

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0113 (March 2003)	FOR FCC USE ONLY
FCC 396		FOR COMMISSION USE ONLY FILE NO. - 20161122AAE
BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT (To be filed with broadcast license renewal application)		
Read INSTRUCTIONS Before Filling Out Form		

Section I

Legal Name of the Licensee NCA, INC.		
Mailing Address 8402 MEMORIAL PARKWAY SOUTH		
City HUNTSVILLE	State or Country (if foreign address) AL	Zip Code 35802 -
Telephone Number (include area code) 2568859797	E-Mail Address (if available)	
Facility ID Number 47907	Call Sign WRSA-FM	
TYPE OF BROADCAST STATION: (if applicable)	Commercial Broadcast Station <input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV

Application Purpose

- ☒ New Program Report
- ☐ Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Stations Locations]

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Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WRSA-FM	47907	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	HOLLY POND, AL	<input type="radio"/> Yes <input checked="" type="radio"/> No

CONTACT PERSON IF OTHER THAN LICENSEE

Name LARRY PERRY			Street Address 11464 SAGA LANE SUITE 400
City KNOXVILLE	State TN	Zip Code 37931-2819	Telephone Number 8659278474

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been filed during this ☐ Yes ☒ No license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees? ☐ Yes ☒ No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

CERTIFICATION.

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent PENELOPE NIELSEN
Title PRESIDENT	Telephone No. (include area code) 2568859797
Date 11/22/2016	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: PENELOPE NIELSEN	Title: PRESIDENT
------------------------	------------------

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

I. EEO PUBLIC FILE REPORT Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
II. NARRATIVE STATEMENT Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Exhibit 2

Description: EXHIBIT 2

COPIES OF RECENT EEO REPORTS ARE ATTACHED.

Attachment 2

Description

WRSA-FM EEO Reports

Exhibit 3**Description: EXHIBIT 3**

MADE ONE FULL TIME POSITION HIRE. WE MOVED ALLEN MOORE TO FULL TIME TRAFFIC REPORTER DOING MORNING AND AFTERNOON TRAFFIC. WE HIRED A NEW AFTERNOON DRIVE HOST/PRODUCTION DIRECTOR (ONE PERSON BOTH TITLES).

WE RECRUITED BY POSTING POSITION ON ALLACCESS.COM, ALABAMA BROADCASTER ASSOCIATION, AND OUT TO LOCAL COLLEGES/UNIVERSITIES. WE ALSO ATTENDED A JOB FAIR ON REDSTONE ARSENAL IN HUNTSVILLE, AL.

1 FULL TIME HIRE AFTERNOON DRIVE HOST/PRODUCTION DIRECTOR HIRED JULY 2016 THIS INDIVIDUAL HEARD ABOUT THE POSITION AND CAME INTO THE STATION.

Attachment 3

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<p align="center">FCC 396</p> <p align="center">BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT</p> <p align="center">(To be filed with broadcast license renewal application)</p> <p align="center">Read INSTRUCTIONS Before Filling Out Form</p>		<p>FOR COMMISSION USE ONLY</p> <p>FILE NO. B396 - 20130404ACG</p>

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I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent PENELOPE NIELSEN
Title PRESIDENT	Telephone No. (include area code) 2568559797
Date 04/01/2013	

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Exhibits

Exhibit 2

Description: PREVIOUS EEO EPORT

A COPY OF THE LAST EEO REPORT IS FILED HERewith. NOTE THAT SINCE THE LAST REPORT WE HAVE CHANGED MANY FROM INDEPENDENT CONTRACTORS TO STATION EMPLOYEES, THUS, THIS REPORT.

Attachment 2

Description
2012 EEO REPORT

Exhibit 3**Description: EEO REPORT**

WRSA-FM IS LICENSED TO OPERATE IN HOLLY POND, ALABAMA. AS OF THIS FILING WE HAVE A TOTAL OF 16 EMPLOYEES, 12 FULL TIME AND 4 PART TIME.

OUR STAFF IS VERY STABLE AND WE HAVE HAD ONLY 2 NEW HIRES IN THE LAST 3 YEARS. AS A PART OF THE SEARCH FOR THESE 2 NEW EMPLOYEES, WE ADVERTISED IN SEVERAL PLACES INCLUDING 'AD IN INSIDE RADIO', AND THE ALABAMA BROADCASTERS ASSOCIATION WEB SITE. THESE NEW HIRES WERE THE RESULT OF 11 INTERVIEWS. (ONE POSITION WAS THAT OF THE GENERAL SALES MANAGER AND THE OTHER A SALESPERSON.) BOTH HAVE SINCE LEFT AND THE GENERAL SALES MANAGER'S POSITION WAS FILLED INTERNALLY WITHOUT GOING OUT SIDE THE CURRENT STAFF AND THE SALESPERSON HAS NOT BEEN REPLACED DUE TO THE SOFT ECONOMY.

WHEN WE ADVERTISE, WE CLEARLY STATE THAT WE ARE AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER AND DO NOT DISCRIMINATE.

WRSA-FM HAS NOT RECENTLY BEEN INVOLVED IN LOCAL JOB FAIRS BECAUSE WE HAVE HAD NO OPENINGS. ONCE THE ECONOMY REBOUNDS AND WE HIRE NEW EMPLOYEES WE WILL AGAIN PARTICIPATE IN LOCAL AND REGIONAL JOB FAIRS.

WE HAVE SEVERAL COLLEGES IN OUR AREA AND OFTEN USE SOME OF THEIR MEDIA STUDENTS AS INTERNS WORKING AT THE STATION. WE WILL CONTINUE TO PROMOTE THIS INTERNSHIP ACTIVITY ON A NON-DISCRIMINATORY BASIS AS TO RACE, NATIONAL ORIGIN, CREED, RELIGIOUS BELIEF, OR GENDER. WE ROUTINELY, ON AN ANNUAL BASIS, REVIEW OUR EMPLOYEES AS TO THEIR WORK AND ORGANIZATIONAL PRACTICES.

Attachment 3

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FCC 396		
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CONTACT PERSON IF OTHER THAN LICENSEE

Name LARRY PERRY		Street Address 11464 SAGA LANE	
City KNOXVILLE	State TN	Zip Code 37931-2819	Telephone Number 8659278474

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I certify to the best of my knowledge, information and belief, all statements contained in this report are true and

correct.	
Signed	Name of Respondent PENELOPE NIELSEN
Title PRESIDENT	Telephone No. (include area code) 2568859797
Date 3/8/2012	

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Name: TOM PANUCCI	Title: CEO/GENERAL MANAGER
-------------------	----------------------------

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THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits**Exhibit 2****Description:** EEO REPORT

UNTIL RECENTLY THE WORKFORCE AT WRSA-FM HAVE BEEN INDEPENDENT CONTRACTORS AND THE FULL TIME EMPLOYEES NUMBERED LESS THAN 5. HOWEVER, THIS HAS NOW BEEN CHANGED AND THE INDEPENDENT CONTRACTORS FOR THE MOST PART HAVE BEEN MADE FULL TIME EMPLOYEES NUMBERING MORE THAN 5.

WE HAVE A VERY LOYAL STAFF AT WRSA-FM AND HAVE HIRED VERY FEW EMPLOYEES IN THE LAST 2 YEARS. WE HAVE HAD NO COMPLAINTS OR LETTERS CONCERNING ANY EEO ISSUES SINCE WE FIRST BEGAN BROADCASTING MANY YEARS AGO.

Attachment 2**Exhibit 3****Description:** NARRATIVE STATEMENT

WRSA HAS MORE THAN 5 FULL TIME EMPLOYEES NOW DUE TO ACCOUNTING CHANGES. IN THE PAST MOST OF THE PEOPLE WHO WORKED FOR THE STATION WERE INDEPENDENT CONTRACTORS, BUT THESE INDEPENDENT CONTRACTORS HAVE NOW BEEN CHANGED TO FULL TIME EMPLOYEES, THUS THIS CHANGE IN THE EEO PROGRAM.

WRSA (#47907) IS AN EQUAL OPPORTUNITY EMPLOYER. THE STAFF IS LONG TERMED AND WE HAVE HAD VERY FEW CHANGES OF EMPLOYEES IN THE PAST SEVERAL YEARS. WHENEVER WE HIRE ANY NEW EMPLOYEE, WE ADVERTISE THE OPEN POSITION ON THE STATION AND ON OUR WEB SITE INCLUDING THE LANGUAGE OF THE EEO EMPLOYER. ALL CANDIDATES FOR JOBS WITH THE STATION ARE CONSIDERED BASED ON THEIR EXPERIENCE AND QUALIFICATIONS AS ANNOUNCED AND BROADCAST. WE DO NOT DISCRIMINATE FOR ANY REASON INCLUDING AGE, GENDER, RELIGIOUS PREFERENCES, ETC. WE DO MEET OCCASIONALLY WITH LOCAL EDUCATIONAL INSTITUTIONS TO TALK ABOUT BROADCASTING AND EMPLOYMENT OPPORTUNITIES ALTHOUGH WE HAVE NO FORMAL PROGRAM ASSOCIATED WITH THE LOCAL COLLEGES AND UNIVERSITIES. OCCASIONALLY WE WILL HAVE STUDENTS WORK WITH US AT THE STATION TO LEARN THE OPPORTUNITIES IN BROADCASTING.

Attachment 3