

# First Media Radio, LLC

863 Benner Pike, Suite 200  
State College, PA 16801  
814-231-0953

## Annual EEO Public File Report Form

WZWW(FM)

### 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

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

Station(s) Comprising Station Employment Unit: WZWW(FM)

## 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	none	n/a	n/a
2			
3			
4			
5			

Total Number of Persons Interviewed During Applicable Period: n/a

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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: WZWW(FM)  
Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	Penn State University	n/a	
B	Centre Daily Times	n/a	
C	WZWW on-air spots	n/a	
D	Cable 4 News TV ads	n/a	
E	Personal Referral	n/a	
F	Careerbuilder.com	n/a	
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: WZWW(FM)

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

(Description of the activities.)

First Media Radio, LLC/State College has implemented initiatives designed to comply with outreach recruiting. Michael McGough, General Manager, is the management team member responsible for coordinating these efforts. A radio announcement airs daily on WZWW asking for recruitment sources wishing to receive notice of station job openings.

WZWW operates a sanctioned Internship Program with Penn State University in consultation with Mr. Robert Martin, Assistant Dean for Internships & Career Placement for the College of Communications. During this period, WZWW provided internships for three students in areas including sales, news, promotion and programming.

May 6-7, 2009, WZWW General Manager Michael McGough attended the First Media Radio, LLC Management Conference, in Durham, North Carolina. The conference included comprehensive discussion of Equal Employment Opportunity issues in a scheduled session led by First Media Radio CEO Alex Kolobielski.

November 12, 2009, WZWW General Manager Michael McGough was a guest lecturer for Career Day at Penns Valley High School, Milheim, PA. Mr. McGough addressed high school students on career opportunities in broadcasting.

November 18, 2009, WZWW General Manager Michael McGough was a guest lecturer for Communications 384, Media Promotion and Sales, at the College of Communications, Penn State University @ University Park, PA. Mr. McGough addressed upper-division undergraduate college students on career opportunities in broadcasting.

February 11, 2010, WZWW General Manager Michael McGough was a featured panelist at the Penn State University College of Communications Advanced Resume Workshop. Between 40 and 50 students participated. Mr. McGough consulted individual students on career opportunities in broadcasting.

March 19, 2010, WZWW was a registered exhibitor at the Penn State University College of Communications Job Expo 2010 at the Hetzel Union Building on the Penn State-University Park campus. WZWW was represented by General Manager Michael McGough. WZWW's exhibit provided information on careers in broadcasting and career opportunities with First Media Radio and WZWW. The Job Expo was attended by approximately 400 students.