



# **Annual EEO Public File Report**

for

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

This EEO Public File Report Covers August 1, 2024 ending July 31, 2025

The above three radio stations comprise the Greenville Employment Unit. 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 at Inner Banks Media.

EEO Contact Information for Inner Banks Media Greenville Employment Unit:

1884 W. Arlington Blvd

Greenville, NC 27834

Contact Person/Title: Daniel Miller, General Manager & EEO Coordinator

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**EEO Public File Report**

This EEO Public File Report has been prepared, pursuant to Section 73.2080(c) (6) of the Federal Communications Commission's EEO Rules.

**Summary:** During the 12 month period ending on July 31, 2025, the stations had no full-time vacancies.

**Exhibit A** 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.

**Exhibit B** contains the station's distribution list for recruitment. While none of those listed contacted us to receive our employment vacancies, the institutions on the list maintain job boards for students, our openings are posted to them and we have received a diverse group of applicants from them.

# EXHIBIT A

## Outreach Activities for August 1, 2024 through July 31, 2025

| Points for each activity | Activity Classification and Type of Activity                                                                                             | Brief Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1/4                      | i) Participation in job fairs by station personnel who have substantial responsibility in the making of hiring decisions.                | On September 25th, 2024, Inner Banks Media Stations Participated in the East Carolina University Job and Internship Fair. Operations Manager Dylan McKay hosted the Inner Banks Media booth at the Greenville Convention Center. IBX designed a QR code to link to our IBX website employment page. The page contained PDF job applications and applications to take part in the Inner Banks Media internship program.                                                                                                                                                                                                                                                                                                                         |
| 1/4                      |                                                                                                                                          | On March 2nd, 2025, Inner Banks Media Stations Participated in the East Carolina University School of Communications Job and Internship Fair. Operations Manager Dylan McKay hosted the Inner Banks Media booth on the main campus student center ballroom. Again we used a QR scan code to entice tech savvy students to our IBX website internship page.                                                                                                                                                                                                                                                                                                                                                                                     |
| 1                        | ii) Hosting of Job Fair                                                                                                                  | Inner Banks Media partnered with Pitt Community College and the nonprofit Eastern North Carolina Alliance to host the "Better Skills, Better Jobs. Job Fair on October 3, 2024. This event took place at the Greenville Convention Center. We created a morning session for high schools only. 484 students from six area high schools bussed students to the job fair. The afternoon session was dedicated to the public at large. There was no charge to the 125 employers who set up booths or the 1,017 job seekers who attended. Inner Banks Media's booth was staffed all day by senior level management: Henry Hinton did a remote broadcast from site. Hank Hinton, Dylan McKay and Dann Miller split time to staff the booth all day. |
| 1                        | v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment. | Inner Banks Media continued our internship program with East Carolina University. The following interns were engaged over the last 12-month period from ECU: Christopher Watson, Jason Ingram, Brandon Turay, Andrew Howard and Cecilla Tidwell.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 1/4                      | x) Participation in scholarship programs designed to encourage pursuit of a career in broadcasting.                                      | Henry Hinton, President, donated \$1,000 to East Carolina University School of Communications to help provide scholarships for students interested in broadcasting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

| Points for each activity | Activity Classification and Type of Activity                                                                                                   | Brief Description                                                                                                                                                                                                                                                                                                                         |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                        | xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. | Twice this year (January 7, 2025 and July 8, 2025) Inner Banks Media conducted in-house training with all senior management on Equal Opportunity Employment: procedures, recruiting and developing employees. Topics covered also included review of section 73.2080 FCC EEO General Policy, effective interviewing, and staff diversity. |

## Exhibit B – EEO Distribution List

| Recruitment Source                           | Address                                                                                             |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------|
| 1. East Carolina University                  | Lynn Copeland<br>East Fifth Street<br>Greenville, NC 27858-4353<br>252-328-6050                     |
| 2. Edgecombe Community College               | Career Development<br>2009 W. Wilson Street<br>Tarboro, NC 27886<br>252-823-5166                    |
| 3. Elizabeth City State University           | Director of Placement<br>1704 Weeksville Road<br>Elizabeth City, NC 27909<br>252-335-3305           |
| 4. Lenoir Community College                  | Director of Placement<br>P.O. Box 188<br>Kinston, NC 28502<br>252-527-6223                          |
| 5. Pitt Community College                    | Director of Joblink<br>P.O. Drawer 7007<br>Greenville, NC 27835<br>252-493-7200                     |
| 6. NCAB Job Bank                             | P.O. Box 627<br>Raleigh, NC 27602<br>919-821-7300                                                   |
| 7. NC Works Career Center                    | 3101 Bismarck Street<br>Greenville, NC 27834<br>252-355-9067                                        |
| 8. UNC – Chapel Hill Journalism<br>Mass Com. | Howell Hall, CB 3365<br>Chapel Hill, NC 27599<br>919-962-1204                                       |
| 9. Craigslist                                | eastnc.craigslist.org                                                                               |
| 10. Indeed.com                               | indeed.com                                                                                          |
| 11. Applications                             | From IBX involvement in local events and<br>remote broadcasts                                       |
| 12. Internships or Employee Referrals        | Internal Posting of open positions                                                                  |
| 13. Job Fairs                                | Listed in outreach section                                                                          |
| 14. Radio Station Websites                   | 1079wnct.com, wtibfm.com,<br>943thegame.com                                                         |
| 15. On Air                                   | Broadcast advertisements encouraging job<br>seekers to apply for employment at Inner<br>Banks Media |