

## **EEO Statement of Policy**

It is the policy of WLQC-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 WLQC-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.

WLQC-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 WLQC-FM job vacancies as they occur. If your organization would like to be notified of such vacancies, please contact WLQC-FM at P.O. Box 570, Angier, NC 27501 or [wlqc@life1031fm.com](mailto:wlqc@life1031fm.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, 2016 – July 31, 2017**

**WLQC-FM  
Pinestone Media Corporation  
Sharpsburg, 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, 2017, WLQC-FM had only two full-time non-owner employees. Nonetheless, this report is filed to describe in general terms past and ongoing initiatives and in anticipation of the possibility that additional recruitment and hiring may occur during the reporting year from August 1, 2017, through July 31, 2018.

Beyond the usual challenges of starting a new business, WLQC-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 demographic range of individuals – both sexes and different races, ages, and religious traditions. All four of the station's full-time non-owner hires have been women. During the 2015 spring semester, the station employed a North Carolina Wesleyan College female student intern on a part-time basis.

Through its programming and community outreach, WLQC is building a reputation as a station that actively supports organizations and individuals committed to the advancement of those less fortunate or historically discriminated against. This support takes a variety of forms, such as frequent public service announcements and sponsorships of events organized by these various individuals and groups. Station management is committed to involvement in community organizations and with business and professional organizations that include substantial numbers of females as well as minority representatives. In fact, the station's president this past year joined the Board of Directors of the Rocky Mount Area Chamber of Commerce. These connections regularly redound to the benefit of the station in its ongoing efforts to grow a reputation for inclusiveness and diversity.

As for recruitment related initiatives undertaken in the past year, WLQC-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 WLQC-FM as an Equal Opportunity Employer.

In anticipation of future needs and possible expansion, recruitment efforts have included participation in job fairs at Campbell University, Central Carolina Community College, Nash Community College, and Sandhills Community College. A Nash Community College job fair was the referral source for the station's fulltime hire in May 2013. In July 2016, a part-time female employee became full-time through increased hours to cover for a manager on maternity leave.

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, traffic management, or media law. As part of its ongoing assessment of pay and benefit practices and its commitment to nondiscriminatory treatment of its employees, WLQC 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 available to all regular employees on a nondiscriminatory basis.