

# First Media Radio, LLC

306 Port Street  
Easton MD 21601  
410.822.3301

## Annual EEO Public File Report Form

WCEI FM/WEMD AM

### 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 June 1, 2008 to and including May 31, 2009 (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 I to

Annual EEO Public File Report Form

Covering the Period from June 1, 2008 to May 31, 2009

Station(s) Comprising Station Employment Unit: WCEI FM/WEMD AM

## Section I: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
1	On-air Personality	Industry Source	1
2	Account Executive	Newspaper	5
3	Account Executive	Industry Source	1
4	Account Executive	Employment Agency	2
5			

Total Number of Persons Interviewed During Applicable Period: 9

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Appendix 2 to

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## 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	Allaccess.com	0	On-air Personality
B	Industry Source	1	On-air Personality
C	Newspaper	5	Account Executive
D	Industry Source	1	Account Executive
E	On-air advertisement	0	Account Executive
F	Employment Agency	2	Account Executive
G			
H			

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

\*An on-air personality, with a large following, at a competitive station in the market became available, and First Media Radio's position was to hire this on-air personality immediately or risk the on-air personality being hired by another competitor in the market.

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Appendix 3 to

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Covering the Period from June 1, 2008 to May 31, 2009

Station(s) Comprising Station Employment Unit: WCEI FM/WEMD AM

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

WCEI FM/WEMD AM

[Description of the activities.]

WCEI FM/WEMD AM implement initiatives designed to comply with outreach recruiting. Stacie Monz, General Manager of WCEI/WEMD, is the management team member responsible for coordinating these efforts.

Since June 2008, a radio announcement has aired once daily on each station asking for recruitment sources wishing to receive notice of station(s) job openings. In addition, the station posts the same scripts on its website, internal bulletin board and runs the ads in local newspaper, as needed.

An internship program has been established and an Easton High School student interested in communications has interned at the station, three days per week to acquire skills needed for future broadcast employment. The program is continuing during the upcoming school year. Also, a career-shadowing program with Easton High School and St Michaels High School is in place. A student is present within the studio for a day each week.

At the Annual General Manager's meeting May 6, 7, and 8, 2009, Julia Fickes, Chief Financial Officer, discussed ways to more effectively seek and hire new employees, specifically Account Executives.

Matt Spence, Program Director, has spoken with different organizations within the community regarding radio broadcasting careers. The Program Director attended a Career Fair sponsored by Chesapeake College at Chesapeake College campus in Wye Mills, Maryland on April 21, 2009 and judged 4-H Public Speaking contests.

The General Manager and the Program Director meet monthly to review job openings and applications/resumes that are received.