

EEO PUBLIC FILE REPORT

FOR

STATIONS

WPTM—102.3 FM—Roanoke Rapids, North Carolina

WTRG—97.9 FM—Gaston, North Carolina

WYTT—99.5 FM—Emporia, Virginia

WDLZ—98.3 FM—Murfreesboro, North Carolina

WWDW—107.7 FM—Alberta, Virginia

WWDR—1080 AM—Murfreesboro, North Carolina

WSMY—1400 AM—Weldon, North Carolina

This EEO Public File Report  
Covers the One-Year Period  
August 1, 2020 to July 31, 2021

## EEO PUBLIC FILE REPORT

### I. VACANCY INFORMATION

This EEO Public File Report is filed pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules in the online public inspection file of stations WPTM, WSMY, WYTT, WDLZ, WWDR, WTRG, and WWDW, which, collectively, make up the Employment Unit that is the subject of this Report.

During the one-year period ending on July 31, 2021, the Employment Unit filled the following full-time vacancies:

**See section II, the "Master Recruitment Source List" for recruitment source data.**

**JOB TITLE:**

Sales Account Representative for WWDW, WPTM, WYTT, WWDR, WTRG and WSMY

**DATE VACANCY OPENED**-January 1, 2021

**DATE VACANCY FILLED**- February 5, 2021

**RECRUITMENT SOURCE THAT REFERRED THE HIREE:** (2) On Air and Streaming Advertisements on stations, WPTM, WWDW, WDLZ, WWDR, WSMY, WTRG and WYTT

**RECRUITMENT SOURCES USED TO FILL VACANCY-SEE MASTER RECRUITMENT SOURCE LIST**

( 2) -On Air and Streaming Advertisements on Stations, WPTM, WWDW, WDLZ, WWDR, WSMY, WTRG and WYTT

(3-)Non Employee Member Referral

(7)-Media Recruiter Website

(8)-Job Assistance Center

## II -MASTER RECRUITMENT SOURCE LIST

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
1. Employee Referral					No
2. On Air and Streaming Advertisements on Stations WPTM, WWDW, WDLZ, WWDR, WSMY, WTRG, and WYTT				2	No
3. Non-Employee Industry Member Referral				1	No
4. Roanoke Valley Chamber of Commerce	260 Premier Blvd. Roanoke Rapids, NC 27870	Ginny Lewis	252-537-3513	0	No
5. Center For Energy Education	460 Airport Rd. Roanoke Rapids, NC 27870	Jared Peele	252-541-3004	0	No
6. Virginia Employment Commission	1300 Greensville County Circle Emporia, VA 23847	Mary Vaughn	434-634-6199	0	No
7. Media Recruiter Website	Media Recruiter.com			1	No
8. Job Assistance Center	1399 Centerville Rd. Shacklefords, Va. 23156	Suzanne Taylor	804-785-2470	1	No
9. WPTM Website: <a href="https://www.maverick1023.com">https://www.maverick1023.com</a>				0	No
10. WTRG Website: <a href="https://www.magic979wtrg.com">https://www.magic979wtrg.com</a>				0	No
11. WYTT Website: <a href="https://www.995jamz.com">https://www.995jamz.com</a>				0	No
12. WSMY & WWDR Website: <a href="http://www.ncsportsradio.com">www.ncsportsradio.com</a>				0	No

### III. Recruitment Initiatives

The Station Employment Unit has engaged in the following outreach activities during the year covered by this report:

Recruitment Initiative	Type Of Activity	Brief Description
1	Establishment of an internship program, through which the employment unit trains students in skills that enable them to apply for a broadcast-related job	The station employment unit has worked and continues to work with Halifax Community College and Southside Virginia Community College to recruit interns for each semester and during the summer. During the reporting period that is the subject of this report, the employment unit interviewed multiple internship candidates but elected not to retain any interns in order to keep the number of personnel at the employment unit's facilities to a minimum due to the Covid-19 pandemic.
2	Training top-level management on methods to ensure equal opportunity and prevent discrimination	Top-level management met and were trained on station efforts and methods to ensure equal opportunity and prevent discrimination. Thereafter, the General Manager sent a follow-up memo to all employees within the employment effort outlining the employment unit's efforts to ensure equal opportunity and prevent discrimination, including: (1) that the employment unit does not permit or sanction discrimination of any kind, (2) providing strategies for staying connected and welcoming in a diverse and multicultural community, (3) suggesting ways for the station's employment unit to be involved with community leaders and non-profit organizations, and (4) requesting that all members of the station employment unit continue to demonstrate opportunities in careers by aiding in the recruiting and education of interns and classes of students who have been invited for station tours, including by encouraging job shadowing in those contexts.

3-	Participate in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions.	<p>(1) On April 26, 2021 our SEU participated in a regional job fair hosted by the Virginia Employment Commission, Job Assistance Center and Greenville Department of Social Services.</p> <p>(2) On September 29, 2020, our SEU participated in a regional job fair hosted by the Virginia Employment Commission, Job Assistant Center and Greenville Department of Social Services.</p> <p>(3) On April 6, 2021 our SEU participated in a drive through job fair hosted by The Center For Energy Education.</p> <p>(4) On May 20, 2021 our SEU participated in a drive through job fair hosted by The Center For Energy Education.</p> <p>Station personnel participants included the Market Manager, and Operations Manager who met with job seekers about career opportunities in broadcasting with an emphasis on sales within the SEU.</p>
4-	List job openings with sources which uses substantial participation of women and minorities	The station employment unit posts job openings with Mediarecruiter.com, Virginia Employment Commission, and Job Assistance Center of Virginia