

2022 ANNUAL EEO PUBLIC FILE REPORT

University Radio Foundation

Station(s):	WFAE, WFHE
Community(ies) of License:	Charlotte, NC & Hickory, NC
Reporting Period:	July 2021-June 2022
No. of Full-time Employees:	68 (more than 10)
Small Market Exemption:	N/A

During the Reporting Period, 30 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

1	Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.	Yes	WFAE attended the following Career Fairs. HR and other hiring managers were present: 1. Current Public Media Career Fair –April 2022 2. Columbia University and INN Career Series – March 2022
5	Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	Yes	Internship Program established in Newsroom with Emma Bowen Foundation FY22 Summer Intern. One Full time intern for the summer working to support the Digital editorial Team. Fellowship from Mercer College. One student worked as a full-time reporter in the newsroom for 10 weeks.
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Yes	<ul style="list-style-type: none"> NPR/IRE investigative training workshop March 24th-25th; Newsroom Editor WFAE New Employee Orientation (monthly) Each new employee hired April to June 2022 Efficio: product overview, conducted by Efficio, Sales Account Executives; April 2022 Efficio: how to - pending, projections and activity, conducted by Efficio; Sales Account Executives; April 2022 Nielsen – Basics of Nielsen survey, methodology, ratings, conducted by Radio Research Consortium; Sales Account Executive; May 2022 Sales Training - Full day of product knowledge, strategic planning, role playing, brainstorming conducted in house; May 2022 OTC Improv – Creative thinking and problem solving –

		<p>conducted by Paul Marks from OTC; Sales Account Executives; May 2022</p> <ul style="list-style-type: none"> • Audience Analytics Part 1 - introduction to Audience Analytics conducted by Analytics Owl; Sales Account Executives; June 2022 • Charlotte market research and role of NPM conducted by NPM; Sales Account Executives; June 2022 • Tackling Events in 2021, Greater Public, Events Coordinator, April 2022
		Tackling Events in 2021, Greater Public, October 2021; community relations manager
		The 8 Most Useful Media Pitches & How to Excel at Writing Them, Michael Smart PR, October 2021; Community Relations Manager
		Awards Demystified; PMJA, Nov. 2021; Community Relations Manager
		Strategies for Thumb-stopping Content with Chad Mitchell; PRSA Charlotte, Jan. 2022; Community Relations Manager
		Serving Spanish & Latinx Communities; PMJA, Jan. 2022; Community Relations Manager
		Workplace Integrity: Do you qualify as an ally? Powershift Project, Mar. 2022; Community Relations Manager
		How to Communicate in a Hybrid World? PRSA Charlotte March 2022; Community Relations Manager
		2022 Communications Symposium; PRSA Charlotte April 2022; Community Relations Manager
		DEI presentation with Dr. Felicia Blow, PRSA Chair; June 2022 Community Relations Manager
		The Special Event Conference May 2-6, 2022; Events Coordinator

	<p>Training Continues</p>	<ul style="list-style-type: none"> • NC Notary Public, Central Piedmont Community College, 4/23/22; Office Coordinator • CPB’s annual sexual and workplace harassment training in March 2022; Chief Financial Officer • Sexual Harassment Training: Southern Oregon University, Program Director • Sexual Harassment Training (a SECOND one): Southern Oregon University / CPB; Program Director • Workplace Bias Training: Southern Oregon University • Title IX Employee Compliance Training: Southern Oregon University; Program Director • Title IX Employer/Supervisor Compliance Training: Southern Oregon University; Program Director • Diversity Training, Southern Oregon University; Program Director • Salesforce Administrator Certification Maintenance; Business Analyst • Google News Initiative Training – Business Analyst <ul style="list-style-type: none"> • <i>Building Your Data Foundations (1 Hour)</i> • <i>Key Data Use Cases (1 Hour)</i> • <i>Google News Initiative's Tools for Data (1 Hour)</i> • <i>Expert Panel: Real examples and best practices on data strategy in the US & Canada (English, subtitles provided) (1 Hour)</i> • Public Radio Listening Insights: Spring 2022 Webinar (Executive Vice President) • Techsurvey 2022: Radio – A Return to “Normal?” (Executive Vice President) • Knight Media Forum Tech Check - How to partner with television & radio to inform community (Executive Vice President) • Community News Summit (Executive Vice President) • Google news summit (Executive Vice President) • American Press Institute Collaboration Workshop (Executive Vice President) • Google News Initiative's Tools for Data (Executive Vice President) • Reader Revenue Best Practices (Executive Vice President) • Real examples and best practices on data strategy in the US & Canada (Executive Vice President) • Key Data Use Cases (Executive Vice President) • Audience Development Best Practices (Executive Vice President) • Advertising Revenue Best Practices (Executive Vice President) • Product Best Practices (Executive Vice President)
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10	<p>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting</p>	Yes	<p>Executive Vice President spoke to numerous classes at educational institutions about broadcast journalism, multiplatform journalism, career paths.</p> <ul style="list-style-type: none"> • Virginia Commonwealth University (Careers Day) 12/17/21 • Elon University (Presented for Internship Program) Spring 2022 • American University 2/18/21 • Morehouse University March 29, 2022 • Girl Talk nonprofit organization 08/23/21
14	<p>Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination</p>	Yes	<p>All Managers received the following training:</p> <ul style="list-style-type: none"> • CPB Harassment Training – Summer 2021- 2022 • NAVEX Diversity and Inclusion Basics – On Demand • NC Media Equity Workshop – (JM Dates) <p>• HR Employment Law Update, 2-day conference, Catapult, May 2022; Chief People Officer and HR Administrator</p>
16	<p>Participation in other activities designed by the station employment unit 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.</p>	Yes	<ul style="list-style-type: none"> • Participation in Three Report for America Reporters interview cycles to inform and attract candidates as fellows to WFAE • Participation with Elon and Queen Universities news programs to tell them about careers in Public Media <ul style="list-style-type: none"> • 2 Students hired from the Queens University News collaboration • Hired one employee from Elon University News Service • Chief Revenue Officer participating in MTC (Media Transformation Challenge) Program, Poynter Institute for Media Studies

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRER
1. 7/12/2011	Senior Editor, Race & Equity	Company Website
2. 8/31/2021	PT Voiceover Host	Company Website
3. 9/1/2021	Accounting Manager	Sherpa Employment Agency
4. 9/20/2021	Intern	Company Website
5. 10/11/2021	Development Officer	Linked In
6. 11/15/2021	Host, Morning Edition	Company Website
7. 11/18/2021	Office Coordinator	Company Website
8. 11/29/2021	Administrative Assistant	Company Website
9. 11/29/2021	Accounting Specialist	Company Website
10. 12/16/2021	Chief Financial Officer	Company Website
11. 1/3/2022	Producer, Charlotte Talks	Old Posting
12. 1/31/2022	Event Specialist	Employee Referral
13. 2/3/2022	Chief People Officer	Company Website
14. 2/17/2022	Chief Revenue Officer	AJP
15. 2/28/2022	Producer, All Things Considered	Company Website
16. 3/28/2022	Account Executive	Market Ingenuity
17. 3/28/2022	Corporate Development Manager	Market Ingenuity
18. 3/28/2022	Account Executive	Market Ingenuity
19. 3/28/2022	Account Executive	Market Ingenuity
20. 4/11/2022	Staff Accountant	Employee Referral
21. 4/11/2022	Program Director	Company Website
22. 4/18/2022	Advancement Associate	Company Website
23. 5/16/2022	HR Administrator	Sherpa
24. 5/26/2022	Advancements Associate	Linked In
25. 6/1/2022	Reporter	Report for America
26. 6/2/2022	Digital Editor	Employee Referral
27. 6/6/2022	Intern	Emma Bowden Foundation
28. 6/6/2022	Account Executive	Employee Referral
29. 6/8/2022	Senior Account Manager	Employee Referral
30. 6/28/2022	Senior Advancement Associate	Indeed Free

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Arts and Science Council Charlotte	0
Axios	2
Company Website	36
Corporation for Public Broadcasting	5
Current	2
Idealist.org	0
Indeed Free	2
Employee Referral	3
Linkedin+Limited	0
National Black MBA Association	2
NC Association of Broadcasters	0
Old Posting	2
Paid LinkedIn Post	3
Q City Metro	0
Report for America	6
Sherpa	10
Site Applicant	1
Zip Recruiter Free	0

RECRUITING SOURCES USED

The following sources were used for all openings

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Arts and Science Council	N	222 S. Church St; Suite 300, Charlotte, NC 28202	Giovanna Torres	704-333-2272 giovanna.torres@artsandscience.org
Axios	N		Andy Weber	631-219-9693
Company Website	N	8801 JM Keynes Drive, Suite 91, Charlotte, NC 28262	Jennifer Lang	704.549.9323 www.wfae.org/employment-opportunities
Corporation for Public Broadcasting	N	401 9 th Street, NW, Washington, DC, 20004	CPB Jobline http://www.cpb.org/jobline	http://www.cpb.org/jobline
Current Newspaper	N	6930 Carroll Ave., Suite 350 Takoma Park, MD 20912	Kathleen Unwin	currentpublicmedia@gmail.com
Employee Referral	N	Various	Various	Various
Indeed Free	N	501 North Capital of Texas Highway. Austin TX 78731.	Various	https://www.indeed.com/q-Login-jobs.html
National Black MBA Association	N	400 W. Peachtree Street NW, Suite 203 Atlanta, GA 30308	Joseph Handy	404-260-5444
NC Association of Broadcasters	N	150 Fayetteville St # 1270, Raleigh, NC 27601	Michelle Butt WXII-TV/WCWG-TV Winston-Salem	202 429 3924
Old Posting	N	8801 JM Keynes Drive, Suite 91, Charlotte, NC 28262	Jennifer Lang	704.549.9323 www.wfae.org/employment-opportunities
Paid LinkedIn Post	N	https://www.linkedin.com/jobs/		https://www.linkedin.com/jobs/
Q City Metro	N	jobspro@qcitymetro.com https://qcitymetro.com/post-a-job/	Bethany Lane	jobspro@qcitymetro.com https://qcitymetro.com/post-a-job/
Sherpa	N	200 Providence Rd, Suite 101, Charlotte, NC 28027	Scott Pullen	704-350-3312 spullen@sherpallc.com
Site Applicant	N	8801 JM Keynes Drive,	Jennifer Lang	704.549.9323

		Suite 91, Charlotte, NC 28262		www.wfae.org/employment-opportunities
Zip Recruiter Free	N	Ian Siegel Co-Founder & CEO at ZipRecruiter	Ian Siegel Co-Founder & CEO at ZipRecruiter	https://www.ziprecruiter.com/post-a-job

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.