

**EEO PUBLIC FILE REPORT**  
**FOR**  
**EAST CAROLINA RADIO, INC.**  
**LAWRENCE F. LOESCH AND MARGARET A. LOESCH AND**  
**EAST CAROLINA RADIO OF ELIZABETH CITY, INC.**

**This EEO Public File Report**  
**Covers the period from**  
**August 1, 2015-July 31, 2016**

## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the following Stations' public inspection files rules: WRSF-FM, WOBX-FM, WOBX-AM, WOBR-FM, WERX-FM, WZBO-AM, WCNC-AM, WKJX-FM. Together with stations W17CT-D, W22EN-D, W24EC-D, W28CJ-D, W30DN-D, and W45CL-D, these stations comprise an employment unit under the FCC's rules. WRSF-FM, WOBR-FM, WOBX-FM and WOBX-AM are licensed by East Carolina Radio, Inc. WERX-FM and WZBO-AM are licensed by the partnership Lawrence F. Loesch and Margaret A. Loesch. WCNC-AM and WKJX-FM are licensed by East Carolina Radio of Elizabeth City, Inc. W17CT-D, W22EN-D, W24EC-D, W28CJ-D, W30DN-D, and W45CL-D are licensed by Lawrence F. Loesch.

East Carolina Radio, Inc., Lawrence F. Loesch and Margaret A. Loesch, and East Carolina Radio of Elizabeth City, Inc., pursuant to Section 73.2080(c)(6) of the Federal Communications Commission (collectively, East Carolina Radio) are owned by common shareholders or partners and are under the same management.

During the period from August 1, 2015 to July 31, 2016, the employment unit filled four full-time vacancies:

Sales Representative (1-4-16)  
On-air Announcer (2-1-16)  
On-air Announcer (6-1-16)  
Sales Representative (7-6-16)

The employment unit interviewed eighteen (18) people for full-time vacancies during the period covered in this report.

<u>Recruitment Source</u>	<u>Total Number of Interviews Referred</u>
1. The Sentinel	3
2. East Carolina Radio Website	2
3. OBX Success Job Fair	5
4. 65 <sup>th</sup> Annual Nags Head Surf Fishing Tournament Program Guide	0
5. Current Employee	2
6. Previous Employee	1
7. NAB Career Day	5

Attachment A contains the following information for each full-time vacancy.

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person, and telephone number.
- The recruitment source that referred the hiree for each full-time vacancy.
- The total number of persons interviewed for each full-time vacancy.
- The total number of interviews referred by each recruitment source used in connection with each vacancy.

In addition to the forgoing, East Carolina Radio's EEO outreach menu option activities include:

Establishment of an on-going internship program designed to assist members of the community to acquire skills needed for broadcast employment. Internship opportunities include involvement in board operation, live remote broadcasts, sports announcing, imaging, and working with automation systems. Current internship continued from June 7, 2016-August 2, 2016, and includes 1 intern, a sophomore from New Mexico State University who worked on WOBX-FM as a side kick on the local morning show and on play-by-play baseball broadcasts. He operated the studio boards during live remote broadcasts on WRSF-FM, WERX-FM, and WOBR-FM, and downloaded weekly content in our automation system. (FCC EEO outreach category #5).

Co-sponsorship of one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities. Co-sponsored the Outer Banks Chamber of Commerce's OBX Success Job and Career Fair on March 12, 2016. Participated in the planning, organizing, and promotion of the event. Ran two weeks of radio promotion, helped set up employment displays the day of the event, made employment applications available, and invited attendees to submit resumes. Of the resumes submitted, interviewed five (5) attendees for sales representatives. (FCC EEO outreach category #3).

Attended the NABEF Career Fair on April 20, 2016, during the NAB Convention. Set up East Carolina Radio display and accepted resumes from 23 attendees. Interviewed five (5) candidates for potential employment positions. (FCC EEO outreach category #1)

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Training programs include automation system training, moving from board operations to live on-air shift, DJ training with consultant, music scheduling, on-air and sales promotions, and general traffic and management disciplines. Current training programs included the development on WKJX-FM of our 7-midnight DJ into a day time announcer, and then from day time announcer to station Program Director. Current training programs also included the development on WOBR-FM of a weekend announcer to weekday announcer to Program Director. (FCC EEO category #8)