

EEO PUBLIC FILE REPORT

FOR

WPTM-Roanoke Rapids, NC
WTRG-Gaston, NC
WSMY-Weldon, NC
WDLZ-Murfreesboro, NC
WWDR-Murfreesboro, NC
WWDW-Alberta, VA
WYTT-Emporia, VA

This EEO Public File Report
Covers the One-Year Period
Ending on May 31, 2025

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WPTM, WYTT, WTRG, WSYM, WWDW, WWDR and WDLZ public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on May 31, 2025, the station filled the following full-time vacancies:

Media Sales Executive for radio stations WPTM, WTRG, WYTT, WSMY, WWDR, WWDW and WDLZ-Full Time Position

The station interviewed a total of 23 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>
Job Assistance Center, Inc	9
Indeed	9
LinkedIn	0
Lake Gaston Chamber Of Commerce	2
Media Recruiter.com	2
Roanoke Rapids Chamber Of Commerce	0
Non Employee Member Referral	1

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ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION
[Fill out for each full-time vacancy]

Job Title of Vacancy: **Media Sales Executive**

Recruitment Source That
Referred the Hiree: Media Recruiter.com

Date Vacancy Opened: May 24, 2024

Total Number of Persons
Interviewed for the Vacancy:
23

Date Vacancy Filled: **October 16, 2024**

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?
Job Assistance Center, Inc.	1300 Greensville County Circle, Emporia, VA 23847	Suzanne Taylor	434-594-6838	9	No
Lake Gaston Chamber Of Commerce	2357 Eaton Ferry Road, Littleton, NC 27850	Amanda Briggs	252-586-5711	2	No
Roanoke Rapids Chamber Of Commerce	72787020 Roanoke Avenue, Roanoke Rapids, NC	Ginny Lewis	252-537-3513	0	No
Indeed	Indeed.com	N/A	N/A	9	No
Linkedin	Linkedin.com		434-634-5056	0	No
Media Recruiter.com	Mediarecruiter.com	Art Scott	On Line	2	No
Non Employee Member Referral	3 East 1 st Street, Weldon, NC 27890	Barry Brown	252-536-3115	1	No

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

Stations WPTM, WYTT, WTRG, WSMY, WDLZ, WWDR, WWDW has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
(3)	Co-Sponsor Job Fair with organization whose membership includes substantial participation by women and minorities	Co- sponsored Job Fairs in Emporia Virginia-Outreach included live on air mentions and promotional announcements throughout the day to encourage listeners and job seekers to attend the job fairs. Southside Regional Job Fair-October 8, 2024 -Emporia Virginia Southside Regional Job Fair-May 13, 202-Emporia Virginia Both job fairs Attended by Barry Brown, Market Manager and Dave Marquis, General Sales Manager. Management level personnel with hiring authority

(1)	Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions	Job Fair Hosted By S.C. Broadcasters Association April 16, 2025-Columbia, SC-Attended by John Byrne, Byrne Media CEO-Management level personnel with hiring authority Dinwiddie Spring Regional Job Fair- April 17, 2025-Dinwiddie, Virginia Southside Regional Job Fair-October 8, 2024-Emporia, Virginia Southside Regional Job Fair-May 13, 2025-Emporia Virginia * *All three job fairs attended by Barry Brown, General Manager and Dave Marquis, General Sales Manager-Management level personnel with hiring authority.
(4)	Participate in Events or Programs Sponsored by Education Institutions Relating to Careers in Broadcasting	CEO, John Byrne, and COO, Wayne Morris taught a Media Sales class at the University of South Carolina on Fri Feb 21, 2025. Employment & Internship opportunities were discussed during this session for all Byrne Acquisition Group stations.

(14)	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discriminations	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 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 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. The Tuesday May 27, 2025 training session conducted by Brooks Pierce Law Firm, Raleigh, NC.

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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 web sites 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;
16. 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.