

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, 2021-July 31, 2022

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This EEO Public File Report is filed in the following Stations' online public inspection files rules: 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, 28CJ-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, W28CJ-D, W26EY-D, and 30DN-D, are licensed by Lawrence F. Loesch.

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. (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, 2021 to July 31, 2022, the employment unit filled no full-time vacancies.

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

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. Current programs include training in music format philosophy, music scheduling and interaction with music consultant, development of social media streaming videos, interaction with streaming provider on listener analytics and development of music licensing reports, coordination in the development of multi-format "morning shows", and coordination in group instructional seminars with various on-air talent on the latest on-air trends and opportunities. Participation in this program by the Morning Host/Program Director of WKJX resulted in their advancement to the position of Operations Director of the radio group along with increased annual compensation. (FCC EEO outreach category #8).

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 studio board operation, live remote broadcasts, sports play-by-play announcing, downloading of spots and PSA announcements into automation system, and affidavit processing. Current internship included a student enrolled in Sports broadcasting at Penn State that was able to gain broadcast experience in the Fall of 2021, and Spring and Summer of 2022. This intern participated in sports play by play color commentating, baseball and football player research and statistical analysis, and on-air side kick four days a week on WOBX-FM (sports station) in summer of 2022. Intern received additional training on studio board operations, automation, and daily log editing. (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 5, 2022 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 applications. Due to the lingering effects of the Covid pandemic, there was lower than normal attendance resulting in no applications being submitted. Station participants: Local Sales Manager and Local Sales Representative. (FCC EEO outreach category #3).