

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
Ending on May 31, 2020

***Please note that the licensee, Byrne Acquisition Group, LLC,
acquired the station employment unit on December 20, 2019.
Therefore, this report covers the period from December 20, 2019,
through the end of the reporting period on May 31, 2020. See 47 C.F.R.
§ 73.2080(c)(6)***

EEO PUBLIC FILE REPORT

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 May 31, 2020, the Employment Unit filled the following full-time vacancies:

1. Operations Manager for WWDW, WPTM, WWDR, WTRG and WSMY

The Employment Unit interviewed a total of 3 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Employee Referral	1
Referral by Non-Employee Industry Member	1
On Air and Streaming Advertisements on Stations: WPTM, WWDW, WDLZ, WWDR, WSMY, WTRG, and WYTT	1
Roanoke Valley Chamber of Commerce	0
South Hill Chamber of Commerce	0
Virginia Employment Commission	0
Lake Gaston Regional Chamber of Commerce	0
Virginia Career Works	0
Radio Station Web Sites:	0
WPTM; http://www.maverick1023.com	0
WTRG; http://www.magic979wtrg.com	0
WYTT; http://www.995jamz.com	0
WSMY & WWDR; http://www.ncsportsradio.com	0

Attachment A contains the following information for each full-time vacancy:

The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;

The recruitment source that referred the hiree for each full-time vacancy;

The total number of persons interviewed for each full-time vacancy; and

The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC’s EEO rules during the time period covered by this report.

* * * * *

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Operations Manager For WPTM, WTRG, WWDW, WSMY, and WWDR

Recruitment Source That Referred the Hiree: Employee Referral

Date Vacancy Opened: December 12, 2019

Total Number of Persons Interviewed for the Vacancy: 3

Date Vacancy Filled: January 6, 2020

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?
Employee Referral		Cleve Baker	252-676-9675	1	No
On Air and Streaming Advertisements on Stations WPTM, WWDW, WDLZ, WWDR, WSMY, WTRG, and WYTT				1	No
Non-Employee Industry Member Referral				1	No
Roanoke Valley Chamber of Commerce	260 Premier Blvd. Roanoke Rapids, NC 27870	Ginny Lewis	252-537-3513	0	No
South Hill Chamber of Commerce	201 S. Mecklenburg Ave. South Hill, VA 23970	Frank Malone	434-447-4547	0	No
Virginia Employment Commission	1300 Greensville County Circle Emporia, VA 23847	Mary Vaughn	434-634-6199	0	Yes

Lake Gaston Regional Chamber of Commerce	2357 Eaton Ferry Rd. Littleton, NC 27850	Christina Wells	252-586-5711	0	No
Virginia Career Works	118 E. Danville St. South Hill, VA 23970	Terra Bailey Napier	434-390-9795	0	Yes
WPTM Website: https://www.maverick1023.com				0	No
WTRG Website: https://www.magic979wtrg.com				0	No
WYTT Website: https://www.995jamz.com				0	No
WSMY & WWDR Website: www.ncsportsradio.com				0	No

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

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

Activity Classification*	Type Of Activity	Brief Description
5	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.
14	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.

8	Train part time and contract employees in various skills to enable them to qualify for higher level positions.	The station employment unit has implemented a training program for its employees that teaches skills needed to qualify for higher level positions. For instance, one member of the station's employment unit—Kayleigh Harris—started employment within the station's employment unit as an office assistant, but was subsequently trained in computer software and programming through the station employment unit's training program, thus making her qualified for—and promoted to—a higher-level, programming position within the station's employment unit.
12	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

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of websites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.