

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, 2023-July 31, 2024

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in the following Stations' online public inspection files: WRSF, WOBX, WOBR, WERX, WZBO, WCNC, WKJX, WOBX-FM, and WFMZ. 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, WOBR, WOBX, and WOBX are licensed by East Carolina Radio, Inc. WERX and WZBO are licensed by the partnership Lawrence F. Loesch and Margaret A. Loesch. WCNC and WKJX 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, W30DN-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, 2023 to July 31, 2024, the employment unit filled two full-time vacancies for:

Sales Representative- Open Date: August 4, 2023
Hire Date: November 6, 2023

Sales Representative- Open Date: March 1, 2024
Hire Date: May 16, 2024

The employment unit interviewed six (6) 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 interviews referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviews Referred</u>
www.indeed.com	1
www.ecri.net	2
www.eastcarolinamedia.com	0
www.outerbanksvoice.com	0
Previous Employee	1
Referral	1
Walk In	1

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, audio production, voice tracking, handling on-air situations in live broadcast environment, social media management, and basic copy writing skills. This internship program included two high school students from First Flight High School in Kill Devil Hills that were interested in communications, marketing, and digital audio production. Current internships ran from October 2-November 29, 2023. Each of the two school students spent 6-8 hours per week interning at East Carolina Radio. (FCC EEO outreach category #5).

Establishment of a mentoring program for station personnel. There are two mentoring programs which include on-air operations involving voice, music, and programming, and then there is marketing and sales programs. The 2023-2024 mentoring program involved voice, music, and programming. Our Production Director (and previous operations manager) mentored a station employee on "How to Launch a New Station" from March 4-July 17, 2024. The mentoring process initiated with determining the music format to launch. Then came the development of proper rotation categories used within music software. At the same time there was a conversion from using a proprietary Windows based computer system called Music Master to an open source Linux based system using Rivendell. The music in the Music Master system was in mp3's and had to be converted to wave, or uncompressed files and re-coded for the new Rivendell system. Next came merging on-air imaging and the voice of the station into the system which was all completed by the mentored employee. The final part of the mentoring project was to teach the employee how to conduct themselves when going on-air from voicing actual commercials to voicing regular weekly weather reports. (FCC EEO outreach category #9)

FULL-TIME VACANCY EEO INFORMATION – Form BP-03

[Fill out for each full-time vacancy]

Job Title of Vacancy: **Sales Representative**

**Recruitment Source That
Referred the Hiree: Indeed**

Date Vacancy Opened: **August 4, 2023**

Total Number of Persons

Interviewed for the Vacancy: 2

Date Vacancy Filled: **November 6, 2023**

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?
Indeed	www.Indeed.com	Brandon Sanchez	800-462-5842	1*	No
East Carolina Radio Website	www.ecri.net	Rick Loesch	252-441-1024	1	NA
Outer Banks Voice	www.outerbanksvoice.com	Linda Jurkowitz	617-784-9305	0	NA
*This recruitment source ad was placed in 2022 and the candidate was first interviewed in 2022, could not find housing due to pandemic, so in fall of 2023 we interviewed him again, and after finding suitable housing was hired in fall of 2023					

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

Job Title of Vacancy: **Sales Representative**

**Recruitment Source That
 Referred the Hiree: Previous Employee**

Date Vacancy Opened: **March 1, 2024**

Total Number of Persons

Interviewed for the Vacancy: 4

Date Vacancy Filled: **May 16, 2024**

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-1	www.ecri.net	Rick Loesch	252-441-1024	1	NO
East Carolina Media Website-2	www.eastcarolinamedia.com	Rick Loesch	252-441-1024	0	NO
Outer Banks Voice	www.outerbanksvoice.com	Linda Jurkowitz	617-784-9305	0	NO
Walk In	2422 S. Wrightsville Ave Nags Head, Nc 27959	Rick Loesch	252-441-1024	1	NO
Previous Employee	confidential	confidential	confidential	1	NO
Referral	Manteo High School	Hunt Thomas	252-473-5841	1	NO