

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 8/1/2023–
7/31/2024

The following stations are included in the same station employment unit and are included 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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12714 Hwy 97 East Rocky Mount, NC. 27803

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.

The following stations in the group have websites: WDWG, WPWZ, WZAX

The information contained in this Report covers the time period beginning 8/1/2023 to and including 7/31/2024 (the “Applicable Period”)

The FCC’s 2002 EEO Rule requires that this Report contains the following information:

A list and brief description of the initiatives undertaken pursuant to Section 73.2080© (2) of the FCC rules.

Note: There were no full-time hires during this period. The Station(s) conduct outreach periodically throughout the year to recruitment sources used for previous job openings.

Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken
First Media Radio, LLC (“First Media”), licensee of stations 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.

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 General Manager is on the Board of the Broadcasting and Production Technology Department at Nash Community College. He takes advantage of this position in sharing career and internship opens at the stations.

Initiatives for this period include:

August 1 – August 31, 2024: Station(s) hosted a student intern during this period. The student was in the broadcasting program at Campbell College and was exposed to all the facets of programming with hands on experience.

August 21, 2023: First Media Radio was a participant at on-campus Welcome Back Barton College Day, Wilson, NC. First Media Radio General Manager met with students on-campus, informed them of work and internship opportunities and shared with students career opportunities in broadcasting.

May 23, 2024: Station(s) General Manager, Employment Consultant, and Company President attended an EEO Mentoring Session. Goals, objectives, and plans for employment recruitment were reviewed.

June 7, 2024: Station(s) participated in an on-line Career Fair with Career Club: www.careerclub.net. Station(s) posted a full-time Account Executive position to be viewed by visitors to this site on that date.

Weekly and Ongoing

Stations' President and CEO meets weekly with General Manager and occasionally with staff members providing them sales and marketing training. Stations' General Manager meets weekly with Sales staff providing them Sales and Marketing training.