

# First Media Radio, LLC

801 East DuBois Avenue  
DuBois, Pa. 15801

## Annual EEO Public File Report Form

WOWQ/WQYX/WCPA/WZDB

## 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): [Station Call Sign(s) and Communities of License] 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 April 1, 2009 to and including March 31, 2010 (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.

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Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from April 1, 2009 to March 31, 2010

Station(s) Comprising Station Employment Unit: WOWQ/WQYX/WCPA

## 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 |
|---|---|-----------------------------|---|
| 1 | N/A                                     |                             |   |
| 2 |   |                             |   |
| 3 | N/A                                     |                             |   |
| 4 |   |                             |   |
| 5 |   |                             |   |

Total Number of Persons Interviewed During Applicable Period: 0

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Appendix 2 to

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Covering the Period from April 1, 2009 to March 31, 2010

Station(s) Comprising Station Employment Unit: WOWQ/WQYX/WCPA/W

## Section 2: Recruitment Source Information

|   | Recruitment Source<br>(Name, Address,<br>Telephone Number,<br>Contact Person) | Total Number of<br>Interviewees This Source<br>Has Provided During This<br>Period (If Any) | Full-time Positions for<br>Which This Source Was<br>Utilized |
|---|---|--|--|
| A | N/A   | 0  |  |
| B |   |  |  |
| C |   |  |  |
| D |   |  |  |
| E |   |  |  |
| F |   |  |  |
| G |   |  |  |
| H |   |  |  |

\* Indicates sources that have requested notification of job openings.

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Appendix 3 to

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Covering the Period from April 1, 2009 to March 31, 2010

Station(s) Comprising Station Employment Unit: WOWQ/WQYX/WCPA/WZDB

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

WOWQ/WQYX/WCPA/WZDB

[Description of the activities.]

First Media Radio, LLC.-DuBois which consists of the above stations, has begun implementation of initiatives designed to comply with outreach recruiting. "Moose" Rosana, GM is the management team member responsible for coordinating these efforts. A radio announcement airs on each station asking for recruitment sources wishing to receive notice of job openings.

April 21, 2009 - DuBois Area Middle School Career Fair  
News Director, Drew Gordon, Sales Manager, Monica Fleck and Account Executive, Emily Youngdahl spoke with middle school students about options in the broadcasting industry.

May 5, 2009 - Penn State DuBois Alumni Society Career Fair  
First Media News Director, Drew Gordon spoke with students from Penn State DuBois, Alumni, and High School students to discuss broadcasting careers.

May, 2009 - DuBois Area High School Senior Interviews  
News/Sports Director Drew Gordon joined other community leaders conducting interviews of members of the DuBois Area Class of 2009. The interviews allow the students to present themselves, their life and career goals and aspirations. The interviews are conducted similarly to a job interview. The interviewer will grade the presentations given as part of their final grade.

May 6-7, 2009 - FMR Management Conference, Durham, North Carolina. Attended by all the First Media Radio General Managers including "Moose" Rosana where the subject of EEO was discussed in detail.

March 2, 2010 - Clearfield High School Career Fair  
News/Sports Director Drew Gordon spoke with High School students regarding careers in the broadcasting industry. Gordon also demonstrated the process of how broadcasters produce commercials suitable for on-air play. Job shadowing of employees was also encouraged.

March 3, 2010 - Brockway Area High School Career Fair  
Sales Manager Monica Fleck and News/Sports Director Drew Gordon spoke with High School students regarding careers in the broadcasting industry. Gordon also demonstrated the process of how broadcasters produce commercials suitable for on-air play. Job shadowing of employees was also encouraged.

March 19, 2010 WOWQ/WQYX/WCPA/WZDB was a registered exhibitor at the 2010 Penn State University College of Communications Job Expo at the Hetzel Union Building on the Penn State-University Park campus. First Media Radio was represented by Michael McGough, District Manager and "Moose" Rosana, General Manager. Our exhibit provided information on careers in broadcasting, career opportunities with First Media Radio, LLC, and profiles of WOWQ/WQYX/WCPA and First Media. The Job Expo was attended by approximately 400 Penn State University Students. The Penn State College of Communications at University Park is America's largest accredited college of communications.