

## EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period August 1, 2007-July 31, 2008

1) Employment unit: Inner Banks Media, LLC in New Bern-Greenville-Morehead City NC

2) Unit members (Stations and communities of license):

WRHT FM, Morehead City, NC

WRHD FM, Williamston, NC

WTIB FM, Farmville, NC

WKOO FM, Oriental, NC

3) EEO CONTACT INFORMATION FOR EMPLOYEMENT UNIT:

Henry Hinton, Operating Member and General Manager,  
408 West Arlington Blvd., Suite 101-B  
Greenville, NC 27834

Phone: 252-355-8822 email: [henry@ibxmedia.com](mailto:henry@ibxmedia.com)

During the one-year period ending on July 31, 2008 the stations filled the following full-time vacancies:

**Account Executive**

**On air announcer**

**Account Executive**

**Account Executive**

The station interviewed a total of 19 people for all full-time vacancies during the period covered in this report.

## Recruitment Sources

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

| <u>Recruitment Source</u>              | <u>Total Number of Interviewees Referred</u> |
|--|--|
| Rusty Walker Programming               | 4  |
| M Voice Newspaper                      | 0  |
| Daily Reflector Newspaper              | 2  |
| All Access national web site           | 1  |
| Jacksonville Daily News                | 2  |
| Beaufort Community College             | 0  |
| Camp Lejeune                           | 2  |
| Cherry Point Navy                      | 0  |
| Coastal Carolina Community College     | 0  |
| Craven Community College               | 1  |
| East Carolina University Career Center | 3  |
| Elizabeth City State University        | 0  |
| Fayetteville State University          | 0  |
| Lenior Community College               | 0  |
| NC A&T State University                | 0  |
| NC Association Of Broadcasters         | 1  |
| Pamlico Community College              | 0  |
| Pitt Community College                 | 0  |
| Shaw University                        | 0  |
| St. Augustine College                  | 0  |
| Inner Banks Media radio stations       | 2  |



|                    |   |                       |              |   |    |
|--------------------|---|-----------------------|--------------|---|----|
| Pitt Comm. College | PO Drawer 7007,<br>Greenville, NC 28529 | Angela Moore          | 252-321-4524 | 0 | no |
| Daily Reflector    | PO Box 1967, Greenville<br>NC, 27835    | Classified Department | 252-329-9500 | 2 | no |

**FULL-TIME VACANCY EEO INFORMATION**

[Fill out for each full-time vacancy]

**Job Title of Vacancy:** On Air Announcer      **Recruitment Source that Referred the Hiree:** Rusty Walker  
Programming

**\ Date Vacancy Opened:** August 14, 2007      **Total Number of Persons**  
Interviewed for the Vacancy: 6

**Date Vacancy Filled:** September 17, 2007  
**Recruitment Sources Used to Fill the Vacancy**

| Name of<br>Recruitment Source | Address | Contact Person | Telephone Number | Total Number<br>of<br>Interviewees<br>Referred by<br>the Source for<br>the Vacancy | Did the<br>Source<br>Request<br>Notification? |
|-------------------------------|---------|----------------|------------------|--|---|
|                               |         |                |                  |  |   |

|                                |  |                |                    |   |    |
|--------------------------------|--|----------------|--------------------|---|----|
| Rusty Walker Programming       | PO 417, Iuka, Miss 38852                           | Rusty Walker   | 662-791-1285       | 2 | no |
| All Access web site            | Allaccess.com                                      | Classified ads | Posted by internet | 3 | no |
| NC Association of Broadcasters | 150 Fayetteville St., Suite 1610 Raleigh, NC 27601 | Lisa Reynolds  | 919-821-7300       | 1 | no |
| Camp Lejeune                   | 14 Mc Hugh Blvd, Camp Lejeune, NC 28547            | Regina Steward | 910-451-3212       | 0 | no |

**FULL-TIME VACANCY EEO INFORMATION**

[Fill out for each full-time vacancy]

**Job Title of Vacancy:** Account Executive  
**Daily News**

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

**Date Vacancy Opened:** August 21, 2007

**Total Number of Persons Interviewed for the Vacancy:**

4

**Date Vacancy Filled:** October 1, 2007

**Recruitment Sources Used to Fill the Vacancy**

| <b>Name of Recruitment Source</b>  | <b>Address</b>                                     | <b>Contact Person</b> | <b>Telephone Number</b> | <b>Total Number of Interviewees Referred by the Source for the Vacancy</b> | <b>Did the Source Request Notification?</b> |
|------------------------------------|--|-----------------------|-------------------------|--|---|
| Camp Lejeune                       | 14 Mc Hugh Blvd, Camp Lejeune, NC 28547            | Regina Steward        | 910-451-3212            | 2  | no  |
| Coastal Carolina Community College | 444 Western Blvd. Jacksonville, NC                 | Jeff Nardo            | 910-938-6373            | 1  | no  |
| Craven Community College           | 800 College Court, Jacksonville, NC                | Wanda Thomas          | 252-638-7227            | 0  | no  |
| NC Association of Broadcasters     | 150 Fayetteville St., Suite 1610 Raleigh, NC 27601 | Lisa Reynolds         | 919-821-7300            | 0  | no  |
| Jacksonville Daily News            | PO Box 196, Jacksonville, NC 28541                 | Classified Department | 910-353-1171            | 1  | no  |

**FULL-TIME VACANCY EEO INFORMATION**

**Job Title of Vacancy:** Account Executive      **Recruitment Source That Referred the Hiree:** WRHT-FM ad

**Date Vacancy Opened:** February 23, 2008      **Total Number of Persons Interviewed for the Vacancy:** 5

**Date Vacancy Filled:** May 16, 2008

**Recruitment Sources Used to Fill the Vacancy**

| <b>Name of Recruitment Source</b>             | <b>Address</b>                          | <b>Contact Person</b> | <b>Telephone Number</b> | <b>Total Number of Interviewees Referred by the Source for the Vacancy</b> | <b>Did the Source Request Notification?</b> |
|---|---|-----------------------|-------------------------|--|---|
| Inner Banks Media radio station announcements | PO Box 874, Greenville NC 27835         | Henry Hinton          | 252-355-8822            | 2  | no  |
| Jacksonville Daily News                       | PO Box 196, Jacksonville, NC 28541      | Classified department | 910-353-1171            | 2  | no  |
| Camp Lejeune                                  | 14 Mc Hugh Blvd, Camp Lejeune, NC 28547 | Regina Steward        | 910-451-3212            | 1  | no  |
| Coastal Carolina Community College            | 444 Western Blvd, Jacksonville, NC      | Jeff Nardo            | 910-938-6373            | 0  | no  |

## MENU OPTION ACTIVITIES

Inner Banks Media radio stations WRHD-WRHT-WKOO-WTIB have engaged in the following outreach activities during the year covered by this report:

| Activity Classification | Type of Activity | Brief Description  |
|-------------------------|------------------|--|
| 1                       | Job Fairs        | Participated in 2 career fairs in Greenville October 4, 2007 (sponsored by ECU Career Placement services) and Jacksonville August 27, 2007 (sponsored by Coastal Carolina Community College. General Manager, Sales Manager and Business Manager all participated in meeting candidates.   |
| 5                       | Intern Program   | Interns are brought into the station and given actual broadcast training and duties including studio work, assisting in programming and promotions, and other pertinent station operations. We have had great success with this program which has provided young people with no experience the chance to move to a paying job within the stations. |

|   |  |  |
|---|--|--|
| 8 | Internal Training Program for Current Station Personnel    | Department Heads in each station are given assignments to work across departmental lines to ensure personnel are cross-trained into different departments. This encourages co-workers to apply for higher level positions within the stations.   |
| 9 | Establishment of a mentoring program for station personnel | This program has been successful in that our current sales manager came from a sales position in company. He shadowed the former General Sales Manager, learned his position and then eventually took over the position. Our current morning show producer on WTIB also was also promoted from this mentoring program. The program is ongoing. |

|    |  |   |
|----|--|---|
| 16 | Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities | Henry Hinton, the principal of the employment unit serves on the advisory and advancement council of the East Carolina University School of Communications. As part of the counsel, Mr. Hinton advises the school's dean about current trends and employment opportunities in broadcasting. The counsel meets once per quarter. Mr. Hinton attended the meetings on campus at ECU on April 25, June 19 and October 26. Hank Hinton, the Sales Manager of the stations was a featured speaker at College and Career day at Pitt Community College on April 24. This program is designed to help students learn how to best serve their communities through emergence into real world situations. The program also partners students with professionals who are focused on their needs and concerns |
|    |  |   |
|    |  |   |

\* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;

6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;.
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.