



# EEO Public File Report

for

## WRHD-FM, WNCT-FM, WTIB-FM

This EEO Public File Report Covers the One-Year Period Ending on July 31, 2021

This unit is part of the Inner Banks Media and includes the corporate offices. Inner Banks Media is committed to providing equal employment opportunities to all individuals without regard to race, color, religion, gender, national origin, age or disability. Our intent is to provide a work environment that is free of discrimination, harassment or intimidation. Discrimination, harassment or intimidation of an employee or an applicant is considered improper conduct.

Under no circumstances will Inner Banks Media condone or tolerate any form of discrimination, harassment or intimidation of anyone in the Inner Banks Media family of companies.

EEO Contact Information for Inner Banks Media Employment Unit:

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Greenville, NC 27834

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## EEO Public File Report

This EEO Public File Report is filed in the public inspection files of the following stations pursuant to Section 73.2080(c) (6) of the Federal Communications Commission's (FCC) rules:

### **WRHD-FM, WNCT-FM, WTIB-FM**

New Bern, Greenville, Kinston and Jacksonville, North Carolina

**Summary:** During the one-year period ending on July 31, 2021, the stations filled the following full-time vacancies:

<b>Job Title</b>	<b>Referral Source</b>
a. Account Executive (2)	CMG Website, Internal
b. Bookkeeper (1)	Encradio.com, Internal, Indeed

The station interviewed a total of 7 people for all full-time vacancies during the period covered in the report.

**Exhibit A** contains the following information for each full-time vacancy:

- The total number of interviewees referred by each recruitment source used in connection with each vacancy.
- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number and the total number of persons interviewed for each full-time vacancy.

**Exhibit B** contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

### **Appendix A – EEO Distribution List**

# EXHIBIT A

## EEO INFORMATION FOR FULL-TIME VACANCIES

### WRHD-FM, WNCT-FM, WTIB-FM

Farmville, Greenville, Williamston, North Carolina

The total number of interviewees for each vacancy and the referral source for each interviewee for all full-time vacancies filled during the applicable period are as follows:

Position	Date Filled	Number of Interviewees	Referral Source for Interviewees
Account Executive	2/15/21; 4/20/21	3	See Appendix A
Bookkeeper	9/30/20	3	See Appendix A

### Recruitment/Referral Sources used to Seek Candidates for Each Vacancy

**Job Title:** Account Executive (2)      **Referral Source of person hired:** Internal Referral, Industry Referral

Name of Organization Notified of Job Vacancy	Contact person	Address/Website	Phone number	Number of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Appendix A		2	No
Internal Referral	President	Greenville, NC		1	No
Industry Referral	Vice-President	Greenville, NC		1	No

**Job Title:** Bookkeeper      **Referral Source of person hired:** Internal Referral

Name of Organization Notified of Job Vacancy	Contact person	Address/Website	Phone number	Number of Interviewees Referred	Did Recruitment Source Request Notification?
EEO Distribution List	N/A	See Appendix A		2 Zip Recruiter	No
Internal Referral	Afternoon Show Host	Greenville, NC		1	No

## EXHIBIT B

### Outreach Activities for the time period covered by this report

Activity Classification	Type of Activity	Brief Description
1	Participation in at least four fairs by management	<p>On October 7th, 2020, Inner Banks Media Stations Participated in the East Carolina University Job and Internship Fair. Operations Manager Dylan McKay hosted the virtual Inner Banks Media booth for this 6-hour expo. Job applications were linked to our booth as well as applications to take part in the Inner Banks Media internship program.</p> <p>On February 24th, 2021, Inner Banks Media Stations Participated in the East Carolina University Career Services Career Fair. Operations Manager Dylan McKay participated virtually through Handshake. Station information, links to our websites and applications for employment were available.</p>
2	Hosting of Job Fair	Each year Inner Banks Media Stations host the Eastern Carolina Living Expo. A section of the expo is dedicated to recruitment by local employers who supply information on their companies and employment applications. Inner Banks Media staff's our booth with our President and out EEO Contact Person Dann Miller. We had to cancel the event due COVID-19. (While this event did not occur it has been a annual staple of our outreach efforts within the community)
5	Internship Program	<p>Inner Banks Media continued our internship program with East Carolina University's School of Fine Arts, Communications and Music. At least four communications school interns were engaged over the last 12-month period from ECU including the following:</p> <p>Courtney Guthrie, Hunter Jeanette, Phillip Pelkington Ron Smith, Ryan Winter</p>
7	Participation in scholarship programs designed to encourage pursuit of a career in broadcasting.	Henry Hinton, President, donated \$2,000 to Pitt Community College Communications Scholarship Programs for students interested in broadcasting and communications.
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	Twice each year Inner Banks Media conducts in-house training with senior management on recruiting and developing employees. Topics covered also included review of section 73.2080 FCC EEO General Policy, effective interviewing and staff diversity. (ongoing)

## Appendix A – EEO Distribution List

Recruitment Source	Address
Carolina School of Broadcasting	Alyson Young, Exec. VP 3435 Performance Road Charlotte, NC 27214 704-395-9272
Carteret Community College	Career Development 3505 Arendell Street. Morehead City, NC 28557 252-222-6000
Coast Carolina Community College	Career Services 444 Western Blvd Jacksonville, NC 28546 910-455-1221
Craven Community College	Career Development 800 College Court New Bern, NC 28562 252-638-7200
East Carolina University	Tom Halasz East Fifth Street Greenville, NC 27858-4353 252-328-6050
Edgecomb Community College	Career Development 2009 W. Wilson Street Tarboro, NC 27886 252-823-5166
Elizabeth City State University	Director of Placement 1704 Weeksville Road Elizabeth City, NC 27909 252-335-3305
Employment Security Commission Pitt County	NC Works Career Center 3101 Bismark Street Greenville, NC 27834 252-355-9067
Employment Security Commission Green County	NC Works Career Center 818 Hwy 91 North Snow Hill, NC 28580 252-747-3434
Employment Security Commission Beaufort County	NC Works Career Center 1502 N. Market Street Suite B Washington, NC 27889 252-940-0900
Johnston Community College	Placement Office P.O. Box 2350 Smithfield, NC 27577 919-934-3051

<b>Recruitment Source</b>	<b>Address</b>
Lenoir Community College	Director of Placement P.O. Box 188 Kinston, NC 28502 252-527-6223
Nash County Community College	Georgia Roberson, Job Placement P.O. Box 7488 Rocky Mount, NC 27804 252-443-4011
NAACP - Pitt	Calvin Henderson, President 800 West 5 <sup>th</sup> Street Greenville, NC 27834
NCAB Job Bank	P.O. Box 627 Raleigh, NC 27602 919-821-7300
NC State University	Career Center 2100 Pullen Hall Raleigh, NC 27695 919-515-2396
NC Wesleyan College	Career Services 3400 N. Wesleyan Blvd Rocky Mount, NC 27804-9906
Pitt Community College	Director of Joblink P.O. Drawer 7007 Greenville, NC 27835 252-493-7200
Shaw University	Career Development 118 E. South Street Raleigh, NC 27601 919-546-8280
UNC – Chapel Hill Journalism Mass Com.	Howell Hall, CB 3365 Chapel Hill, NC 27599 919-962-1204
UNC – Wilmington	Career Services 601 College Road Wilmington, NC 28403 910-962-3174
Craigslist Zip Recruiter Unsolicited Applications Existing Employees / Internal Postings Job Fairs On Air and Radio Station Websites	eastnc.craigslist.org eastcarolinahelpwanted.com Various Referrals Listed in Outreach Activities 1079wnct.com, wtibfm.com, 943thegame.com