

2024 ANNUAL EEO PUBLIC FILE REPORT

University Radio Foundation

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|-----------------------------|--------------------------------|
| Stations: | WFAE, WFHE |
| Communities of License: | Charlotte, NC & Hickory, NC |
| Reporting Period: | July 1, 2023, to July 31, 2024 |
| No. of Full-time Employees: | More than 10 |
| Small Market Exemption: | N/A |

During the Reporting Period, 5 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):

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|---|---|
| <p>Participation in at least four job fairs by station personnel who have substantial responsibility in making of hiring decisions.</p> | <p>Queens University Schmoozaplooza - Public and Human Services, Education and Non-Profit February 20, 2024 Attendees: Membership Manager and Reporter</p> |
| <p>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</p> | <p>Working with UNC-Asheville and UNC-Wilmington 3 interns worked with us during the summer of 2024. We anticipate continuing those relationships in future semesters.</p> |
| <p>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> | <p><u>Executive Operations Manager:</u></p> <ul style="list-style-type: none"> • September 19, 2023 - Roundtable discussion about events hosted by Greater Public. • December 7, 2023 – Roundtable discussion about AI hosted by Greater Public • February 6-7, 2024 – Audience Development Summit hosted by Greater Public <p><u>Community Engagement Producer:</u></p> <ul style="list-style-type: none"> • May 22, 2024, IWMF Safety Training at Queens University <p><u>Traffic Manager and Account Executives:</u></p> <ul style="list-style-type: none"> • June 26, 2024, Broadstreet on Expanded Service Capabilities for targeted Marketing |

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|---|--|
| | <p><u>Education Reporter:</u></p> <ul style="list-style-type: none"> • Nov. 27, 2023, Pro Publica webinar on researching nonprofits, • Nov. 28, 2023, Southern Regional Education Board webinar on teacher working conditions database, • Nov. 30, 2023, Education Writers Association webinar on covering chronic absence, • April 24-26, 2024, NPR education reporters fly-in, <p><u>Mid-Level Gifts Officer</u></p> <ul style="list-style-type: none"> • 2040 Planning Academy through the City of Charlotte. It began in May of 2023 and ends in November. It consists of 4 webinars and 1 workshop Emphasizing the role planning plays in building communities. • On-air Fundraising Cohort Training presented by Greater Public, hosted by WHYY January 4th and 5th, 2024 <p><u>Chief People Officer:</u></p> <ul style="list-style-type: none"> • May 22, 2024, IWMMF Safety Training at Queens University • July 2024 Presence Based Coaching Certification • October 2023 NPR HR Roundtable <p><u>All Employees:</u></p> <ul style="list-style-type: none"> • CPB Harassment Training – Summer 2023 |
| <p>Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</p> | <p><u>All Managers received the following training:</u></p> <ul style="list-style-type: none"> • CPB Harassment Training – Summer 2023 • Hiring Managers and Hiring Teams participated in training with Chief People Officer in advance of interviews as needed based on openings |
| <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> | <ul style="list-style-type: none"> • Participation with Elon and Queen Universities news programs to tell them about careers in Public Media |

LIST OF POSITIONS FILLED

INTERVIEWEE REFERRAL SOURCE SUMMARY

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|---|------------------------------------|
| 08/14/2023 | Account Executive | WFAE Website |
| 11/20/2023 | Executive Director of Membership & Major Giving | Accrue Partners |
| | | |
| 11/20/23 | Executive Director for Corporate Development | WFAE Website |
| 03/04/2024 | Reporter I | WFAE website |
| 05/28/2024 | Account Executive | WFAE Website |

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the reporting period: 41

| Recruitment Sources Referring Interviewees during Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| Accrue Partners | 12 |
| WFAE Website | 25 |
| Indeed Free | 0 |
| Employee Referral | 0 |
| Linkedin+Limited | 4 |
| National Association of Hispanic Journalist | 0 |
| NC Association of Broadcasters | 0 |

RECRUITMENT SOURCES

The following sources were contacted for each opening.

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|------------------------|---|---|--------------------------|--|
| Accrue Partners | N | 1000 W Morehead St Charlotte, NC 28208 | Dave Stickles | dstickels@accruepartners.com |
| WFAE Website | N | 8801 JM Keynes Drive, Suite 91, Charlotte, NC 28262 | Jennifer Lang | 704.549.9323 www.wfae.org/employment-opportunities |
| Corporation for Public | N | 401 9 th Street, NW, Washington, DC, 20004 | | http://www.cpb.org/jobline |

| | | | | |
|--------------------------------|---|--|----------------|--|
| Broadcasting | | | | |
| Current Newspaper | N | 6930 Carroll Ave., Suite 350 Takoma Park, MD 20912 | Kathleen Unwin | currentpublicmedia@gmail.com |
| Indeed Free | N | Indeed.com | | Indeed.com |
| LinkedIn | N | LinkedIn.com | | LinkedIn.com |
| NC Association of Broadcasters | N | 1 M Street SE, Washington, DC 20003 | | 202 429 3924 |
| Queens University | N | 1900 Selwyn Ave, Charlotte, NC 28274 | Bob Page | pageb@queens.edu (704) 337-2200 |
| Zip Recruiter Free | N | Ziprecruiter.com | | Ziprecruiter.com |

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