

EEO PUBLIC FILE REPORT

FOR

STATION WNCU-FM
DURHAM, NC

This EEO Public File Report
Covers the One-Year Period
Beginning August 1, 2019 and Ending July 31, 2020

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, 2020, the station filled the following full-time vacancies:

None.

The station interviewed a total of zero (0) persons for all full-time vacancies during the period covered in this report. None

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>
N/A	N/A

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

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 tutelage of WNCU staff. WNCU has three or more interns through this program during each school 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, intern and independent study mass communication students. Due to COVID-19, in person student training ended mid-March 2020. We finished the remainder of the semester with virtual assignments, which ended the last day of classes in June 2020.
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. New employees are required to attend during orientation.

8	Training of Station Personnel-Various Public Radio Workshops and Conferences	WNCU regularly sends staff members to conferences such as PMJA (news directors), NAB annual tech conference, PRPD (program director), NFCB and PMDMC annual conferences and other Community Counts Initiative meetings and workshops through NFCB to receive relevant training as it relates content, community engagement, revenue and capacity within their field and to learn leadership and management skills. The cost of such training often exceeds 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. Also, all personnel and interns of WNCU are required to take the online sexual harassment training with a passing score annually mandated by CPB.
10	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	WNCU provides NCCU mass communication students with the opportunity to network with guest professionals that are brought in to speak to mass communication classes twice per year and also host two meet and greet events for student professional networking opportunities at WNCU each semester. A minimum of two workshops are held per semester in the news and public affairs department with respect to writing news stories and public service announcements. We also hosted a workshop on podcasting and how to setup remote equipment during a live broadcast.

* 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.