

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, 2016-July 31, 2017

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, 2016 to July 31, 2017, the employment unit filled two full-time vacancy:

Sales Representative (10-1-16)
Engineer (3-1-17)

The employment unit interviewed thirteen candidates for full-time vacancies during the period covered in this report.

| <u>Recruitment Source</u> | <u>Total Number of Interviews Referred</u> |
|---|--|
| East Carolina Radio Website | 1 |
| OBX Success Job & Career Fair | 3 |
| The Sentinel | 4 |
| 66 th Annual Nags Head Surf Fishing Tournament Guide | 1 |
| Outer Banks Harley Davidson | 1 |
| Bates Technical College | 0 |
| Cayuga Community College | 0 |
| Cuyahoga Community College | 0 |
| Chattahoochee Technical College | 0 |
| Michigan Career & Technical Institute | 0 |
| Milwaukee Area Technical College | 0 |
| Mitchell Technical Institute | 0 |
| SAIT Polytechnic | 0 |
| Spokane Community College | 0 |
| St. Louis Community College at Florissant Valley | 0 |
| Society of Broadcast Engineers (SBE.org) | 2 |
| Referral | 1 |

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 July 1-August 31, 2017, and includes 1 intern, a freshman at College of the Albemarle who downloaded syndicated programs into automation system and operated studio boards during live remote broadcasts on WRSF-FM, WERX-FM, and WOBR-FM. (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 April 1, 2017. 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 three (3) attendees for future sales positions. (FCC EEO outreach category #3).

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, website and mobile app development. Current training program included the integration of our WOBR Program Director into a group website and mobile app developer. (FCC EEO category #8)

[Fill out for each full-time vacancy]

Job Title of Vacancy: Sales Representative **Recruitment Source That Referred the Hiree:** Referral

Date Vacancy Opened: March 1, 2016 **Total Number of Persons Interviewed for the Vacancy:** 10

Date Vacancy Filled: October 1, 2016 **Recruitment Sources Used to Fill the Vacancy**

| Name of Recruitment Source | Address | Contact Person | Telephone Number | Total Number of Interviewees Referred by the Source for the Vacancy | Did the Source Request Notification? |
|--|---|---------------------|------------------|---|--------------------------------------|
| East Carolina Radio Website www.ecri.net | 2422 S. Wrightsville Ave Nags Head, NC 27959 | Rick Loesch | 252-441-1024 | 1 | No |
| OBX Success Job and Career Fair | The Baum Center Kill Devil Hills, NC 27948 | Angie Brady Daniels | 252-441-8144 | 3 | No |
| The Sentinel | P O Box 546 Nags Head, NC 27959 | Donna Richardson | 252-480-2234 | 4 | No |
| 66 th Annual Nags Head Surf Fishing Tournament Guide | P. O. Box 181 Nags Head, NC 27959 | Pat Cahil | 252-480-1717 | 1 | No |
| Outer Banks Harley Davidson Referral | 8739 Caratoke Hwy Harbinger, NC 27941 | Jamie Seymore | 252-338-8866 | 1 | No |
| | | | | | |
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[Fill out for each full-time vacancy]

Job Title of Vacancy: Engineer **Recruitment Source That Referred the Hiree:** Referral

Date Vacancy Opened: February 4, 2016 **Total Number of Persons Interviewed for the Vacancy:** 3

Date Vacancy Filled: March 1, 2017

Recruitment Sources Used to Fill the Vacancy

| Name of Recruitment Source | Address | Contact Person | Telephone Number | Total Number of Interviewees Referred by the Source for the Vacancy | Did the Source Request Notification? |
|-----------------------------------|--------------------------|-----------------------|-------------------------|--|---|
| SBE.ORG | Indianapolis, IN 46260 | Scott Jones | 317-846-9000 | 2 | No |
| Bates Technical College | Tacoma, WA 98405 | Roland Robinson | 253-680-7755 | 0 | No |
| Cayuga Community College | Auburn, NY 13021 | Steve Keeler | 315-255-1743 | 0 | No |
| Cuyahoga Community Col. | Cleveland, OH 44115 | Jim Heidenreich | 216-987-4006 | 0 | No |
| Chattahoochee Tech. Col. | Marietta, GA 30066 | David Budwash | 770-509-6317 | 0 | No |
| Michigan Career Tech Inst. | Milwaukee Area Tech Col. | Mark Porubsky | 414-297-7274 | 0 | No |
| Mitchell Technical Inst. | Mitchell, SD 57301 | Jim Grace | 605-995-3065 | 0 | No |
| SAIT Polytechnic | Calgary, Alberta T2M 0L4 | Brenda Domeij | 403-284-8685 | 0 | No |
| Spokane Community Col. | Spokane, WA 99217 | John Barnett | 509-533-8674 | 0 | No |
| Referral | Virginia Beach, VA 23462 | Andy Booth | 757-428-1192 | 1 | No |
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