

# EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period **July 1<sup>st</sup>, 2019**, through **June 30<sup>th</sup>, 2020**. This EEO Public File Report is filed in the Public Files of WOLS-FM and is simultaneously placed on the stations internet web page ([www.norsanmedia.com](http://www.norsanmedia.com)), pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's (FCC) rules.

Norsan Consulting and Management, Inc. and Norsan Broadcasting of NC, LLC are an Equal Opportunity Employer and have an “open application” policy. We welcome anyone at anytime during our normal business hours to fill out an application for employment. Applications are available during regular business hours 9:00 A.M. to 6:00 P.M, Monday through Friday (except Holidays). In North Carolina, our office is at 4801 E. Independence Blvd, Suite 800, Charlotte, North Carolina.

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|----|---|--|
| 1) | <b>Licensees:</b><br>(Employment Unit)            | Norsan Consulting and Management, Inc.<br>Norsan Broadcasting of NC, LLC |
| 2) | <b>Stations in Market Area:</b><br>(Unit Members) | WOLS (FM), Charlotte, NC   |
| 3) | <b>EEO Contact Information for Licensee:</b>      |  |

Mailing Address:	Telephone Number:	Contact Person:	E-mail Address:
Norsan Consulting and Management, Inc. 4801 E. Independence Blvd Suite 800 Charlotte, NC 28212	704-494-7181	Julian Miguel	<a href="mailto:jmiguelp@norsanmedia.com">jmiguelp@norsanmedia.com</a>
Mailing Address:	Telephone Number:	Contact Person:	E-mail Address:
Norsan Broadcasting of NC , LLC 4801 E. Independence Blvd Suite 800 Charlotte, NC 28212	704-494-7181	Julian Miguel	<a href="mailto:jmiguelp@norsanmedia.com">jmiguelp@norsanmedia.com</a>

- 4) List all Full-time Job Vacancies Filled by Each Station in the Market Area:**

<u>Job Title</u>	<u>Recruitment Source Referring</u>	<u>Hired</u>
(6 Positions)	(1) Internal referral	
-2 Solution Consultants	(5) Website application	
-1 Producer		
-1 Receptionist		

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-2 Sales Process Specialists

**5) Total # of Interviewees Referred by Each Source:** For the period from **July 1<sup>st</sup>, 2019**, through **July 30<sup>th</sup>, 2020**, the Licensees interviewed 4 Interviewees for full time job vacancies. These Interviewees were referred by the following sources:

<u><b>Recruitment Source</b></u>	<u><b>Total Number of Interviewees Referred</b></u>
(1) On Air Radio Advertisements	0
(2) Internal Bulletin Board Posting	0
(3) Internal Promotion/Internal Referral	2
(4) Newspaper Advertising	0
(5) Stations Website	0
(6) NC Association of Broadcasters	0
(7) SC Association of Broadcasters	0
(8) Referral	0
(9) Colleges or Universities	1
(10) Minority Organizations -Latin American Chamber of Commerce -Latin American Coalition -Latin Americans Working for Achievement) -Camino Community Center	0
(11) Website Application	56
(12) Rehire	1

**6) Supplemental Recruitment Measures: General Outreach Efforts.**

Description of Supplemental Recruitment Measure:	Date:	Personnel Involved: (Position)
Fair Housing City Of Charlotte	All Year	Denise Coleman Strategic Marketing and Community Affairs
Office Of Mexican Consulate	All Year	Denise Coleman Strategic Marketing and Community Affairs

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Office Of Guatemala Consulate	All Year	Denise Coleman Strategic Marketing and Community Affairs
Latino Civic Engagement	All Year	Denise Coleman Strategic Marketing and Community Affairs
CMS	All Year	Denise Coleman Strategic Marketing and Community Affairs
Center City Partners	All Year	Denise Coleman Strategic Marketing and Community Affairs
Arts & Science Council	All Year	Denise Coleman Strategic Marketing and Community Affairs
Levine Museum	All Year	Denise Coleman Strategic Marketing and Community Affairs
Mint Museum	All Year	Denise Coleman Strategic Marketing and Community Affairs

**Julian F. Miguel**

Julian F. Miguel  
VP of Operations  
Norsan Media

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**VIDA Y  
SALUD  
expo**



Some of the most important issues for Hispanic families are Health, Education, Nutrition, Beauty... and keeping their Hispanic Heritage alive. In March of 2020, Norsan Media will host the major Hispanic health and wellness event for Charlotte families. In addition to valuable information and free testing services, attendees can enjoy music, dance, food, prizes and contests! Popular DJs, local celebrities and artists will mingle and entertain. Fun for the whole family will be paramount in the day's events.

**DATE:** March 15, 2020  
**LOCATION:** The Park Expo Center.  
**TIME:** 10:00 pm - 4:00 pm  
**EXPECTED ATTENDANCE:** 7,500

[vidaysaludexpo.com](http://vidaysaludexpo.com) 

 **CLICK TO  
WATCH  
THE VIDEO**






 **CLICK TO  
WATCH  
THE VIDEO**

**DATE:** May 17, 2020  
**LOCATION:** Aldersgate 3800 Shamrock Dr.  
Charlotte NC.  
**TIME:** 12:00 pm - 6:00 pm.  
**AVERAGE ATTENDANCE:** 25,000+  
\*Based on last 5 years

[cincoquemayofestival.com](http://cincoquemayofestival.com) 



The Cinco de Mayo festival commemorates the victory of Mexican forces over the French in the Battle of Puebla more than 160 years ago. This event features internationally known Regional Mexican bands and cultural dances. There is entertainment throughout the day, authentic Mexican food, as well as family-friendly activities, a children's fun zone, and Norsan Media activations.



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El Grito festival celebrating Mexican Independence Day is the Hispanic community's most significant event. El Grito features musical entertainment, cultural dancers, an appearance by the Mexican Consulate, and an official Hispanic Heritage Proclamation by the North Carolina Governor.

**DATE:** September 6, 2020

**LOCATION:** Aldersgate

**TIME:** 12:00 pm - 6:00 pm

**AVERAGE ATTENDANCE:** 25,000+

\*Based on last 5 years

[elgritocharlotte.com](http://elgritocharlotte.com)



NORSAN MEDIA



Hola Charlotte is the largest Hispanic Heritage celebration organized in the Carolinas highlighting the diversity of Latino culture and all its richness. This family friendly event engages both the general market and Latinos of all backgrounds and ages. The entire community is invited to come together and enjoy the heritage, food, music, dance, and art of Latino culture. It features nationally recognized entertainers and the popular Latin American Village highlighting the heritage and culture of 15 Latin American countries.

**DATE:** October 10, 2020

**LOCATION:** Uptown Charlotte between E. Stonewall St. to 4th St. on Tryon St.

**TIME:** 12:00 pm - 7:00 pm

**AVERAGE ATTENDANCE:** 54,000+

\*Based on last 5 years

[holacharlottefestival.com](http://holacharlottefestival.com)



NORSAN MEDIA

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Norsan Media is committed to assisting and partnering with nonprofit organizations who are able to help communities through our media platforms in the markets we serve. Our initiatives include the 'Miracles for the Levine Children's Hospital' annual Radiothon, which promotes awareness for The Children's Miracle Network and recently raised over \$157,613 to benefit local patients. Norsan Media also partners with Camino Community Center annually for 'El Juguetón' Toy Drive to collect toys at a local concert. Norsan Media collected more than 1,500 toys that were donated to underprivileged children on Christmas. Norsan Media hosts the Vida Y Salud Wellness Fair to provide health screenings, services, activities, and valuable information to enhance to quality of life of Latinos in the area.



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