

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, 2017-July 31, 2018

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, 2017 to July 31, 2018, the employment unit filled no full-time vacancies.

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 play-by-play announcing, downloading spots and PSA announcements into automation system, and affidavit processing. Current internship continued from August 16, 2017-October 15, 2017, and includes 1 intern, a local woman interested in learning broadcasting, who operated the studio console during live remotes, downloaded spots and PSA announcements into automation system, and processed affidavits. (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 Currituck County Chamber of Commerce's Job and Career Fair on March 3, 2018, at the Currituck High School. Co-sponsored two Outer Banks Chamber of Commerce OBX Success and Job Fairs, the first on March 10, 2018, at the Richard Brindley Sports Center in Corolla, and the second on March 17, 2018, at the Douglas Remaley Fire Station in Nags Head. Provided pre-event radio promotion for each of the three events, set up employment displays the day of the events, made employment applications available, and invited attendees to submit resumes. Of the resumes submitted, interviewed three (3) attendees for future on-air, promotions, and 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 operations, DJ training with consultant, music scheduling, live remote broadcasts, podcasting, website and mobile app development, and social media involvement. Current training program resulted in the WOBR Program Director assuming more responsibility and receiving a substantial salary increase. (FCC EEO category #8)