

EEO PUBLIC FILE REPORT

FOR

EAST CAROLINA RADIO, INC.

LAWRENCE F. LOESCH AND MARGARET A. LOESCH,

EAST CAROLINA RADIO OF ELIZABETH CITY, INC., AND

EAST CAROLINA RADIO OF HERTFORD, INC.

This EEO Public File Report
Covers the period from
August 1, 2020-July 31, 2021

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the following Stations' online public inspection files: WRSF-FM, WOBX(AM), WOBR-FM, WERX-FM, WZBO-AM, WCNC-AM, WKJX-FM, WOBX-FM, and WFMZ(FM). Together with stations W17CT-D, W22EN-D, W24EC-D, W26EY-D, W28CJ-D, and W30DN-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. WFMZ is licensed to East Carolina Radio of Hertford, Inc. W17CT-D, W22EN-D, W24EC-D, W26EY-D, W28CJ-D, and W30DN-D are licensed by Lawrence F. Loesch.

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

During the period from August 1, 2020 to July 31, 2021, the employment unit filled two full-time vacancies.

Sales Representative - Open Date: January 15, 2021
Hire Date: March 1, 2021

On-Air Announcer/Web/Social Coordinator - Open Date: February 16, 2021
Hire Date: April 1, 2021

The employment unit interviewed seven (7) candidates for the two 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:

Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees	Did the Source Request Notification?
East Carolina Radio website	www.ecri.net	Rick Loesch	252-441-1024	2	No
Coastland Times	P.O. Box 400 Manteo, NC 27954 Coastlandtimes.com	Hanna Caton Russ	252-473-2105	1	No
Outer Banks Voice	www.outerbanksvoice.com	Mark Jurkowitz	252-205-5161	0	No
Allaccess	P.O. Box 6587 Malibu, CA 90264 Allaccess.com		301-457-6616	2	No
Referral	Confidential	Confidential	Confidential	2	No

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

East Carolina Radio's EEO outreach menu option activities include:

Establishment of an ongoing 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 scheduled to occur between February and May 2021 was canceled due to the Covid-19 pandemic. This internship program was to include sports play by play shadowing, studio board operations, and studio automation training. (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 Business Expo & Job Fair on March 2, 2021 at the Currituck County High School. Provided pre-event radio promotion for the event, set up employment display the day of the event, provided employment applications, and invited attendees to submit those applications. Station participants: Local Sales Manager and Local Sales Representative. The attendance at the event was very poor due to the Covid-19 pandemic and no employment applications were submitted. (FCC EEO outreach category #3).

FULL-TIME VACANCY EEO INFORMATION – Form BP-03
[Fill out for each full-time vacancy]

Job Title of Vacancy: On-Air Announcer/Web/Social Coordinator

Recruitment Source that Referred the Hiree: East Carolina Radio website
Total Number of Persons Interviewed for the Vacancy: 3

Date Vacancy Opened: February 16, 2021

Date Vacancy Filled: April 1, 2021

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	Rick Loesch	252-441-1024	1	N/A
Allaccess	Allaccess.com	Job Openings	301-457-6616	2	No
Vartv	vartv.com	Bob Corbin	editor@vartv.com	0	No