

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. Inner Banks Media station vehicles carry employment opportunity kits. This kit contains information on radio careers and Inner Banks Media stations as well as applications for internships and employment. This street level outreach, regular station tours to youth/church/civic groups and our Station Owner's support and monetary contribution of a Communications Scholarship at Pitt Community College aids 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 last year four students gained exposure to broadcasting and achieved college credit. These interns are as diverse as the enrollment at the area colleges. Often internships turn into part-time employment. In the last two years we had at least three former interns become part-time employees.

Inner Banks Media partnered with the nonprofit Eastern North Carolina Alliance in 2021 to create the "Better Skills, Better Jobs, Career Fair". Last year's event took place at the Greenville Convention Center on September 29th, 2022. Six morning sessions for each of six area high schools that brought students to the job fair. The afternoon session was dedicated to the public at large. There was no charge to the 100 employers who set up booths or the countless number of job seekers who attended. Inner Banks Media's booth was staffed by our senior level management: Henry Hinton, Hank Hinton, Dylan McKay and Dann Miller each worked the booth for half the day. We've already reserved space and sent out invitations for our third annual "Better Skills, Better Jobs, Career Fair". The event is scheduled for Thursday October 5th, 2023.

As an independent single market broadcaster our management is able to meet face to face each week. Twice a year we dedicate a meeting to review EEO procedures and identify 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.

Inner Banks Media is a father/son owned company. Both of our principles serve on a number of local boards and in organizations. This kind of local networking has allowed us the exposure to attract a diverse group of job applicants and interns.