

# 2020 ANNUAL EEO PUBLIC FILE REPORT

## University Radio Foundation

Station(s):	WFAE, WFHE
Community(ies) of License:	Charlotte, NC & Hickory, NC
Reporting Period:	July 2019- June 2020
No. of Full-time Employees:	43
Small Market Exemption:	N/A

During the Reporting Period, 12 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):

5	<p><b>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</b></p>	Yes	<p>3 Interns in the newsroom(FY19)</p> <ul style="list-style-type: none"> <li>• Justin Lape</li> <li>• Jasmin Herrera</li> <li>• Cole del Charco</li> </ul> <p>4 Reporting Fellows in the newsroom (FY20):</p> <ul style="list-style-type: none"> <li>• Michael Falero, 1 year Environmental Reporting Fellow</li> <li>• Dante Miller, 1 year Report for America Fellow</li> <li>• Laura Brache, 1 year Report for America Fellow</li> <li>• Alexandra Watts, 1 year Report for America Fellow</li> </ul>
8	<p><b>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</b></p>	Yes	<ul style="list-style-type: none"> <li>• Crisis Management: It's Not a Policy, it's People, (Beth DeLawter), Administrator, Accounting &amp; HR, 10/4/2019</li> <li>• Obtained aPHR Certification, (Beth DeLawter), Administrator, Accounting &amp; HR, 9/12/2018</li> <li>• Business Ethics: Laying the Foundation for an Ethical Culture, (Beth DeLawter), Administrator, Accounting &amp; HR, 9/18/2018</li> <li>• The \$225 Billion Problem: Workplace Nutrition and Wellness Impact Employee Productivity, (Beth DeLawter), Administrator, Accounting &amp; HR, 2/5/2019</li> <li>• The Power of a (neuro) Diverse Workforce, (Beth DeLawter), Administrator, Accounting &amp; HR, 2/7/2019</li> <li>• How to Have Hard Conversations and Establish a Culture of Feedback, (Beth DeLawter), Administrator, Accounting &amp; HR, 2/28/2019</li> <li>• Policies and Politics – Updates for 2019, (Beth DeLawter), Administrator, Accounting &amp; HR, 3/20/2019</li> <li>• How to Build a Culture of Innovation that Gets Results from All Employees, (Beth DeLawter), Administrator, Accounting &amp; HR, 4/2/2019</li> <li>• Truth, Lies and Compensation, (Beth DeLawter), Administrator, Accounting &amp; HR, 4/9/2019</li> <li>• The Unseen HR Risks No One is Talking About: From Botnet Attacks to Video Games, (Beth DeLawter), Administrator, Accounting &amp; HR, 10/23/2019</li> <li>• Meditation as a Performance Tool: The Science Behind Why and How it Works, (Beth DeLawter), Administrator, Accounting &amp; HR, 10/23/2019</li> <li>• Knight Lenfest, (Greg Collard), News Editor,</li> <li>• Education Writers of America, (Gwen Glenn), Reporter,</li> <li>• attended PMDMC in Chicago, (Jeff Bundy), Executive Director of Advancement, 7/10-13/2019</li> <li>• PRPD Austin, TX, (Jeff Bundy), Executive Director of Advancement, 8/20-23/2018</li> </ul>

		<ul style="list-style-type: none"> <li>• Investigative Reporters and Editors, (Jenn Lang), Manager of Product &amp; Audience Development,</li> <li>• 3-day editing training(Tanya Ott), (Jenn Lang), Manager of Product &amp; Audience Development,</li> <li>• 3-day editing training(Tanya Ott), (Jessa O'Connor), Assistant Editor, Digital News and Engagement,</li> <li>• South Carolina Broadcasters Association engineering seminar, (Jobie Sprinkle), Broadcast Engineer, 1/25/2019</li> <li>• Public Radio Engineering Conference, (Jobie Sprinkle), Broadcast Engineer, 4/4-6/2019</li> <li>• National Association of Broadcasters – Broadcast Engineering and Information Technology Conference, (Jobie Sprinkle), Broadcast Engineer, 4/7-10/2019</li> <li>• Knight Lenfest, (Joe O'Connor), CEO,</li> <li>• Woman's Leadership Accelerator - Online News Association, (Joni Deutsch), Manager, On-Demand Content and Audience Engagement,</li> <li>• WerkIt, (Joni Deutsch), Manager, On-Demand Content and Audience Engagement,</li> <li>• Online News Association Conference, (Ju-Don Marshall), Chief Content Officer,</li> <li>• Knight Lenfest, (Ju-Don Marshall), Chief Content Officer,</li> <li>• Digging into data and spreadsheets, (Lisa Worf), Host/Executive Producer,</li> <li>• hosted the Allegiance peer group meeting, (Meghann Batchelor), Membership Manager, 10/30-31/2019</li> <li>• attended PMDMC in Chicago, (Meghann Batchelor), Membership Manager, 7/10-13/2018</li> <li>• Voice for a Cause, (Mona Lita Carr), Development Officer, Major Gifts, 6/11-12/19</li> <li>• RRC training, (News Managers),</li> <li>• Hindenburg training, (Newsroom),</li> <li>• Digging into data and spreadsheets, (Nick de la Canal), Reporter,</li> <li>• PRSA-Strategy, Statistics and Soul: How to Use Communications to Create Business Value and Impact Forever, (Renee Rallos), Community Relations Manager, 1/23/2019</li> <li>• Half-day professional development symposium, (Renee Rallos), Community Relations Manager, 4/1/2019</li> <li>• PRSA_When to Use Video and how to begin making them yourself, (Renee Rallos), Community Relations Manager, 5/22/2019</li> <li>• Media panel (Gwen Glenn participated as one of the panelists.), (Renee Rallos), Community Relations Manager, 6/1/2019</li> <li>• PRSA-Home Court Advantage:Promoting Pro-Level Diversity, (Renee Rallos), Community Relations Manager, 8/22/2019</li> <li>• PRSA-Ethical Dilema:Should you Take the Fall, (Renee Rallos), Community Relations Manager, 9/26/2019</li> <li>• 3-day editing training (Sarafina Wright), Producer, All Things Considered,</li> <li>• Excellence in Journalism, (Sarah Delia), Reporter, 9/29/2018</li> <li>• WerkIt, (Sarah Delia), Reporter,</li> <li>• RTNDA Conference , (Sarah Delia), Reporter,</li> <li>• CPCC/notary , (Sarah Shanks), Office Coordinatory, 8/15/2019</li> <li>• AICPA (CPA Non Profit Certification), (Tanya DeGrace), Controller,</li> <li>• South Carolina Broadcaster Association Engineering sessions (Jobie Sprinkle) Broadcast Engineer</li> <li>• Nautel – Transmission Talk Tuesdays – Webcast Series – Multiple sessions (Jobie Sprinkle) Broadcast Engineer</li> <li>• Radio World - "Broadcasting From Home" Webcast Series: 4-Sessions (Jobie Sprinkle) Broadcast Engineer</li> <li>• Society of Broadcast Engineers - SBE Webinars – Multiple sessions (Jobie Sprinkle) Broadcast Engineer</li> <li>• North Carolina Infra Guard – Charlotte Chapter "Virtual" meetings – Multiple sessions – IT security, etc. (Jobie Sprinkle) Broadcast Engineer</li> <li>• Salesforce Administrator Recertification - Jan 27, 2020 (Jason Leighton) Business Analyst</li> <li>• Managing Virtual Teams LinkedIn webinar – 6/16/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• Working Effectively in Virtual and Remote Teams – 6/10/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• PMBA – 5/26/2020 – 5/29/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• Basic Teams Training 5/28/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• Basic Office 365 Apps Training – 5/21/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• Human Resources for newly assigned HR - 5/20/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• The Employer's Association 3 R's of Recovery – 5/14/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• Virtual Onboarding during a Pandemic Training – 5/13/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• The Employer's Association Back to Business webinar – 5/1/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• The Employer's Association Crisis Leadership webinar – 4/16/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• Protest Safety Training for Reporters – 6/24/2020 (Sarah Shanks) HR/Finance Administrator</li> <li>• Nonprofit Internal Financial Statement Walkthrough 6/18/2020 (Tanya DeGrace) Controller</li> <li>• PMBA – 5/26/2020 – 5/29/2020 (Tanya DeGrace) Controller</li> </ul>
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Sessions on podcast production, editing, inclusivity, sound design, legal/rights, marketing, audience engagement, etc. (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• Whitewater Center's Confluence Conference/Festival. Sessions on building community through Charlotte music (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• PRPD (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• Super Regional. Sessions on digital/web and music programming. (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• Hearken: COVID-19 Coverage Support. (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• NETA's Project Management in the Time of COVID-19. (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• Collaborative Journalism Summit. (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• NPR's Leading and Managing Conversations on Race &amp; Racism. (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• Protest Safety Training for Reporters. (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• NPR's Digital Audience Trends: Racial Justice Coverage. (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• Current's Building Resilience: The Imperative of Inclusion (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• AIR Media's Sound Workflow: Organizing Large Audio Projects. (Joni Deutsch) Manager, On-Demand Content and Audience Engagement</li> <li>• Strengths Finder coaching with John Lincoln. (Jennifer Lang) Manager of Product &amp; Audience Development</li> <li>• Intro to Tapscan/Intro to PDAdvantage. (Jennifer Lang) Manager of Product &amp; Audience Development</li> <li>• Editorial Integrity and Leadership Initiative. The program consisted of one week of intensive learning and discussions, followed by three months of one-on-one coaching and online sessions. (Jennifer Lang) Manager of Product &amp; Audience Development</li> </ul>
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9	<b>Establishment of a mentoring program for station personnel</b>	Yes	<ul style="list-style-type: none"> <li>New personnel are assigned mentors upon hiring</li> </ul>
10	<b>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting</b>	Yes	<p>Chief Content Officer spoke to numerous classes at educational institutions:</p> <ul style="list-style-type: none"> <li>Virginia Commonwealth University (Careers Day)</li> <li>Davidson College (Class Presentation)</li> <li>Queens University (Class Presentation)</li> <li>Elon University (Presented for Internship Program)</li> </ul>

12	Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.	Yes	<p>We posted 2 upper level openings on the following websites:</p> <ul style="list-style-type: none"> <li>• Director of Development <ul style="list-style-type: none"> <li>▪ WFAE Website</li> <li>▪ The Greenway Group</li> <li>▪ Charlotte Agenda</li> <li>▪ CareerBuilder</li> <li>▪ Association of Fundraising Professionals</li> <li>▪ Linked In/Facebook/Twitter</li> <li>▪ Latin American Chamber of Commerce</li> <li>▪ The Charlotte Post</li> </ul> </li> </ul> <p>Assistant News Director:</p> <ul style="list-style-type: none"> <li>▪ CPB Jobsite</li> <li>▪ Facebook – Diverse Social Media Editors and Digital Journalist Group</li> <li>▪ Instagram</li> <li>▪ LinkedIn</li> <li>▪ NPR – Southern News Edition</li> <li>▪ Online News Association</li> <li>▪ Public Media Journalists Association</li> <li>▪ Radio Television Digital News Association</li> <li>▪ Twitter</li> <li>▪ WFAE Website</li> </ul>
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	Yes	All Managers attended CPB training on Harassment Prevention in Summer 2019 and 2020.
16	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.	Yes	<ul style="list-style-type: none"> <li>• Participated in Panel Discussion - Public Radio Programming Directors (PRPD) Conference Panelist: How to Stand Out in Today's Competitive Landscape (July (2018)</li> <li>• Participated in Career Trek - a one-day opportunities exclusively for UNC Charlotte students to experience the culture at different companies and organizations in the Charlotte area and beyond. Career Treks typically consist of a tour, an overview of the company/organization, and an opportunity to network. (October 2018)</li> <li>• Established a mentoring program designed to assist members of the community/volunteers to acquire skills needed for broadcast employment and volunteering. (PodQuest)</li> <li>• Free Podcasting 101 Workshops – attendees learn the fundamentals of podcasting, tips on recording and producing, and ideas on how to market the podcast and grow audience</li> </ul>

## LIST OF POSITIONS FILLED

Date of Hire	Job Title	Recruitment Source Referring Person Hired
08/01/2019	Host, All Things Considered	Internal candidate
08/05/2019	Education Reporter	WFAE.org
09/30/2019	Editor, Digital News and Engagement	Linkedin
09/30/2019	Reporting Fellow	WFAE.org
10/01/2019	Assistant Producer, Charlotte Talks	CPB Jobline
12/02/2019	Health Reporter	CPB Jobline
01/06/2020	Development Officer	Arts and Science Council
03/16/2020	Office Coordinator	Charlotte Agenda
03/16/2020	Assistant News Director	WFAE.org
06/01/2020	Report for America Fellow	Report for America
06/01/2020	Report for America Fellow	Report for America
06/15/2020	Report for America Fellow	Report for America

## INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 60

Source	Hired from Source	# Interviewed from Sources
African American Development Officers Network	0	0
Arts and Science Council	1	1
Association of Fundraising Professionals	0	1
Charlotte Agenda	1	5
CPB Jobsite	2	5
Current Newspaper	0	0
Employee Referral	0	2
Facebook	0	0
Internal Candidate	1	3
Journalism Jobs	0	0
Linkedin	1	3
NC Center for Nonprofits	0	0
NPR-Southern Edition	0	0
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	10
TalentBridge	0	1
The Greenway Group	0	3
WFAE Website	3	12
Undisclosed	0	14
<b>TOTAL</b>	<b>12</b>	<b>60</b>

## Recruitment Sources

Total Number of Persons Interviewed during the Reporting Period: 60

RS#	Source requested station to provide notice of all job vacancies.	Organization & Address
1	N	<b><u>African American Development Officers Network</u></b> <a href="https://www.aadonetwork.com/">https://www.aadonetwork.com/</a>
2	N	<b><u>Arts and Science Council</u></b> 222 S. Church St., Suite 300, Charlotte, NC 28202 Phone: 704-333-2272 giovanna.torres@artsandscience.org <a href="https://www.artsandscience.org/resources-for/residents-visitors/job-opportunities/">https://www.artsandscience.org/resources-for/residents-visitors/job-opportunities/</a>
3	N	<b><u>Association of Fundraising Professional Charlotte</u></b> <a href="https://secure.afpcharlotte.org/jobs/post-a-position/">https://secure.afpcharlotte.org/jobs/post-a-position/</a>
4	N	<b><u>Charlotte Agenda</u></b> <a href="https://www.charlotteagenda.com/jobs/">https://www.charlotteagenda.com/jobs/</a>
5	N	<b><u>Corp. for Public Broadcasting</u></b> CPB Jobline <a href="http://www.cpb.org/jobline">http://www.cpb.org/jobline</a>
6	N	<b><u>Current Newspaper</u></b> Current.org 6930 Carroll Ave., Suite 350 Takoma Park, MD 20912 Kathleen Unwin Currentpublicmedia@gmail.com
7	N	<b><u>Facebook.com</u></b> Diverse Social Media Editors and Digital Journalist Group
8	N	<b><u>Journalism Jobs</u></b> <a href="https://www.journalismjobs.com/">https://www.journalismjobs.com/</a> info@journalismjobs.com (510)-508-7386
9	N	<b><u>LinkedIn</u></b> <a href="https://www.linkedin.com/jobs/">https://www.linkedin.com/jobs/</a>
10	N	<b><u>North Carolina Center for Nonprofits</u></b> 5800 Faringdon Place Raleigh, NC 27609 919-790-1555 <a href="https://www.ncnonprofits.org/nc-nonprofit-careers/post-job">https://www.ncnonprofits.org/nc-nonprofit-careers/post-job</a>
11	N	<b><u>NPR Southern Bureau Chief</u></b> 1-800-811-4624 Russell Lewis RDLewis@npr.org
12	N	<b><u>Online News Association</u></b> <a href="https://careers.journalists.org/">https://careers.journalists.org/</a> 1111 North Capitol Street NE, Second Floor Washington, DC 20002
13	N	<b><u>PRADO-Public Radio Development Organization</u></b> e-list : PRADO@listserv.syr.edu
14	N	<b><u>Public Media Journalists Association</u></b> <a href="https://www.pmja.org/term/jobs-0">https://www.pmja.org/term/jobs-0</a> Christine Paige Diers christine@pmja.org
15	N	<b><u>Public Radio Program Directors Association</u></b> <a href="https://prpd.org/jobs">https://prpd.org/jobs</a>
16	N	<b><u>Q City Metro</u></b> jobspro@qcitymetro.com <a href="https://qcitymetro.com/post-a-job/">https://qcitymetro.com/post-a-job/</a>
17	N	<b><u>Radio Television Digital News Association</u></b> <a href="https://rtdna.site-ym.com/networking/opening_search.asp">https://rtdna.site-ym.com/networking/opening_search.asp</a>
18	N	<b><u>Report for America</u></b> <a href="https://www.reportforamerica.org/">https://www.reportforamerica.org/</a>
19	N	<b><u>The Greenway Group, LLC</u></b> 7804 Fairview Road #117 Charlotte, NC 28226 Pat Martin 704-650-4934

20	N	<b><u>TalentBridge</u></b> Courtney Holmes Mann, Division Director <a href="http://www.talentbridgecompanies.com">www.talentbridgecompanies.com</a> Office: 704.644.7000 ext 113 Cell: 919-413-4899
21	N	<b><u>WFAE Website</u></b> <a href="http://www.wfae.org/employment-opportunities">www.wfae.org/employment-opportunities</a> Jennifer Lang 704.549.9323 <a href="mailto:jiang@wfae.org">jiang@wfae.org</a>