

EEO PUBLIC FILE REPORT

FOR

STATION WNCU-FM
DURHAM, NC

This EEO Public File Report
Covers the One-Year Period
Beginning August 1, 2022 and Ending July 31, 2023

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WNCU-FM's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on July 31, 2023, the station filled the following full-time vacancies:

Broadcast and Emerging Media Specialist-Program Director

The station interviewed a total of seven (7) persons for all full-time vacancies during the period covered in this report.

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>Number of Interviewees Referred</u>
Jobs.nccu.edu	5
Indeed.com	1
Publicmediajobs.org	1
Cpb.org/jobline	0

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

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

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

FULL-TIME VACANCY EEO INFORMATION
[Fill out for each full-time vacancy]

Job Title of Vacancy: Broadcast and Emerging Media Specialist-Program Director

Recruitment Source That Referred the Hiree: Indeed.com

Date Vacancy Opened: January 14, 2022

**Total Number of Persons
Interviewed for the
Vacancy:** 7

Date Vacancy Filled: October 3, 2022

Recruitment Sources Used to Fill the Vacancy (Note: All post on other sites routed back to the job.nccu.edu website to apply)

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Jobs.nccu.edu (Central application portal for jobs at our licensee, NCCU)	All inquiries routed to: 1801 Fayetteville St., Durham, NC, 27707	All inquiries routed to: NCCU Human Resources/WNCU	919-530-6334 or 7267	5	No
Indeed.com	All inquiries routed to: 1801 Fayetteville St., Durham, NC, 27707	All inquiries routed to: NCCU Human Resources/WNCU	919-530-6334 or 7267	1	No
Publicmediajobs.org	All inquiries routed to: 1801 Fayetteville St., Durham, NC, 27707	All inquiries routed to: NCCU Human Resources/WNCU	919-530-6334 or 7267	1	No
Cpb.org/jobline	All inquiries routed to: 1801 Fayetteville St., Durham, NC, 27707	All inquiries routed to: NCCU Human Resources/WNCU	919-530-6334 or 7267	0	No

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

Station WNCU-FM has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
5	Internship Program-North Carolina Central University Mass Communication Department	WNCU continued its internship program designed to give students at the North Carolina Central University opportunities to gain experience in radio broadcasting and podcasting and digital media. To qualify for the internship program, student must first spend time working at the University's cable/internet radio station, AudioNet Campus Access Radio, under the supervision of WNCU staff and management. WNCU has three or more interns through this program during each academic semester. WNCU also hosts student-interns from other universities and colleges depending on the availability of student positions mainly during the summer months. This term WNCU trained media practicum and internship mass communication students during Fall 2022 and Spring 2023 semesters. We trained a total of 26 students in various departments at WNCU during this academic year. We continue to offer internships through the summer sessions at NCCU.
14	EEO Training-North Carolina Central University EEO Training	All station personnel, management level and otherwise, are required to, and did, attend the University's equal employment opportunity workshop upon employee orientation. New employees are required to attend during orientation. Employee was also required to attend the Management Development Institute led by NCCU Human Resources.

8	Training of Station Personnel-Various Public Radio Workshops and Conferences	<p>WNCU normally sends staff members to conferences such as PMJA (news directors), PMBA (management) NFCB and PMDMC (management and development) annual conferences. Any conferences from August 2022- July 2023 were in person. Staff attended PMDMC, NFCB, PMJA and the Super Regional Public Media Conference. The cost of such training sometimes exceed WNCU's financial resources, but WNCU's commitment to furthering the broadcast careers of its team results in WNCU working diligently to find creative solutions to cover the cost of such programs such as conference grant opportunities or internal support from the university. Also, all personnel and interns of WNCU are required to take and complete the online harassment training annually mandated by CPB.</p>
10	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	<p>WNCU provides NCCU mass communication students with the opportunity to network with guest professionals that are brought in to speak to mass communication classes during the academic year. We also host panel discussions and open house events throughout each academic year at WNCU wherein students can learn about the various programs and opportunities for an internship at WNCU. Students are assigned to work with a department at WNCU wherein they obtain practical training for weeks and sometimes for the entire semester. In Fall 2022, paid student interns at WNCU produced and finalized six episodes of a podcast titled: Subject to Change produced by WNCU interns through a news grant obtained by WNCU. Each episode also aired on WNCU. Students also produced sonic ids about why people love Durham. This year we hosted in person workshops with the Audio Production and Writing for Radio and Television classes during Fall 2022 and Spring 2023. A minimum of two workshops are held per semester in the news and public affairs department with respect to writing news stories and how to write public service announcements. In Spring 2023, a training on how to create a podcast was led by WNCU's operations' manager in the Advanced Audio Production course in the Mass Communication Department at NCCU.</p>

*

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.