

Inner Banks Media's Greenville Employment Unit management is vigilant in our outreach to expose the opportunity of a career in radio to everyone, but most especially to younger and minority job seekers. The 12 months period covered by the most recent report has been an especially trying time around the world and here at Inner Banks media. Our efforts to attract and recruit a diverse staff was hampered by the ongoing pandemic. Response to the open positions we had in the last twelve months was meager even given our best efforts to satisfy section 73.2080 Equal Employment Opportunities requirements. We were able to recruit a diverse and qualified pool for the open position of Bookkeeper. We had a difficult time getting any response to the two openings we had for Account Executive. We blame the lack of interest in the idea of outside sales during a pandemic and the extremely competitive employment market. Networking and being involved in our communities and with our peers in the industry helped us to connect with job seekers. Street level outreach has helped us in the last twelve months, station tours in person when possible and via Zoom/Facetime with youth/church/civic groups and our Station Owner's support and monetary contribution to a Communication Scholarship at Pitt Community College aided our recruitment efforts.

WNCT-FM' city of license and Inner Banks Media's main studio is located in Greenville, North Carolina. Greenville is home to East Carolina University (ECU). As part of our continuing outreach and our passion for attracting the next generation broadcasters, Inner Banks Media's management participates several times each year in ECU: Job Fairs, Internship Open Houses and Mentoring Events. This leads to a constant flow of students into our internship program of which four to six achieve college credit each year. These interns are as diverse as the enrollment at the area colleges, and has been the case for years, once a young mind senses the thrill of broadcasting, they often apply for a part-time job after educational credit is received. Over the last two years at any given time, we've had at least two former interns working as part-time employees.

Normally in late March or early April Inner Banks Media Stations present an Expo at the local convention center. A number of area employers and small businesses have booths as part of our job fair section. This like so many other job fairs had to be canceled during this challenging time.

As an independent one market broadcaster our management is able to meet face to face each week. Twice a year we dedicate at least one meeting to review EEO procedures and identifying opportunities. Inner Banks Media management works hard to provide a pleasant work environment for staff and a learning environment for newcomers. This combined with the outreach activities mentioned has helped us to attract new voices to radio and allowed Inner Banks Media to thrive.