F.R. § 73.2080. In accordance with your request, this submission consists of a sworn statement by Mike Hartel, Regional President of Alpha Media Licensee, LLC, with copies of documentation responsive to your inquiry.

Should any questions arise concerning this submission, kindly contact the undersigned.

Respectfully submitted,

/s/ Joan Stewart

Joan Stewart
Counsel to Alpha Media Licensee, LLC

cc: WVBX

DECLARATION OF MIKE HARTEL, CHIEF REVENUE OFFICER

I, Mike Hartel, hereby declare as follows:

1. I am the Chief Revenue Officer for Alpha Media Licensee LLC (“Alpha”), the licensee of WVBX, Spotsylvania, Virginia, Facility ID No. 22484, which is part of a station employment unit based in Fredericksburg, Virginia and which includes WFLS-FM, Fredericksburg, Virginia, Facility ID No. 65641, WWUZ, Bowling Green, Virginia, Facility ID No. 55174, and WNTX, Fredericksburg, Virginia, Facility ID No. 65640 (the “SEU” or “Unit”). This Statement and relevant attachments are being submitted in response to the March 21, 2022 letter of Elizabeth E. Goldin, Assistant Chief, Investigations & Hearings Division of the Commission’s Enforcement Bureau, concerning a random audit of EEO compliance (the “EEO Audit Letter”).
2. This SEU employs five or more full-time employees as the term is defined in the broadcast EEO rule of the Federal Communication Commission (“FCC” or the “Commission”), 47 C.F.R. § 73.2080(e)(1).
3. In response to Question 2(b)(i) of the EEO Audit Letter, the SEU’s two most recent EEO Public File Reports, as described in 47 C.F.R. § 73.2080(c)(6), are appended at Attachment A.
4. In response to Question 2(b)(ii) of the EEO Audit Letter, the web addresses of the stations in this SEU are as follows: www.live993.com (WVBX), www.wfls.com (WFLS-FM), www.969therock.com (WWUZ), and www.wntxradio.com (WNTX). A copy of the current EEO Public File Report is included on or linked to each of these websites.
5. In response to Question 2(b)(iii), the date of each full-time hire listed in the SEU’s above-referenced EEO Public File Reports, in accordance with 47 C.F.R. § 73.2080(c)(5)(vi), is included in the internal business records appended at Attachment B. Further, the licensee acknowledges that it is required to retain records to document its outreach to the recruitment sources used to fill its full-time positions pursuant to 47 C.F.R. § 73.2080(c)(5)(iii), including the recruitment reflected in the above EEO Public File Reports. However, pursuant to the EEO Audit Letter, only one such job notice per position is included at Attachment B.
6. In response to Question 2(b)(iv) of the EEO Audit Letter, the internal business records appended at Attachment B also provide data concerning (a) the total number of interviewees for each vacancy and (b) the referral source for each interviewee for each full-time vacancy filled during the period covered by the above EEO Public File Reports.
7. In response to Question 2(b)(v) of the EEO Audit Letter, documentation concerning the Unit’s performance of four points worth of recruitment initiative activity during the period covered by the above EEO Public File Reports and as described in § 73.2080(c)(2) is appended at Attachment C with participating personnel noted therein. This SEU employs a total of 15 full-time employees and at least one of our stations is located in a market with a population of more than 250,000. Accordingly, the SEU is required to perform at least four points worth of recruitment initiative activity during each two-year period measured from the date the stations in the SEU are required to file license renewal applications.
8. In response to Question 2(b)(vi) of the EEO Audit Letter, the licensee affirms that it is not aware of any complaints alleging unlawful discrimination in the employment practices of the

stations in this SEU based on race, color, religion, national origin or sex filed before a body with jurisdiction under federal, state, territorial or local law during the current license term. In response to Question 3(e) of the EEO Audit Letter, the licensee is not aware of any complaint(s) alleging unlawful discrimination in the employment practices of one or more stations in this SEU based on race, color, religion, national origin or sex filed before a body with jurisdiction under federal, state, territorial or local law during the current license term.

9. In response to Question 2(b)(vii) of the EEO Audit Letter, the licensee affirms that Alpha has disseminated copies of the "EEO Basics Binder," a comprehensive manual on FCC EEO compliance authored by Alpha's communications counsel, Wiley Rein LLP. It includes advice on how SEUs are to engage in broad recruitment for job vacancies, undertake recruitment initiatives and provides sample forms for collecting and maintaining the necessary recruitment records. Alpha also provides online training webinars on FCC EEO compliance to its stations at periodic times throughout the year. Additionally, Alpha uses a software program to provide additional training on preventing discrimination and harassment as well as ways to increase diversity and inclusion. Alpha's Human Resources department also issues compliance reminders and encourages additional outreach where necessary.

At the local level, this SEU's compliance efforts include identifying our efforts to afford equal employment opportunities to employees and applicants through statements disseminated in job applications and posted in conspicuous areas within the workplace. This SEU's employment practices are the ultimate responsibility of Karen Harris, Business Manager, working in conjunction with in-house counsel at our corporate headquarters and, when applicable, outside employment and labor counsel.

In response to Question 2(b)(viii) of the EEO Audit Letter, the SEU understands that it must periodically analyze the effectiveness of its EEO recruitment program by reviewing the productivity of sources on its recruitment list and the outcome of its recruitment initiatives. This SEU understands and embraces the importance of its EEO recruitment program. This SEU finds new sources for its recruitment list, makes routine updates to its list of sources, helps existing sources improve referring applicants, builds relationships with organizations interested in local workforce/employment issues, overcomes any difficulties in recruitment efforts, and proactively improves and adds recruitment initiatives throughout the year. This SEU had one position for which it did not conduct broad recruitment. The candidate hired for this position had been recruited for another position, but during the interview process, the station determined that she would be a better fit for a recently opened position that had not been posted yet. Going forward, management has counseled hiring managers to encourage these candidates to apply through usual channels after conducting broad recruitment.


10. In response to Question 2(b)(ix) of the EEO Audit Letter, this SEU strives to comply with all federal, state and/or local laws regarding pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that they provide equal opportunity and do not have a discriminatory effect.

Dated: May 3, 2022

[SIGNATURE PAGE FOLLOWS]

**SIGNATURE PAGE TO
DECLARATION OF MIKE HARTEL, CHIEF REVENUE OFFICER**

As of the date set forth above, I hereby declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge, information and belief.



Mike Hartel

ATTACHMENT A

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)
EEO PUBLIC FILE REPORT
June 1, 2019 – May 31, 2020¹

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Traffic Coordinator/Continuity	1, 5, 11, 13, 16-18	18
Sales Assistant	14	14
Account Executive	1, 6, 10-11, 13, 14, 16, 17	14
Promotions Director	1, 4, 6, 11, 13, 14, 16-17	13

¹ This report was revised in May 2022 to address reporting discrepancies.

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)
EEO PUBLIC FILE REPORT
 June 1, 2019 – May 31, 2020

II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<p>On-Air Announcements <i>(one or more SEU stations)</i> Contact: Sandy Ridgeway 10333 Southpoint Landing Blvd., Suite 215 Fredericksburg, VA 22407 540-374-5474</p>	No	1
2	<p>DC/MD/VA/DE Radio TV Media News Website www.dcrtv.com Contact: Dave Hughes 1981-B Villaridge Drive Reston, VA 20191 703-620-9466</p>	No	0
3	<p>The Free Lance-Star Newspaper Sales Department Carl D. Silver Parkway Fredericksburg, VA 22401 540-374-5000 acasler@freelancestar.com</p>	No	0
4	<p>All Access Music Group Contact: Joel Denver 28955 Pacific Coast Hwy., Ste. #210-5 Malibu, CA 90265 310-457-6616 www.allaccess.com</p>	No	0
5	<p>Commonwealth of Virginia Virginia Workforce Connection 10304 Spotsylvania Ave., Ste 100 Fredericksburg, VA 22408 www.vawc.virginia.gov 540-322-5768</p>	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Illinois Center for Broadcasting Contact: Don Clark 601 South LaSalle Street Chicago, IL 60605 312-884-8000 dclark@beonair.com	No	0
7	Columbia School of Broadcasting 3947 University Drive, 2 nd Floor Fairfax, VA 22030 Bill Butler 703-591-6000 djtrain@columbiaschoolbroadcas.com	No	0
8	Hampton University 2 Frissell Street Hampton, VA 23668 757-727-5331 Hampton-csm.symplicity.com	No	0
9	Germanna Community College 10000 Germanna Point Drive Fredericksburg, VA 22408 540-710-2025 mhawley@germanna.edu	No	0
10	Virginia Association of Broadcasters 250 West Main Street, Ste. 100 Charlottesville, VA 22920 434-977-3716 www.vabonline.com	No	0
11	Indeed Website Customer Service 470 W. Avenue Stamford, CT 203-564-2418 www.indeed.com	No	0
12	University of Mary Washington 1301 College Avenue Fredericksburg, VA 22401 540-654-1000 www.umw.edu/careercenter www.handshake.com	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	LinkedIn Website Mountain View, CA www.linkedin.com	No	5
14	Word-of-Mouth Referral	No	6
15	SEU Job Fairs (<i>see Section III</i>)	No	0
16	Alpha Media Career Website www.alphamediausa.com/careers	No	3
17	Internal Posting/Candidate	No	2
18	Internal Transfer/Promotion	No	1
19	Walk-In/Self-Referral	No	0
20	NLGJA: The Association of LGBTQ Journalists	No	0
21	Maynard Institute for Journalism Education	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			18

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)
EEO PUBLIC FILE REPORT
June 1, 2019 – May 31, 2020

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Internship Program	From June 3, 2019 through July 26, 2019, our SEU hosted a student as part of the Virginia Association of Broadcasters Summer Internship program. The intern spent time observing and assisting with station events, sales, traffic, engineering and reception. The intern also met with our Market Manager for an overview of the stations.
2	Participate in an event or program sponsored by or on behalf of an education institution relating to careers in broadcasting	On June 7, 2019, our SEU's Promotions Director participated in Career Day at Allen Elementary School, sharing her experiences working in the broadcast industry, presenting videos of station facilities, and demonstrating how a live radio broadcast works.
3	Participate in an event or program sponsored by or on behalf of a community organization relating to careers in broadcasting	On July 2, 2019, our SEU'S Promotions Director conducted a tour of station facilities for a local Boy Scouts troop as part of their effort to earn a Journalism Merit Badge. Troop members observed the various departments and functions important to a radio station and were exposed to broadcast careers in action.
4	Mentoring/training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.	<p>From June 17, 2019 thru July 22, 2019, our WVBX Program Director worked with a Sales Assistant to mentor her in Traffic Coordinator/Continuity and On-Air Talent roles. The program included traffic training using Wideorbit Software, VCreative Software and AIM Software as well as instruction on live stopsets/recording stopsets with Play List Editor. The mentorship was designed to enhance her skills in order to advance her position and resulted in a promotion to the Traffic Coordinator/ Continuity.</p> <p>From January 2, 2020 thru March 6, 2020, the SEU's Sales Assistant/Receptionist cross-trained on Traffic Coordinator/Continuity duties, learning Wideorbit Software (schedule input), VCreative Software (commercial instructions), and AIM (copy review). The training allows the Sales Assistant/Receptionist to fill in during periods of absence of the Traffic Coordinator/Continuity and acquire additional skills for possible promotion.</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
5	Management-level training addressing equal employment opportunity and preventing discrimination	On various dates in August and November 2019, the SEU's Business Manager, Operations/Content Director, Market Manager, and Promotions Director participated in a ThinkHR training program provided by Alpha Media entitled, "Bullying and Violence in the Workplace"
6	Management-level training addressing equal employment opportunity and preventing discrimination	On various dates in August, September and November 2019, the SEU's Operations/Content Director, Business Manager, Market Manager, and Promotions Director participated in a ThinkHR training program provided by Alpha Media entitled, "Workplace Harassment Prevention for Managers."
7	Management-level training addressing equal employment opportunity and preventing discrimination	On August 20, 2019, the SEU's Market Manager, participated in a ThinkHR training program provided by Alpha Media entitled, "A Manager's Guide to Diversity at the Workplace."
8	Management-level training addressing equal employment opportunity and preventing discrimination	On October 9, 2019, our SEU's Operations/Content Director and Business Manager took part in a training webinar entitled, "The FCC's Equal Employment Opportunity Rules: The Nuts and Bolts for Alpha Media," presented by Alpha Media's communications counsel, Wiley Rein LLP.

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)
EEO PUBLIC FILE REPORT
June 1, 2020 – May 31, 2021¹

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Market Manager	4, 10, 11, 15, 17	11
On Air Personality	Exigent Hire	19
Morning Co-Host	4, 10, 11, 17	4
Account Executive	10, 11, 13, 14, 15, 17	15

¹ This report was revised in May 2022 to address reporting discrepancies.

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)
EEO PUBLIC FILE REPORT
 June 1, 2020 – May 31, 2021

II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	<p>On-Air Announcements <i>(one or more SEU stations)</i> Contact: Sandy Ridgeway 10333 Southpoint Landing Blvd., Suite 215 Fredericksburg, VA 22407 540-374-5474</p>	No	0
2	<p>DC/MD/VA/DE Radio TV Media News Website www.dcrtv.com Contact: Dave Hughes 1981-B Villaridge Drive Reston, VA 20191 703-620-9466</p>	No	0
3	<p>The Free Lance-Star Newspaper Sales Department Carl D. Silver Parkway Fredericksburg, VA 22401 540-374-5000 acasler@freelancestar.com</p>	No	0
4	<p>All Access Music Group Contact: Joel Denver 28955 Pacific Coast Hwy., Ste. #210-5 Malibu, CA 90265 310-457-6616 www.allaccess.com</p>	No	5
5	<p>Commonwealth of Virginia Virginia Workforce Connection 10304 Spotsylvania Ave., Ste 100 Fredericksburg, VA 22408 www.vawc.virginia.gov 540-322-5768</p>	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Illinois Center for Broadcasting Contact: Don Clark 601 South LaSalle Street Chicago, IL 60605 312-884-8000 dclark@beonair.com	No	0
7	Columbia School of Broadcasting 3947 University Drive, 2 nd Floor Fairfax, VA 22030 Bill Butler 703-591-6000 djtrain@columbiaschoolbroadcas.com	No	0
8	Hampton University 2 Frissell Street Hampton, VA 23668 757-727-5331 Hampton-csm.symplicity.com	No	0
9	Germanna Community College 10000 Germanna Point Drive Fredericksburg, VA 22408 540-710-2025 mhawley@germanna.edu	No	0
10	Virginia Association of Broadcasters 250 West Main Street, Ste. 100 Charlottesville, VA 22920 434-977-3716 www.vabonline.com	No	0
11	Indeed Website Customer Service 470 W. Avenue Stamford, CT 203-564-2418 www.indeed.com	No	5
12	University of Mary Washington 1301 College Avenue Fredericksburg, VA 22401 540-654-1000 www.umw.edu/careercenter www.handshake.com	No	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
13	LinkedIn Website Mountain View, CA www.linkedin.com	No	0
14	Zip Recruiter	No	0
15	Word-of-Mouth Referral	No	2
16	SEU Job Fairs (<i>see Section III</i>)	No	0
17	Alpha Media Career Website www.alphamediausa.com/careers	No	2
18	Internal Posting/Candidate	No	0
19	Internal Transfer/Promotion	No	1
20	Walk-In/Self-Referral	No	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			15

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)
EEO PUBLIC FILE REPORT
June 1, 2020 – May 31, 2021

III. RECRUITMENT INITIATIVES

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Mentoring/training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.	<p>Beginning May 2021, Our SEU's Traffic Coordinator/Continuity Assistant began working with our SEU's Part Time Promotions Assistant to mentor her in our Traffic Coordinator/Continuity role. The program includes traffic training using Wideorbit Software, VCreative Software and AIM Software. The mentorship is designed to enhance her skills in order to advance her position in order to assist with our Network/Barter commercial contracts.</p> <p>From May 2021 and ongoing, the SEU's Promotions Assistant is being cross-trained on Traffic Coordinator/Continuity duties, learning Wideorbit Software (schedule input), VCreative Software (commercial instructions), and AIM (copy review). The training allows the Promotions Assistant to fill in during periods of absence of the Traffic Coordinator/Continuity and acquire additional skills for possible promotion or a full time position.</p>
2	Participate in an event or program sponsored by or on behalf of an education institution relating to careers in broadcasting	<p>Alpha Media Fredericksburg - Virtual Field Trip for Cedar Forest Elementary on November 18, 2020</p> <p>Our Promotions Coordinator and Afternoon Talent on 96.9 The Rock at Alpha Media Fredericksburg, got together with Cedar Forest Elementary counselor to film a tour of the radio station. This "Virtual Field Trip" to the station was uploaded to the student page for the kids to watch with their families.</p> <p>The tour showed them around the station and on the way explained what types of jobs people have at the station (Promotions, Sales, Management, On-Air Personality, etc.). He also talked about what he does for work on a day-to-day basis. He showed the kids two of the actual studios where the radio magic happens.</p> <p>He showed them the microphones, the sound boards, the computers and also the software that transfers the music from us to their radios! He then answered questions from the children, like how do you become a radio DJ, or why do we get to listen to the radio for free. Our goal was to educate and entertain the kids,</p>

	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
		and hope they not only enjoyed peering into the inner-workings of radio but are also inspired to make music a part of their life and possibly even aim to work in radio one day!

ATTACHMENT B

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)

VACANCY DATA FORM

Full-Time Job Title: Traffic Coordinator/Continuity	Date Filled: 9/1/2019
Recruitment Source ("RS") Referring Hiree: Internal Transfer/Promotion	Total Number of Interviewees: 5

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
1	On-Air Announcements <i>(one or more SEU stations)</i> Contact: Sandy Ridgeway 10333 Southpoint Landing Blvd., Suite 215 Fredericksburg, VA 22407 540-374-5474	No	1
5	Commonwealth of Virginia Virginia Workforce Connection 10304 Spotsylvania Ave., Ste 100 Fredericksburg, VA 22408 www.vawc.virginia.gov 540-322-5768	No	
11	Indeed Website Customer Service 470 W. Avenue Stamford, CT 203-564-2418 www.indeed.com	No	
13	LinkedIn Website Mountain View, CA www.linkedin.com	No	1
16	Alpha Media Career Website www.alphamediausa.com/careers	No	1
17	Internal Posting/Candidate	No	1
18	Internal Transfer/Promotion	No	1

Choose one of the options below to continue

Notice to Unemployment Insurance Claimants – If you would like to change the banking or payment information on file for your claim, please call 1-800-897-5630, then select 1 from the first option list provided, and then select 3 from the second option list provided.

[[Job Title and Occupation](#) | [Location/Work Site of this job](#) | [Contact Person for this Job](#) | [Job order information to be displayed online](#) | [Job Details](#) | [Job Description](#) | [Skills](#) | [Other Skills](#) | [Hiring Requirements](#) | [Specialized Requirements](#) | [Minimum Education, Experience, & Age Requirements](#) | [Transportation Requirements](#) | [Compensation & Hours](#) | [Benefits Offered](#) | [Job Application Methods Accepted](#) | [Job Applicant Information Needed](#) | [Application Question Set](#) | [Applicant Notification Method](#) | [Job Order Upload Options](#) | [Other Information](#)]

Job Order Number 1723158

Job Title and Occupation

Job Title: Traffic/Continuity Coordinator

Occupation: Media and Communication Equipment Workers, All Other (27409900)

Typical Employment Data: [View Typical Job and Employment Data for Media and Communication Equipment Workers, All Other](#)

Agency Job ID:

[[Edit Job Title and Occupation](#)]

Location/Work Site of this job

Alpha Media LLC
10333 Southpoint Landing Blvd., Suite 215
Fredericksburg , VA 22407
US

To change the location of this job order, please click the Select Another Location for this job. If other locations do not exist, you will have the opportunity to add a new location which can then be attached to the job order.

[[Edit this Location of this Job](#)] [[Select Another Location for this Job](#)]

Contact Person for this Job

Sandra Ridgeway
Tel: (540) 870-5021 ext:
sandra.ridgeway@alphamediausa.com

[[Edit Contact Person for this Job](#)] [[Select Another Contact Person for this Job](#)]

Job Order Information to be Displayed Online

Display online to job seekers:	Yes
Display your company name:	Yes
Display worksite full address:	Yes
Display worksite street address:	Yes

Have a local workforce staff member screen your applicants: No

[[Edit Job Order Information to be Displayed Online](#)]

Job Details

Positions: 1

Earliest date to display this job order on the system: 07/31/2019

Last date this job order will be displayed on the system: 09/29/2019

Type of job: Regular

Full-Time or Part-Time: Full Time (30 Hours or More)

Work At Home: No

Anticipated job duration: Over 150 Days

Does this job fall within any of the following special categories:

Maximum number of applicants you would like to consider at this time: 50

[[Edit Job Details](#)]

Job Description

Job Description

Responsibilities of this position include the following:

- Prepare daily program logs for one or more radio stations in Wideorbit.
- Schedule radio commercials and process commercial contracts daily.
- Supply station management with accurate inventory information.
- Work closely with station programmers to insure hourly clocks are accurate and up to date on the program logs.
- Prepare reports for station management as needed.
- May process and schedule commercial copy as needed.
- Other duties as assigned and consistent with the job title.

Requirements of this position include:

- Must be highly organized and have the ability to meet tight deadlines
- Possess strong analytical problem solving skills.
- Must be a self-starter, able to work with minimal supervision.
- Ability to thrive in a fast-paced, high-growth, rapidly changing culture and environment.
- Strong written and oral communication skills

Preference may be given to candidates who meet the above requirements plus have the following:

- Experience working with Wideorbit and vCreative traffic software.
- Working knowledge of spreadsheet and word processing applications.

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)

VACANCY DATA FORM

Full-Time Job Title: Sales Assistant	Date Filled: 9/3/2019
Recruitment Source ("RS") Referring Hiree: Word-of-Mouth Referral	Total Number of Interviewees: 1

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
14	Word-of-Mouth Referral	No	1

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)

VACANCY DATA FORM

Full-Time Job Title: Account Executive	Date Filled: 1/27/2020
Recruitment Source ("RS") Referring Hiree: Word of Mouth Referral	Total Number of Interviewees: 5

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
1	On-Air Announcements (<i>one or more SEU stations</i>) Contact: Sandy Ridgeway 10333 Southpoint Landing Blvd., Suite 215 Fredericksburg, VA 22407 540-374-5474	No	
6	Illinois Center for Broadcasting Contact: Don Clark 601 South LaSalle Street Chicago, IL 60605 312-884-8000 dclark@beonair.com	No	
10	Virginia Association of Broadcasters 250 West Main Street, Ste. 100 Charlottesville, VA 22920 434-977-3716 www.vabonline.com	No	
11	Indeed Website Customer Service 470 W. Avenue Stamford, CT 203-564-2418 www.indeed.com	No	
13	LinkedIn Website Mountain View, CA www.linkedin.com	No	3
14	Word-of-Mouth Referral	No	2
16	Alpha Media Career Website www.alphamediausa.com/careers	No	
17	Internal Posting/Candidate	No	

10/8/2019

Alpha Media LLC and its affiliates Mail - Alpha Media Account Executive Position



Sandra Ridgeway <sandra.ridgeway@alphamediausa.com>

Alpha Media Account Executive Position

1 message

Delinoid Cte for Broad.

Sandra Ridgeway <sandra.ridgeway@alphamediausa.com>
To: "dclark@BEOnAir.com" <dclark@beonair.com>

Tue, Oct 8, 2019 at 2:35 PM

Hello Mr. Clark:

Thank you for taking the time to speak with me today.

Attached is the Account Executive Position we currently have available.

I appreciate your posting this position with your different locations.

Have a great afternoon.

Thank you again.

--

Sandra Ridgeway
Business Manager
Alpha Media, L.L.C.
10333 Southpoint Landing Blvd.
Suite 215
Fredericksburg, Va. 22407
Cell 540-273-2994
Office Phone 540-870-5021



 **Alpha Media Account Executive Position.docx**
15K

Alpha Media – Fredericksburg is seeking a dynamic, results-oriented Account Executive who has a proven record of building and maintaining ongoing relationships with existing clients through the entire sales cycle. The ideal candidate must possess proven business development and sales experience, be a self-starter that is able to work with clients to meet marketing objectives, and sell the value of Alpha Media local radio and digital brands.

Alpha Media is a diverse multimedia company sharing your favorite music, sports and news across a variety of platforms. Whether it's on your phone, desktop, tablet, Alexa, Google Home or in your car, our stations will enhance your journey. We hire and retain top talent who are unique, innovative and vibrant. We believe in creating progressive products, world-class events, and building strong relationships in our communities.

Headquartered in Portland, Oregon, Alpha Media operates multiple radio stations across the United States covering all formats.

We are live and local and can't wait to talk to you!

Responsibilities for this position may include:

- Sell radio and digital advertising.
- Successfully uncover and close new, non-radio advertisers utilizing plans comprised of local spot and/or digital/non-spot revenue areas.
- Understand digital marketing including mobile and programmatic digital advertising.
- Ensure that company initiatives and tools provided are used and maximized.
- Participate in weekly sales meetings and training sessions.
- Negotiate direct and agency business.
- Input client orders and copy using company provided software.
- Ensure attainment of monthly, quarterly and annual local + NTR + digital budget goals.

Requirements of this position include the following:

- A minimum two years' sales experience.
- A proven track record delivering strong and consistent sales growth while consistently exceeding revenue targets.
- Strong written and oral communication skills.
- Ability to thrive in a fast-paced, high-growth, rapidly changing culture and environment.
- The role requires an enthusiastic and hardworking person who exudes passion for Alpha Media's unique platform and value proposition.
- This position requires a fully insured personal vehicle and valid driver's license.

Preference may be given to candidates who have the above experience plus the following:

- Experience building strategic presentations and dynamically presenting them to clients.
- Experience and knowledge of Microsoft Office programs.
- Bachelor's Degree in a related field.

If you feel you are a qualified candidate and want to join a fast moving, growing entity submit your cover letter and resume ASAP by clicking the Apply button.

Alpha Media is an equal opportunity employer and participates in E-Verify.

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)

VACANCY DATA FORM

Full-Time Job Title: Promotions Director	Date Filled: 11/12/2019
Recruitment Source ("RS") Referring Hiree: LinkedIn Website	Total Number of Interviewees: 7

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
1	On-Air Announcements <i>(one or more SEU stations)</i> Contact: Sandy Ridgeway 10333 Southpoint Landing Blvd., Suite 215 Fredericksburg, VA 22407 540-374-5474	Yes	
4	All Access Music Group Contact: Joel Denver 28955 Pacific Coast Hwy., Ste. #210-5 Malibu, CA 90265 310-457-6616 www.allaccess.com	Yes	
6	Illinois Center for Broadcasting Contact: Don Clark 601 South LaSalle Street Chicago, IL 60605 312-884-8000 dclark@beonair.com	Yes	
11	Indeed Website Customer Service 470 W. Avenue Stamford, CT 203-564-2418 www.indeed.com	Yes	
13	LinkedIn Website Mountain View, CA www.linkedin.com	Yes	1
14	Word-of-Mouth Referral	Yes	3
16	Alpha Media Career Website www.alphamediausa.com/careers	Yes	2

17	Internal Posting/Candidate	Yes	1
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Sandra Ridgeway <sandra.ridgeway@alphamediausa.com>

AllAccess.com Promotions Director posting

1 message

Bill West <bill.west@alphamediausa.com>

Tue, Oct 1, 2019 at 3:42 PM

To: Sandy Ridgeway <sandra.ridgeway@alphamediausa.com>

Promotions Director in Virginia

billiv713

Posts: 17

Joined: Thu Oct 01,
2009 4:22 pm

Contact:

Contact billiv713

Post by billiv713 » Tue Oct 01, 2019 12:38 pm

Alpha Media – Fredericksburg, VA is seeking an experienced Promotions Director for our four local radio stations. The ideal candidate will be experienced in event planning and promotions, have a strong marketing background, and a passion for creativity.

Alpha Media is a diverse multimedia company sharing your favorite music, sports and news across a variety of platforms. Whether it's on your phone, desktop, tablet, Alexa, Google Home or in your car, our stations will enhance your journey. We hire and retain top talent who are unique, innovative and vibrant. We believe in creating progressive products, world-class events, and building strong relationships in our communities.

Headquartered in Portland, Oregon, Alpha Media operates multiple radio stations across the United States covering all formats.

We are live, local, and can't wait to talk to you!

Responsibilities of this position may include the following:

Plan and coordinate station events.

Update station websites and social media accounts.

Track all station contests and over the air giveaways including

Promo Suite and client recaps.

Work with vendors and businesses to secure trade.

Coordinate purchase and inventory of promotional giveaway items and promotional supplies.

Supervise and coordinate prize inventory and distribute prizes to winners.

Answer phones at McKinney office and greet guests.

Prepare press releases.

Submit station broadcast orders for events and promotional partners.

Schedule all station remotes and appearances.

Attend station remotes as needed.

Assist with securing food for remote events.

Attend weekly sales meetings and other meetings as needed.

Write station promos and assure they are produced in a timely manner.

Oversee select accounts with promotional components.

Confirm and attend area job fairs, host studio tours and career day events.

Manage station internship program.

Coordinate community partners report, ASCAP, and corporate requests.

Other duties and responsibilities as assigned and consistent with the position.

Requirements for this position include the following:

Ability to create, communicate, and implement strategies and vision.

Proven track record of running successful and profitable events and promotions.

Ability to grow the business and find new revenue opportunities, as well as create productive, long-term promotional and event relationships.

Excellent written and verbal communication skills.

Must have a valid driver license and current auto insurance.

Preference may be given to candidates who have the above experience plus the following:

Previous experience in broadcast media or marketing field.

A Bachelor's Degree in communications, marketing or related field or an equivalent combination of education and relevant experience.

We'd love to see a sample of your work! If you would like to send

a sample of your work, include the link to your website in your cover letter. If you do not have a website, upload your work sample in YouTube and provide the link.

If you feel you are a qualified candidate and want to join a fast moving, growing entity submit your cover letter and resume ASAP by clicking the Apply button.

Alpha Media is an equal opportunity employer and participates in E-Verify.

Bill West

Content Director/Operations Manager

Alpha Media Fredericksburg

WFLS-FM, WWUZ-FM, WVBX-FM, WNTX



10333 Southpoint Landing Blvd.
Suite 215
Fredericksburg, VA 22407

Office 540-370-9600 | Cell 801-842-4763

Bill.West@alphamediausa.com

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)

VACANCY DATA FORM

Full-Time Job Title: Market Manager	Date Filled: 7/22/2020
Recruitment Source ("RS") Referring Hiree: Indeed Website	Total Number of Interviewees: 3

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
4	All Access Music Group Contact: Joel Denver 28955 Pacific Coast Hwy., Ste. #210-5 Malibu, CA 90265 310-457-6616 www.allaccess.com	No	
10	Virginia Association of Broadcasters 250 West Main Street, Ste. 100 Charlottesville, VA 22920 434-977-3716 www.vabonline.com	No	
11	Indeed Website Customer Service 470 W. Avenue Stamford, CT 203-564-2418 www.indeed.com	No	1
15	Word-of-Mouth Referral	No	1
17	Alpha Media Career Website www.alphamediausa.com/careers	No	1

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Alpha Media Market Manager Opportunity

Moderators: shawnski, jdenver

Forum rules
 You can only post the job opening once in any 24 hour period. Please print your job opening for EOE records. Job openings will remain visible for 14 days. Do not post in this forum if you are looking for work. Please, go to Situations Wanted to post your availability.
 No voiceover, voicetracking, or other business plugs, please!

Post Reply 1 post • Page 1 of 1

mhartel

All Access

***Alpha Media Market Manager Opportunity**
 Mon Apr 27, 2020 8:35 am

Alpha Media is seeking a dynamic Market Manager to lead our organization in Fredericksburg, VA. Reporting into the Regional President, the Market Manager is responsible for the overall managerial, programming and sales strategies in the market. The Market Manager ensures best practices are deployed consistently with the primary responsibilities of providing strategic leadership and vision, building and developing a high-performing leadership team, and achieving and exceeding sales and revenue targets.

The Market Manager will have a strong sales background and will demonstrate a track record of developing high performance sales teams. The candidate will also have a firm grasp of Digital solutions to integrate with our market leading radio brands.

If you feel you are a qualified candidate and want to join a fast moving and innovative company, submit your cover letter and resume ASAP by going to Alphamediausa.com.

Alpha Media is an equal opportunity employer and participates in E-Verify.

Post Reply 1 post • Page 1 of 1

Displaced?

We Should Talk...

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 SUMMITMEDIAGRP.COM

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)

VACANCY DATA FORM

Full-Time Job Title: On-Air Personality	Date Filled: 8/10/2020
Recruitment Source ("RS") Referring Hiree: (Exigent Hire) Internal Transfer/Promotion	Total Number of Interviewees: 1

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
19	Internal Transfer/Promotion	No	1

TO: Station Internal Files

DATE: July 22, 2020

RE: Circumstances concerning Full-Time On Air Personality Hire for Station WWUZ-FM

To fill the position of the On-Air Personality on 8/10/20, this station employment unit ("SEU") faced exigent circumstances because of Unique or Exceptional Talent.

Gene DeAngelo (aka Brady) applied and was hired for a part-time morning host position in February 2020. The show has gained popularity and has sown a lot of promise for the station. In July 2020, he informed management that he was resigning. For personal reason he needed to start working a full-time job and was offered an Assistant Program Director position with another radio station in the Fredericksburg market.

Loathing to lose him because of the momentum he has built and the set back his leaving will create in the midst of other set backs caused by the COVID 19 pandemic, Alpha Media offered him a full-time position. He will continue performing in his current job and will be assigned additional duties. In addition to the reasons mentioned above, if Alpha Media is not successful retaining him, Alpha Media would be losing him to a competitor in the market.

For this reason, Gene DeAngelo (aka Brady) will be hired to fill the full-time position created because of the value he brings to the station.

WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)

VACANCY DATA FORM

Full-Time Job Title: Morning Co-Host	Date Filled: 12/1/2020
Recruitment Source ("RS") Referring Hiree: All-Access Music Group	Total Number of Interviewees: 9

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
4	All Access Music Group Contact: Joel Denver 28955 Pacific Coast Hwy., Ste. #210-5 Malibu, CA 90265 310-457-6616 www.allaccess.com	No	5
10	Virginia Association of Broadcasters 250 West Main Street, Ste. 100 Charlottesville, VA 22920 434-977-3716 www.vabonline.com	No	
11	Indeed Website Customer Service 470 W. Avenue Stamford, CT 203-564-2418 www.indeed.com	No	3
17	Alpha Media Career Website www.alphamediausa.com/careers	No	1

ALL ACCESS
FROM BILL
POSTED
8/24/2020

Posts:

Joined: Thu Oct 01, 2009 4:22 pm

Contact:

-
-
-
-
-

by » Mon Aug 24, 2020 8:38 am

Alpha Media - Fredericksburg is seeking a talented Morning Co-Host. Our previous Co-Host (14 years with the station) has retired and moved to the beach! Lucky for her, not so lucky for us! But, we know there are fantastic people looking for the perfect opportunity to join a winning Morning Show. We are a rapidly growing market nestled between Washington and Richmond.

Here's what we are looking for:

- Funny (as in great to be around)
- Imaginative (as in what is the Morning Show going to do today)
- Plugged in (as in what's going on that our listeners need to know about)

- Social media friendly
- Love being on stage, in the studio and in public

These are HUGE shoes to fill! This show has won a CMA in 2018 and an ACM in 2019, so this is kind of a big deal. The toughest part of this position is fitting in with the team and bringing a positive attitude everyday!

By the way, you don't have to be in radio to apply.

The ideal candidate is an on-air personality with at least one year of experience who is capable of wearing many hats on the programming team, is able to assist with the promotions department, and has a passion for radio. The right person understands the interaction between the talent, clients, and audience at live remotes, appearances, station events, and on-air are a vital part of the station's ratings and success.

Alpha Media is a diverse multimedia company sharing your favorite music, sports and news across a variety of platforms. Whether it's on your phone, desktop, tablet, Alexa, Google Home or in your car, our stations will enhance your journey. We hire and retain top talent who are unique, innovative and vibrant. We believe in creating progressive products, world-class events, and building strong relationships in our communities.

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We are live and local and can't wait to talk to you!

If you feel you are a qualified candidate and want to join a fast moving, growing entity submit your cover letter and resume ASAP at

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WFLS-FM, WWUZ(FM), WVBX(FM), WNTX(AM)

VACANCY DATA FORM

Full-Time Job Title: Account Executive	Date Filled: 8/25/2020
Recruitment Source ("RS") Referring Hiree: Word-of-Mouth Referral	Total Number of Interviewees: 2

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
10	Virginia Association of Broadcasters 250 West Main Street, Ste. 100 Charlottesville, VA 22920 434-977-3716 www.vabonline.com	No	
11	Indeed Website Customer Service 470 W. Avenue Stamford, CT 203-564-2418 www.indeed.com	No	1
13	LinkedIn Website Mountain View, CA www.linkedin.com	No	
15	Word-of-Mouth Referral	No	1
17	Alpha Media Career Website www.alphamediausa.com/careers	No	

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Job Listing

Organization: WFLS-FM

Department: Sales

Employment Type: Full Time

Location: NA

Job Position Title: Account Executive

Times Viewed: 216

Job Description:

Alpha Media - Fredericksburg, VA is seeking a dynamic, results-oriented Account Executive who has a proven record of building and maintaining ongoing relationships with existing clients through the entire sales cycle. The ideal candidate must possess proven business development and sales experience, be a self-starter that is able to work with clients to meet marketing objectives, and sell the value of Alpha Media local radio and digital brands.

ATTACHMENT C

WFLS(FM), WNTX(AM), WVBX(FM), WWUZ(FM)**RECRUITMENT INITIATIVES FORM****June 1, 2019 – May 31, 2020**

	Type of Recruitment Initiative (ex. Job Fair, Internship Program)	Date	Brief Description of Activity & Scope of Broadcaster's Participation <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
1.	Internship Program	June-July, 2019	From June 3, 2019 through July 26, 2019, our SEU hosted a student as part of the Virginia Association of Broadcasters Summer Internship program. The intern spent time observing and assisting with station events, sales, traffic, engineering and reception. The intern also met with our Market Manager for an overview of the stations.
2.	Participate in an event or program sponsored by or on behalf of an education institution relating to careers in broadcasting	June 7, 2019	On June 7, 2019, our SEU's Promotions Director participated in Career Day at Allen Elementary School, sharing her experiences working in the broadcast industry, presenting videos of station facilities, and demonstrating how a live radio broadcast works.
3.	Participate in an event or program sponsored by or on behalf of a community organization relating to careers in broadcasting	July 2, 2019	On July 2, 2019, our SEU'S Promotions Director conducted a tour of station facilities for a local Boy Scouts troop as part of their effort to earn a Journalism Merit Badge. Troop members observed the various departments and functions important to a radio station and were exposed to broadcast careers in action.
4.	Mentoring/training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.	Ongoing	<p>From June 17, 2019 thru July 22, 2019, our WVBX Program Director worked with a Sales Assistant to mentor her in Traffic Coordinator/Continuity and On-Air Talent roles. The program included traffic training using Wideorbit Software, VCreative Software and AIM Software as well as instruction on live stopsets/recording stopsets with Play List Editor. The mentorship was designed to enhance her skills in order to advance her position and resulted in a promotion to the Traffic Coordinator/Continuity.</p> <p>From January 2, 2020 thru March 6, 2020, the SEU's Sales Assistant/Receptionist cross-trained on Traffic Coordinator/Continuity duties, learning Wideorbit Software (schedule input), VCreative Software (commercial instructions), and AIM (copy review). The training allows the Sales Assistant/Receptionist to fill in during periods of absence of the Traffic Coordinator/Continuity and acquire additional skills for possible promotion.</p>

FOR INTERNAL BUSINESS RECORDS ONLY

	Type of Recruitment Initiative (ex. Job Fair, Internship Program)	Date	Brief Description of Activity & Scope of Broadcaster's Participation <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
5.	Management-level training addressing equal employment opportunity and preventing discrimination	August – Nov. 2019	On various dates in August and November 2019, the SEU's Business Manager, Operations/Content Director, Market Manager, and Promotions Director participated in a ThinkHR training program provided by Alpha Media entitled, "Bullying and Violence in the Workplace"
6.	Management-level training addressing equal employment opportunity and preventing discrimination	Fall 2019	On various dates in August, September and November 2019, the SEU's Operations/Content Director, Business Manager, Market Manager, and Promotions Director participated in a ThinkHR training program provided by Alpha Media entitled, "Workplace Harassment Prevention for Managers."
7.	Management-level training addressing equal employment opportunity and preventing discrimination	August 20, 2019	On August 20, 2019, the SEU's Market Manager, participated in a ThinkHR training program provided by Alpha Media entitled, "A Manager's Guide to Diversity at the Workplace."
8.	Management-level training addressing equal employment opportunity and preventing discrimination	October 9, 2019	On October 9, 2019, our SEU's Operations/Content Director and Business Manager took part in a training webinar entitled, "The FCC's Equal Employment Opportunity Rules: The Nuts and Bolts for Alpha Media," presented by Alpha Media's communications counsel, Wiley Rein LLP.



Think^{HR}

CERTIFICATE OF ACHIEVEMENT

This is to certify that

Khalfani King

has completed the course:

Bullying and Violence in the Workplace

November 13, 2019



Think^{HR}

CERTIFICATE OF ACHIEVEMENT

This is to certify that

William West

has completed the course:

Workplace Harassment Prevention for Managers – Multi-State Edition, version 2.0 (Title VII)

August 16, 2019



Think^{HR}

CERTIFICATE OF ACHIEVEMENT

This is to certify that

Elsie Vickers

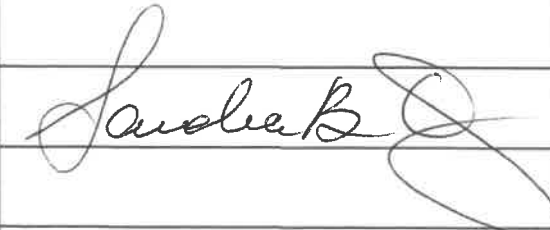
has completed the course:

A Manager's Guide to Diversity, Inclusion, and Accommodation

August 20, 2019

The FCC's Equal Employment Opportunity Rules: The Nuts & Bolts for Alpha Media

On October 9, 2019, the following individual(s) in Alpha's station employment unit located in Frederick participated in the above-noted training webinar presented by Wiley Rein, LLP.

	Participant(s) (name & job title)	Signature
1.	Bill West / Oper. Dir.	
2.	Sandy Ridgeway, Bus. Mgr.	
3.		
4.		

WFLS(FM), WNTX(AM), WVBX(FM), WWUZ(FM)**RECRUITMENT INITIATIVES FORM****June 1, 2020 – May 31, 2021**

	Type of Recruitment Initiative (ex. Job Fair, Internship Program)	Date	Brief Description of Activity & Scope of Broadcaster's Participation <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
1.	Mentoring/training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.	Ongoing	<p>Beginning May 2021, Our SEU's Traffic Coordinator/Continuity Assistant began working with our SEU's Part Time Promotions Assistant to mentor her in our Traffic Coordinator/Continuity role. The program includes traffic training using Wideorbit Software, VCreative Software and AIM Software. The mentorship is designed to enhance her skills in order to advance her position in order to assist with our Network/Barter commercial contracts.</p> <p>From May 2021 and ongoing, the SEU's Promotions Assistant is being cross-trained on Traffic Coordinator/Continuity duties, learning Wideorbit Software (schedule input), VCreative Software (commercial instructions), and AIM (copy review). The training allows the Promotions Assistant to fill in during periods of absence of the Traffic Coordinator/Continuity and acquire additional skills for possible promotion or a full time position.</p>

FOR INTERNAL BUSINESS RECORDS ONLY

	Type of Recruitment Initiative (ex. Job Fair, Internship Program)	Date	Brief Description of Activity & Scope of Broadcaster's Participation <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
2.	Participate in an event or program sponsored by or on behalf of an education institution relating to careers in broadcasting	Nov. 18, 2020	<p>Alpha Media Fredericksburg - Virtual Field Trip for Cedar Forest Elementary on November 18, 2020</p> <p>Our Promotions Coordinator and Afternoon Talent on 96.9 The Rock at Alpha Media Fredericksburg, got together with Cedar Forest Elementary counselor to film a tour of the radio station. This "Virtual Field Trip" to the station was uploaded to the student page for the kids to watch with their families.</p> <p>The tour showed them around the station and on the way explained what types of jobs people have at the station (Promotions, Sales, Management, On-Air Personality, etc.). He also talked about what he does for work on a day-to-day basis. He showed the kids two of the actual studios where the radio magic happens.</p> <p>He showed them the microphones, the sound boards, the computers and also the software that transfers the music from us to their radios! He then answered questions from the children, like how do you become a radio DJ, or why do we get to listen to the radio for free. Our goal was to educate and entertain the kids, and hope they not only enjoyed peering into the inner-workings of radio but are also inspired to make music a part of their life and possibly even aim to work in radio one day!</p>