

2021 ANNUAL EEO PUBLIC FILE REPORT

University Radio Foundation

Station(s):	WFAE, WFHE
Community(ies) of License:	Charlotte, NC & Hickory, NC
Reporting Period:	July 2020- June 2021
No. of Full-time Employees:	43
Small Market Exemption:	N/A

During the Reporting Period, 7 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. NC A&T Career Fair – September 16, 2020 2. Current Public Media Career Fair – March 31, 2021 3. Columbia University and INN Career Series – April and May 2021 4. Emma Bowen Foundation Career Fair – June 29 th , 2021
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 FY21 Summer Intern: <ul style="list-style-type: none"> • Kamille Houston 1 Reporting Fellow positions in the newsroom (FY20 and FY21): <ul style="list-style-type: none"> • Michael Falero, 1 year Environmental Reporting Fellow
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"> • Education Writers of America, Reporter, • Attended PMDMC in Chicago, Executive Director of Advancement, 7/10-13/2019 • 3-day editing training (Tanya Ott), Manager of Product & Audience Development • Woman's Leadership Accelerator - Online News Association, Manager, On-Demand Content and Audience Engagement • WerkIt, Manager, On-Demand Content and Audience Engagement and Reporter • Online News Association Conference, Chief Content Officer • RRC training, (News Managers), • Hindenburg training, (Newsroom) • PRSA-Home Court Advantage: Promoting Pro-Level Diversity, Community Relations Manager, 8/22/2019 • PRSA-Ethical Dilema: Should you Take the Fall, Community Relations Manager, 9/26/2019 • RTNDA Conference, Reporter, • Notary certification, Office Coordinator, 8/15/2019 • SC Broadcaster Association Engineering sessions, Broadcast Engineer • Nautel – Transmission Talk Tuesdays – Webcast Series – Multiple sessions Broadcast

		<p>Engineer</p> <ul style="list-style-type: none"> ● Radio World - "Broadcasting From Home" Webcast Series: 4-Sessions Broadcast Engineer ● Society of Broadcast Engineers - SBE Webinars – Multiple sessions Broadcast Engineer ● North Carolina Infra Guard – Charlotte Chapter "Virtual" meetings – Multiple sessions – IT security, etc. Broadcast Engineer ● Salesforce Administrator Recertification - Jan 27, 2020, Business Analyst ● Managing Virtual Teams LinkedIn webinar – 6/16/2020, Managers ● Working Effectively in Virtual and Remote Teams – 6/10/2020, Managers ● PMBA – 5/26/2020 – 5/29/2020 HR/Finance Administrator, Controller ● Human Resources for newly assigned HR - 5/20/2020 HR/Finance Administrator ● The Employer's Association 3 R's of Recovery – 5/14/2020 HR/Finance Administrator ● Virtual Onboarding during a Pandemic Training – 5/13/2020 HR/Finance Administrator ● The Employer's Association Crisis Leadership webinar – 4/16/2020 HR/Finance Administrator ● Protest Safety Training for Reporters – 6/24/2020 HR/Finance Administrator ● Nonprofit Internal Financial Statement Walkthrough 6/18/2020 Controller ● COVID-19 Financial Statement & Accounting Implications 4/2/2020 Controller ● 2019 Not-for-Profit Industry Conference 11/14/2019 Controller ● Common Findings and Trends in CPB Inspector General Audit Reports and What You Can Do to Prepare for an Audit 11/7/2019 Controller ● Annual Ethics, Management, Technology and Tax Updates Seminar 9/27/2019 Controller ● Statement of Activities: Not for Profit Financial Reporting 8/27/2019, Controller ● Statement of Functional Expenses: Not-for-Profit Financial Reporting 8/27/2019, Controller ● Leadership Charlotte, Membership Manager ● PMDMC, Membership Manager ● January 2020 - PRSA Charlotte: Power PR Productivity Community Relations Manager ● February 2020 - PRSA: Reaching and Engaging Gen Z, Community Relations Manager ● May 2020 - PRSA Charlotte: A New Normal Community Relations Manager ● June 2020 – PRSA Charlotte: "Publics" during the Pandemic -- Caring for Communities through COVID-19 and calls for racial justice Community Relations Manager ● April 2020 - Muck Rack's Fundamentals of Media Relations Certification Community Relations Manager ● June 2020 – NPRs' Leading and Managing Conversations on Race & Racism Community Relations Manager ● PMDMC– Development Officer and Development Director ● NC Philanthropy Conference with AFP in Charlotte –Development Officer and Development Director ● Greater Public's Major Gift Academy for Major Giving Officers– Development Officer ● Major Gift Academy's Leading and Managing in Times of Crisis– Development Director ● Greater Good Board Training at FFTC – Development Director ● FFTC's Unleash Your Nonprofit Board's Social Media Engagement– Development Director ● Jacobs Media's "Branded Podcasts: A Revenue Opportunity for Radio" Manager, On-Demand Content and Audience Engagement ● Podcast Movement Conference. Manager, On-Demand Content and Audience Engagement ● Whitewater Center's Confluence Conference/Festival. Manager, On-Demand Content and Audience Engagement ● PRPD Manager, On-Demand Content and Audience Engagement ● Super Regional. Sessions on digital/web and music programming. Manager, On-Demand Content and Audience Engagement ● Hearken: COVID-19 Coverage Support. Manager, On-Demand Content and Audience Engagement ● NETA's Project Management in the Time of COVID-19. Manager, On-Demand Content and Audience Engagement ● Collaborative Journalism Summit. Manager, On-Demand Content and Audience Engagement ● NPR's Leading and Managing Conversations on Race & Racism. Manager, On-Demand Content and Audience Engagement ● NPR's Digital Audience Trends: Racial Justice Coverage. Manager, On-Demand Content and Audience Engagement ● Current's Building Resilience: The Imperative of Inclusion Manager, On-Demand Content and Audience Engagement ● AIR Media's Sound Workflow: Organizing Large Audio Projects. Manager, On-Demand Content and Audience Engagement ● Strengths Finder coaching with John Lincoln. Newsroom ● Intro to Tapscan/Intro to PDAdvantage. Manager of Product & Audience Development ● SRCCON-Product. Manager of Product & Audience Development ● American Press Institute Social Media Best Practices. Manager of Product & Audience
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Newsletter Strategies for Journalists: How to Create, Grow & Monetize Newsletters, Digital Editing Team • Google News Initiative Digital Growth Program Audience Development, Digital Editing Team • ONA 2021, Digital Editing Team, Various sessions including: A (Newsletter) Course in Public Service Journalism, Design Once, Publish Everywhere: How to Accelerate and Elevate Your Newsletters, Social Media, Video & More, Rethinking Organizational Structures that Cause Burnout, Gendered Language in Media: A Collaborative Style Guide Workshop, Flacks 'n Hacks: Re-Establishing Trust Between Journalists, Corporate Storytellers, And News Consumers, Building Live Journalism for Digital and In-Person Audiences, Redesigning Crime Coverage To Reduce Harm and Actually Serve Communities, and How To Turn Your Newsletter Into a Revenue-Generating Machine Using Content and First-Party Data • Editorial Integrity Leadership Initiative – Cronkite School of Journalism, Arizona State University, Senior Editor, Digital News and Product • Product Immersion for Small Newsrooms –Google News Initiative, Senior Editor, Digital News and Product • Public Media Journalists Association Editors Workshop, Senior Editor, Digital News and Product • Workflow and technology considerations for journalism collaborations – Center for Cooperative Media, Senior Editor, Digital News and Product • Solutions Journalism 2.0, Senior Editor, Digital News and Product • Complicating the Narrative with Solutions Journalism Network, Senior Editor, Digital News and Product • NC Media Equity Project – Audience and Community, Senior Editor, Digital News and Product • Quarterly Workshop: NC Media Equity Project, July 29, 2020 Reporting Fellow • Table Talks: Ensuring Information Access Equity in Our Communities, Reporting Fellow
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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>Vice President spoke to numerous classes at educational institutions:</p> <ul style="list-style-type: none"> • Virginia Commonwealth University (Careers Day) • Davidson College (Class Presentations) • Queens University (Class Presentations) • Elon University (Presented for Internship Program) • Claflin University (Class Presentations) <p>WFAE attended the following University Career Fairs:</p> <ol style="list-style-type: none"> 1. NC A&T Career Fair – September 16, 2020 2. Columbia University and INN Career Series – April and May 2021 3. Emma Bowen Foundation Career Fair – June 29th, 2021
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 2020 and 2021 • NAVEX Diversity and Inclusion Basics – March 2021 • Racial Equity Institute Groundwater Training – April 2021 <p>HR attended the following training:</p> <ul style="list-style-type: none"> • Reduce Hiring Bias to Build a More Diverse Workforce, December 2020
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"> • Three Report for America Reporters participated in mentorship program to assist high school and college students interested in broadcasting careers. • VCU (Careers Day), Vice President • Elon University (Presented for Internship Program), Vice President • Membership and participation in Public Media Village cohort in efforts to reach more job fairs and recruitment pipelines.

LIST OF POSITIONS FILLED

Date of Hire	Job Title	Recruitment Source Referring Person Hired
10/05/2020	Reporter (partnership with Q City, Charlotte Ledger, and La Noticia)	LinkedIn
10/06/2020	Producer, All Things Considered	WFAE Website
10/12/2020	Bilingual Reporter (partnership with Q City, Charlotte Ledger, La Noticia)	WFAE Website
10/26/2020	1 year Healthcare Reporting Fellow	Employee Referral
06/01/2021	Community Engagement Editor	Report for America
06/01/2021	Reporter, Race and Equity	Report for America
06/01/2021	Reporter	Report for America

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 25

Source	Hired from Source	# Interviewed from Sources
African American Development Officers Network	0	0
Arts and Science Council	0	0
Association of Fundraising Professionals	0	0
AXIOS Charlotte	0	0
CPB Jobsite	0	0
Current Newspaper	0	0
Employee Referral	1	3
Facebook	0	0
Internal Candidate	0	0
Journalism Jobs	0	2
Latin American Chamber of Commerce Charlotte	0	0
LinkedIn	1	3
NC Center for Nonprofits	0	0
NPR-Southern Edition	0	1
Online News Association	0	0
Prado	0	0
Public Media Journalists Association	0	0
Public Radio Program Director's Association	0	0
Q City Metro	0	0
Radio Television Digital News Association	0	0
Report for America	3	13
TalentBridge	0	0
The Greenway Group	0	0
WFAE Website	2	3
Undisclosed	0	0
TOTAL	7	25

Recruitment Sources

Total Number of Persons Interviewed during the Reporting Period: 25

RS#	Source requested station to provide notice of all job vacancies.	Organization & Address
1	N	African American Development Officers Network https://www.aadonetwork.com/
2	N	Arts and Science Council 222 S. Church St., Suite 300, Charlotte, NC 28202 Phone: 704-333-2272 giovanna.torres@artsandscience.org https://www.artsandscience.org/resources-for/residents-visitors/job-opportunities/
3	N	Association of Fundraising Professional Charlotte https://secure.afpcharlotte.org/jobs/post-a-position/
4	N	AXIOS Charlotte https://charlotte.axios.com/jobs/ Lizzy Sirkin –lizzy.sirkin@axios.com or 252-626-5003
5	N	Corp. for Public Broadcasting CPB Jobline http://www.cpb.org/jobline
6	N	Current Newspaper Current.org 6930 Carroll Ave., Suite 350 Takoma Park, MD 20912 Kathleen Unwin Currentpublicmedia@gmail.com
7	N	Facebook.com Diverse Social Media Editors and Digital Journalist Group
8	N	Journalism Jobs https://www.journalismjobs.com/ info@journalismjobs.com (510)-508-7386
9	N	Latin American Chamber of Commerce Charlotte https://app.lacccharlotte.com/jobs Jose Jovanie Flores membership@lacccharlotte.com
10	N	LinkedIn https://www.linkedin.com/jobs/
11	N	North Carolina Center for Nonprofits 5800 Faringdon Place Raleigh, NC 27609 919-790-1555 https://www.ncnonprofits.org/nc-nonprofit-careers/post-job
12	N	NPR Southern Bureau Chief 1-800-811-4624 Russell Lewis RDLewis@npr.org
13	N	Online News Association https://careers.journalists.org/ 1111 North Capitol Street NE, Second Floor Washington, DC 20002
14	N	PRADO-Public Radio Development Organization e-list : PRADO@listserv.syr.edu
15	N	Public Media Journalists Association https://www.pmja.org/term/jobs-0 Christine Paige Diers christine@pmja.org
16	N	Public Radio Program Directors Association https://prpd.org/jobs
17	N	Q City Metro jobspro@qcitymetro.com https://qcitymetro.com/post-a-job/
18	N	Radio Television Digital News Association https://rtdna.site-ym.com/networking/opening_search.asp

18	N	Report for America https://www.reportforamerica.org/ David Reed Fox dfox@reportforamerica.org Sergio Bustos sbustos@reportforamerica.org
19	N	The Greenway Group, LLC 7804 Fairview Road #117 Charlotte, NC 28226 Pat Martin 704-650-4934
20	N	TalentBridge Courtney Holmes Mann, Division Director www.talentbridgecompanies.com Office: 704.644.7000 ext 113 Cell: 919-413-4899
21	N	WFAE Website www.wfae.org/employment-opportunities Jennifer Lang 704.549.9323 jiang@wfae.org