

**EEO PUBLIC FILE REPORT**

**FOR**

**EAST CAROLINA RADIO, INC.**

**LAWRENCE LOESCH & MARGARET LOESCH,**

**EAST CAROLINA RADIO OF ELIZABETH CITY, INC.,**

**EAST CAROLINA RADIO OF HERTFORD, INC., AND**

**LAWRENCE F. LOESCH**

**This EEO Public File Report**  
**Covers the period from**  
**August 1, 2018-July 31, 2019**

## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the following Stations' public inspection files pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule: WRSF(FM), WOBX-FM, WOBX(AM), WOBR-FM, WERX-FM, WZBO(AM), WCNC(AM), WKJX(FM), and WFMZ(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 Loesch & Margaret Loesch. WCNC(AM) and WKJX(FM) are licensed by East Carolina Radio of Elizabeth City, Inc. WFMZ(FM) is licensed to East Carolina Radio of Hertford, Inc. W17CT-D, W22EN-D, W24EC-D, W28CJ-D, W30DN-D, and W45CL-D are licensed to Lawrence F. Loesch, who has an ownership interest in the foregoing entities.

East Carolina Radio, Inc., Lawrence Loesch & Margaret Loesch, Lawrence F. Loesch, East Carolina Radio of Elizabeth City, Inc., and East Carolina Radio of Hertford, Inc. pursuant to Section 73.2080(e)(2) 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, 2018 to July 31, 2019, the employment unit filled two (2) full-time vacancies.

\* Sales Representative-9/3/2018  
On-Air Announcer-6/17/2019

The employment unit interviewed nine (9) candidates for full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
Allaccess	5
Vartv	1
Unconsult Network	0
Previous Employee	1
Referrals	1
*Sales Representative	1

Attachment 1 contains the following information for the relevant vacancy: (i) the recruitment sources used by the employment unit for the vacancy, identified by name, address, contact person and telephone

- \* The Sales Representative position was filled under exigent circumstances. A sales representative from a competitor in the same market left her position and was available to hire. Given her 18 years of experience in local radio, her extensive radio sales experience in the small local market in which East Carolina Radio was located, and her qualifications as a Radio Advertising Bureau Certified Digital Marketing Consultant, the employment unit moved quickly to hire her without further recruitment for the position, since she appeared to be a uniquely qualified candidate available to hire in a limited window.

number, (ii) the recruitment source that referred the hiree, and (iii) the total number of persons interviewed for each recruiting source.

**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 operations, live remote broadcasts, sports play-by-play announcing, downloading spots and PSA announcements into automation system, and affidavit processing. Current internship continued from August 1, 2018-February 15, 2019 and includes a local woman interested in learning broadcasting, who operated the studio console during live remote broadcasts, 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 2, 2019, at the Currituck High School. Provided pre-event radio promotion for the event, set up employment display the day of the event, made employment applications available, and invited attendees to submit applications. Of the applications submitted, interviewed four (4) attendees for future board operator and sales positions. Station participants: Local Sales Manager and Community Outreach Director, Engineering Director and Sports Director. (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, videocasting, website and mobile app development, and social media involvement. Current training program resulted in the Program Director of our local station WOBR being promoted to Program Director of our regional station WKJX. (FCC EEO category #8)
- Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting. Partnered with First Flight Elementary School in Dare County in its K.S.C.R.P. (Kindness, Safety, Cooperation, Respect, and Peacefulness) character education program. Each weekday, a student identified by students and faculty as demonstrating one of the attributes of the program is publicly recognized in the school and on the radio. At 8:50 a.m. Monday through Friday during the school year, WERX-FM broadcasts the K.S.C.R.P. program that recognizes the student of the day. This program is voiced and produced by elementary school students on equipment provided by the licensee. Once each school year, the students from First Flight Elementary School are invited for a tour of the radio station. This year's tour occurred on May 28, 2019. (FCC EEO Category #10)



**Broad and Inclusive Outreach Narrative Statement**

The Employment Unit is dedicated to providing equal employment opportunities and preventing discrimination. The Employment Unit has achieved broad and inclusive outreach in the following ways:

- Notices concerning job openings are posted on the Employment Unit's and other Internet websites. In addition, the Employment Unit has posted advertisements in other, non-Internet based sources from time to time.
- The Employment Unit regularly engages in outreach initiatives designed to assist individuals interested in pursuing a career in broadcasting and to inform and educate members of the public as to employment opportunities in broadcasting, including the establishment of an internship program and participation in job fairs and other events or programs in the community relating to career opportunities in broadcasting.
- The Employment Unit also provides training and mentoring opportunities for its staff to enable them to expand their job functions and qualify for higher-level positions.

Additional information concerning the Employment Unit's outreach activities is contained in the Employment Unit's EEO Public File Reports.

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