

## **EEO Statement of Policy**

It is the policy of WLHC-FM to provide equal employment opportunity to all qualified individuals without regard to their race, color, religion, national origin, age, or sex in all personnel actions, including recruitment, evaluation, selection, promotion, compensation, benefits, training, and termination. Discrimination because of race, color, religion, national origin, age, or sex is prohibited at WLHC-FM. If you believe you have been the victim of unlawful discrimination, you may notify the Federal Communications Commission (FCC), the Equal Employment Opportunity (EEO) Commission, or any other appropriate agency.

WLHC-FM is an Equal Opportunity Employer. In accordance with the FCC's EEO regulations, any organization that distributes information about employment opportunities to job seekers or refers job seekers to employers may request that it be provided notice of WLHC-FM job vacancies as they occur. If your organization would like to be notified of such vacancies, please contact WLHC-FM at P.O. Box 1087, Angier, NC 27501 or [wlhc@life1031.com](mailto:wlhc@life1031.com). Your organization must provide its name, mailing address, email address (if applicable), telephone number, and contact person, and identify the category or categories of vacancies about which it desires notice.

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### **EEO Public File Report**

**August 1, 2015 – July 31, 2016**

**WLHC-FM  
Woolstone Corporation  
Robbins, NC**

Section 73.2080(d) of the FCC's rules exempts stations with fewer than five full-time employees from the general and specific EEO requirements of subsections (b) and (c), including the annual public file reporting obligation of subsection (c)(6). On July 31, 2016, WLHC-FM had only one regular full-time non-owner employee. Nonetheless, this report is filed to describe past and ongoing initiatives and in anticipation of the possibility that additional recruitment and hiring may occur during the reporting year from August 1, 2016, through July 31, 2017.

Beyond the usual challenges of starting and maintaining a new business, WLHC-FM has had little difficulty in generating interest in its outreach efforts on the employment front. From its inception, the station has received, welcomed, and responded to numerous employment inquiries and applications from a wide range of individuals. The station continues to receive unsolicited resumes and general inquiries about employment through email, telephone calls, and personal visits. The demographics of interested parties range widely – both sexes and different races, ages, and religious traditions are represented. Resumes are filed and responses are provided without regard to race, color, religion, national origin, age, or sex.

As for recruitment related initiatives undertaken in the past year, WLHC-FM continued its longstanding practice of reviewing, clarifying, and defining job structure, responsibilities, and practices, both formally and informally, so as to ensure genuine equality of opportunity at all levels of employment and to encourage the development of a station culture consistent with that priority in every aspect of station policy and practice. Unlawful forms of prejudice or discrimination based on race, color, religion, national origin, age, or sex are not tolerated at the station. Indeed, from its earliest days, it has been the station's policy to advertise job openings by identifying WLHC-FM as an Equal Opportunity Employer.

It has also been the practice at WLHC-FM to disseminate information about job vacancies widely, both locally and nationally. The station has used outlets such as local newspapers, the Job Bank of the North Carolina Association of Broadcasters (NCAB), college and university sources, Yahoo HotJobs, Monster.com, and All Access. The station has active working relationships with the local community college and other nonprofit organizations in its listening area. Some of these entities sponsor job fairs, and they include organizations in the business and professional community whose membership includes substantial participation of women and minorities. Sponsorships and other arrangements regularly put the station in contact with prospective interns, job seekers, or their mentors. The station also regularly participates in events sponsored by organizations representing community groups interested in employment issues, whether broadcast or otherwise, and has received information from or about interested candidates at business expos and other such events.

Applications take the form of hard copy mailings, digital communications, and telephone conversations. Walk-ins are also regularly received at the station, and the station receives third-person referrals from listeners or others. It has been the practice at WLHC-FM to interview interested job seekers even when there have been no job vacancies. It has also been the station's practice from the outset to retain for future reference copies of employment applications and expressions of interest from virtually all job seekers.

Training of station staff continues to be a priority. That training occurs in both group and one-on-one settings – whether in audio production, sales knowledge and technique, general business practices, notary public qualifications, traffic management, or media law. WLHC-FM has enrolled employees in formal third-party courses of study designed to enable them to acquire skills that could qualify them for higher level positions. The station also regularly provides less formal inhouse training and mentoring of employees and has focused management-level training on equal employment opportunity requirements. Based on its past experience in supervising an internship program for a student seeking to satisfy degree requirements in broadcasting, the station obtained information about the local community college's broadcasting internship requirements with an eye toward establishing a regular internship program. To that end, the station employed an intern who completed his practicum requirements at the college during the 2013 fall semester. The station also offered an internship position to a local university minority student for the Fall 2015 semester. The station intends to continue these practices whether there are fewer than five or five or more full-time employees.

As part of its ongoing assessment of pay and benefit practices and its commitment to nondiscriminatory treatment of its employees, WLHC-FM offers to all eligible full-time employees a 401(k) retirement savings plan. The plan includes an employer matching component with percentage matching equally available to all employees, regardless of title or position. Vacation, holidays, promotions, and other terms of employment are offered to all employees on a nondiscriminatory basis.

Through its programming and community outreach and involvement, WLHC-FM has come to be known as a station that actively supports organizations and individuals committed to the advancement of those less fortunate or historically discriminated against. In fact, WLHC was named in 2013 the Inaugural Winner of the Station of the Year Award (Non-Metro) by the North Carolina Association of Broadcasters, and community commitment was one of the criteria on which the award was based. The United Way, food banks, the Salvation Army, a homeless advocacy group, the local Boys and Girls Club, a domestic abuse shelter, local churches, Backpack Pals, Communities in Schools, veterans' support groups, and a development center for mentally or physically disabled adults and youth are illustrative of the kinds of organizations and causes that the station supports on a regular basis. This support takes the form of not only public service announcements, but on-air interviews and high-level sponsorships of events organized by these various groups. The station's retaining of a Community Engagement Facilitator has expanded the station's outreach efforts.

Station management is and has been involved on boards of directors of community organizations and with business and professional organizations that include substantial numbers of females as well as minority representatives. In spring 2015, our president participated as a panelist in a student entrepreneur workshop held at North Carolina Wesleyan College. In the last year, he has been a guest speaker at Rotary Club meetings. These kinds of connections regularly redound to the benefit of the station in its ongoing efforts to validate a reputation for inclusiveness and diversity.

There have been eight full-time hires since January 2010, five of which were full-time sales positions. Following recruitment on air (WLHC) and in local print and digital media (The Pilot), the February 2012 hire filled a sales position vacancy (Marketing Consultant). The WLHC on-air recruitment effort was the referral source for the hire. Hiring occurred after some eight applicant interviews, the interviewees having been referred by both sources. In anticipation of future needs and possible expansion, recruitment efforts have also included participation in job fairs at Campbell University, Central Carolina Community College, Nash Community College, and Sandhills Community College. A Campbell University job fair was the referral source for the April 2013 hire, also a sales employee. Two additional sales people were hired from August 2013 through July 2014, one woman who applied unsolicited in the fall of 2013 and another who was hired in the first quarter of 2014 in response to an Internet job posting. A third woman was hired in March 2014 to fill a position combining administration and sales. Monster.com was her referral source. Two additional full-time employees were hired in January 2015. One, a former local advertising manager, filled a sales position. The other was one of many applicants responding to a widely distributed digital job posting. After interviews of a number of those applicants, he was hired to fill a production/operations position. In December 2015, following another digital job posting and interviews of several candidates, we hired a new office administrator. The local Chamber of Commerce referred her to us.