

EEO PUBLIC FILE REPORT

FOR

UNC-TV

**This EEO Public File Report
Covers the One-Year Period
Ending on July 31, 2012**

EEO Annual Public File Report

UNC-TV

The purpose of this EEO Public File Report is to comply with Section 73.2080(c)(6) of the Federal Communications Commission's EEO Rule. This Report has been prepared on behalf of UNC-TV, which operates a statewide public television network consisting of the following stations: WUNC-TV; WUND-TV; WUNE-TV; WUNF-TV; WUNG-TV; WUNJ-TV; WUNK-TV; WUNL-TV; WUNM-TV; WUNP-TV; WUNU-TV; and WUNW(TV). This Report will be placed in UNC-TV's public inspection file and posted on UNC-TV's website.

The information contained in this Report covers the time period beginning August 1, 2011, and ending July 31, 2012 (the "Reporting Period").

Attachments 1 through 3 are intended to provide the information required by the FCC's EEO Rule. Attachments 1 and 2 contain 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 3 contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO Rule during the Reporting Period.

Questions concerning this Report should be directed to Melanie E. Holden, Human Resources Manager, at (919) 549-7077 or mholden@unctv.org.

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ATTACHMENT 1

FULL-TIME VACANCY INFORMATION

Position No.	Title	Total No. Interviewees for the Vacancy	Recruitment Source of Hiree	Recruitment Sources Utilized (see attached list of sources)
02378	Facilities Maintenance Technician-Mechanical-Advanced	5	Unknown	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-30-34-36-37
02305	Business and Technology Applications Analyst	4	10 – UNC-TV	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25 <u>External:</u> 25-28-34-36
02324	Broadcast & Emerging Media Engineering Technician-Contributing	3	10 - UNC-TV	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-31-34-36-37
02236	University Program Specialist - Contributing	5	10 - UNC-TV	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-34-36
02372	Administrative Support Associate - Journey	11	10 - UNC-TV	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-34-36
02357	Administrative Support Associate - Journey	6	10 - UNC-TV	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-34-36
02351	Business & Technology Applications Technician - Advanced	8	2 - UNC-General Administration	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-34-36-52
18729	Public Communications Specialist - Contributing	12	34 – News and Observer of Raleigh	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-26-28-34-36-37-53-54-55-56
02312	Broadcast & Emerging Media Engineering	4	10 – UNC-TV	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24

	Technician-Advanced			<u>External:</u> 25-28-30-34-36-52
02277	Administrative Support Specialist - Advanced	7	10 – UNC-TV	<u>I Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-34-36
02359	Broadcast & Emerging Media Engineering Technician - Journey	9	2 – UNC General Administration	<u>I Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-26-28-34-36-37-53-54-55-56
02259	Building Environmental Services Technician - Advanced	5	52 - Craigslist	<u>I Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-30-34-36-37
00805	Asst. Director of Development for Major & Planned Giving	4	10 – UNC-TV	<u>I Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 28-34-36
18719	Administrative Support Associate - Journey	12	10 – UNC-TV	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-34-36
18710	Administrative Support Associate - Journey	8	10 – UNC-TV	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-34-36
18464	Administrative Support Associate - Journey	6	10 – UNC-TV	<u>Internal:</u> 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24 <u>External:</u> 25-28-34-36

Total number of persons interviewed during the Reporting Period: **One hundred and nine (109).**

ATTACHMENT 2

RECRUITMENT SOURCE INFORMATION

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
1	0	No
2	33	No
3	0	No
4	0	No
5	0	No
6	0	No
7	0	No
8	0	No
9	0	No
10	21	No
11	0	No
12	3	No
13	0	No
14	0	No
15	0	No
16	0	No
17	0	No
18	0	No
19	0	No
20	0	No
21	0	No
22	0	No
23	0	No
24	0	No
25	6	No
26	0	No
27	0	No
28	0	No
29	0	No
30	1	No
31	0	No
32	0	No
33	0	No
34	19	No
35	0	No
36	1	No
37	0	No
38	0	No

39	0	No
Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
40	0	No
41	0	No
42	0	No
43	0	No
44	0	No
45	0	No
46	0	No
47	0	No
48	0	No
49	0	No
50	0	No
51	0	No
52	11	No
53	0	No
54	1	No
55	1	No
56	0	No

*** Note: The preceding table reflects information for the ninety-seven (97) interviewees who provided referral source information. Twelve (12) interviewees indicated referral source information not presented in a recruitment plan.**

RECRUITMENT SOURCES

1 August 2011 – 31 July 2012

Source

1. UNC-GA Office of the President

Attn: Equal Employment Opportunity Officer
PO Box 2688
Chapel Hill, NC 27515
Telephone: (919) 962-1000

2. UNC General Administration

Attn: Human Resources
Link to: Office of the President Job Site
PO Box 2688
Chapel Hill, NC 27515
Telephone: (919) 962-1000

3. North Carolina Arboretum

Attn: <http://www.ncarboretum.org>
100 Frederick Law Olmsted Way
Asheville, NC 28806-9315
Telephone: (828) 665-2492
Fax: (828) 665-2371

4. NC State Approving Agency

Attn: <http://www.northcarolina.edu/aa/ncsaa>
120 Penmarc Drive, Suite 103
Raleigh, NC 27603-2434
Telephone: (919) 733-7535
Fax: (919) 733-1284

5. NC Model Teacher Education Consortium

UNC Center for School Leadership Development

Attn: <http://ncmtec.northcarolina.edu/web/contactUs.html>
140 Friday Center Drive, Suite 225
Chapel Hill, NC 27517
Telephone: (919) 843-6733
Fax: (919) 843-6748

6. NC State Educational Assistance Authority

Attn: information@ncseaa.edu
Post Office Box 14103
Research Triangle Park, NC 27709
Telephone: (919) 549-8614
Fax: (919) 549-8481

7. NC Center For International Understanding

Attn: <http://ciu.northcarolina.edu/contact/>
100 East Six Forks Rd., Suite 300
Raleigh, NC 27609
Telephone: 919-420-1360
Fax: 919-420-1371

8. North Carolina Association for the Advancement of Teaching

Attn: information@nccat.org
277 NCCAT Drive
Cullowhee, NC 28723
Telephone: (828) 293-5202
Fax: (828) 293-1548

9. UNC Press

Attn.: <http://www.uncpress.unc.edu>
The University of North Carolina Press
116 South Boundary Street
Chapel Hill, NC 27514-3808
Fax: (919) 966-3829

10. University of North Carolina Center for Public Television

Attn: Television Studio and Offices/Human Resources
PO Box 14900 (10 T.W. Alexander Drive)
RTP, NC 27709-4900
Telephone: (919) 549-7077

11. UNC-TV/Western Maintenance Facility

Attn: Western Maintenance Facility
PO Box 666
Franklin, NC 28734
Telephone: (919) 549-7000

12. UNC-TV Employee Referral

Attn: Human Resources
10 TW Alexander Drive
RTP, NC 27709-4900
Telephone: (919) 549-7082

13. WUNC-TV – WUNC-DTV, Channel 4

Attn: Transmission Building
4401 Jones Ferry Road
Chapel Hill, NC 27516
Telephone: (919) 549-7204

14. WUND-TV – WUND-DTV, Channel 2

Attn: Transmission Building
521 Raccoon Road
Creswell, NC 27928
Telephone: (919) 549-7202

15. WUNE-TV – WUNE-DTV, Channel 17

Attn: Transmission Building
Post Office Box 458
Linville, NC 28646
Telephone: (919) 549-7217

16. WUNF-TV – WUNF-DTV, Channel 33

Attn: Transmission Building
1892 Pisgah Mtn. Road
Canton, NC 28646
Telephone: ((828) 646-3481

17. WUNG-TV – WUNG-DTV, Channel 58

Attn: Transmission Building
4575 Stough Road
Concord, NC 28027-8736
Telephone: (919) 549-7258

18. WUNJ-TV – WUNJ-DTV, Channel 39

Attn: Transmission Building
Post Office Box 210
Winnabow, NC 28749
Telephone: (919) 549-7239

19. WUNK-TV – WUNK-DTV, Channel 25

Attn: Transmission Building
8200 Hwy 258 North
Farmville, NC 27828
Telephone: (919) 549-7225

20. WUNL-TV – WUNL-DTV, Channel 26

Attn: Transmission Building
2463 Sauratown Mtn. Rd.
Westfield, NC 27053
Telephone: (919) 549-7226

21. WUNM-TV – WUNM-DTV, Channel 19

Attn: Transmission Building
Post Office Box 665
Trenton, NC 28585
Telephone: (919) 549-7219

22. WUNP-TV- WUNP-DTV, Channel 36

Attn: Transmission Building
16107 Highway 48
Littleton, NC 27850
Telephone: (919) 549-7236

23. WUNU-TV – WUNU-DTV, Channel 31

Attn: Transmission Building
446 UNC Drive
St Paul's, NC 28384
Telephone: (919) 549-7231

24. WUNW-TV – WUNW-DTV, Channel 27

Attn: Transmission Building
1892 Pisgah Mtn. Rd.
Canton, NC 28716

Telephone: (828) 648-3482

25. State of NC/Office of State Personnel

Attn: Career Counseling and Support
116 W Jones Street
Raleigh, NC 27603
Telephone: (919) 733-7108

26. Ashe Mountain Times

Attn: Classified Advertising
7 East Main Street – P. O. Box 327
West Jefferson, NC 28694
Telephone: (828) 264-1881

27. Durham Technical Community College

Attn: Career Center
East 5th Street
Durham, NC 27703
Telephone: 919) 328-6050

28. Carolina Times

Attn: Classified Advertising
PO Box 3825, 923 Old Fayetteville Street
Durham, NC 27701-3914
Telephone: (919) 682-2913

29. Charlotte Observer

Attn: Classified Advertising
PO Box 32188
Charlotte, NC 28232
Telephone: (800) 532-2459

30. Fayetteville Observer-Times

Attn: Classified Advertising
458 Whitfield Street, P.O. Box 849
Fayetteville, NC 28302
Telephone: (910) 323-4848

31. Greenville Reflector

Attn: Classified Advertising
PO Box 1967, 209 Contanch Street
Greenville, NC 27834
Telephone: (800) 849-6166

32. Greensboro News and Record

Attn: Classified Ads
Link to: [Triad Careers.com](http://TriadCareers.com)
200 E. Market Street
Greensboro, NC 27408
Telephone: (800) 553-6880

33. Jacksonville News

Attn: Classified Advertising
PO Box 196, Bell Fork Road
Jacksonville, NC 28541

Telephone: (888) 328-4802

34. Raleigh News & Observer

Attn: Classified Advertising
Link to: Careerbuilder.com
215 S McDowell Street PO Box 191
Raleigh, NC 27602
Telephone: (919) 829-4600

35. Wilmington Star-News

Attn: Classified Advertising
PO Box 840
Wilmington, NC 28402
Telephone: (910) 343-2020

36. State of North Carolina Employment Security Commission

Attn: Job Bank
1105 S. Briggs Avenue
Durham, NC 27703
Telephone: (919) 560-6880

37. North Carolina Association of Broadcasters

Attn: Job Bank associationinfo@bellsouth.net
Post Office Box 627
Raleigh, NC 27602
Telephone: (919) 821-7300

38. National Association of Broadcasters

Attn: Career Center jobs@nab
1771 N Street, NW
Washington, DC 20036
Telephone: (202) 429-5300

39. Society of Broadcast Engineers

Attn: SBE Jobline kjones@sbe.org
9247 North Meridian Street, Suite 305
Indianapolis, IN 46290
Telephone: (202) 879-9600

40. Internet - TV Jobs [TV Net, Inc.]

Attn: TV Net, Inc.
15821 Ventura Blvd., Suite 410, tvjobs@tvjobs.com
Encino, CA 91436
Telephone: (760) 754-8177

41. PBS Connect

Attn: All on-line PBS stations
PBS Express First Class Electronic Mail
Washington. DC 20001
Telephone: (703) 739-5183

- 42. Camp Lejeune Marine Corps**
Attn: Career Resources Program
14 Main Service Road
Camp Lejeune, NC 28547-1519
stewardrf@lejeune.usmc.mil
- 43. Cherry Point Marine Air Corps Air Station**
Attn: Ms. Pat Forman, Personnel Services Employment Assistance
PSC 8022
Cherry Point, NC 28533-002
foremanp@usmc-mccs.org
- 44. Fort Bragg**
Attn: Employment Assistance Program
Bldg. 2-2014 & 2-2105 Jackson/Woodruff Street
Fayetteville, NC 28303
Telephone: (910) 396-8682
- 45. Pope Air Force Base**
Attn: Family Support Center
902 Armistead Street
Pope AFB, NC 28308
Telephone: (910) 394-2538
- 46. Seymour Johnson AFB (4 MSSQ/DPF)**
Attn: Career Resources earl.underwood@seymourjohnson.af.mil
1255 Andrews Street, Suite 100
Seymour Johnson AFB, NC 27531-2404
Telephone: (919) 736-5400
- 47. Daily Advance**
Attn: <http://www.dailyadvance.com/classifieds/>
215 S. Water Street
Elizabeth City, NC 27909
Telephone: (252) 335-0841
- 48. Virginian-Pilot**
Attn: Classified Advertising
150 W. Brambleton Avenue
Norfolk, VA 23510
Telephone: (257) 335-0841
- 49. Current Newspaper**
Attn: Classified Advertising
Takoma Business Center
6930 Carroll Ave., Suite 350
Takoma Park, MD 20912
Telephone: (301) 270-7240, Ext. 36
- 50. The Chronicle of Philanthropy**
Attn: philanthropycareers – jobs@philanthropy.com
1255 23rd St., N.W. – Suite 700
Washington, DC 20037

Telephone: (202) 466-1200

51. The North Carolina Triangle Chapter of the Association of Fundraising Professionals

Attn: chapteradmin@afptriangle.org

Post Office Box 18343

Raleigh, NC 27619

Telephone: (919) 280-4018

52. Raleigh: craigslist.org

Attn.: Classifieds

53. Mountain Times

Attn: Classified Advertising: Ms. Brenda Minton

474 Industrial Park Drive

Boone, NC 28607

Telephone: (828) 264-3612

54. The Hickory Daily Record

Attn.: Classifieds

1100 Park Place

Hickory, NC 28603

Telephone: (828) 322-4510

www.hickoryrecord.com

55. Watauga Democrat

Attn.: Classified Advertising: Ms. Brenda Minton

474 Industrial Park Drive

Boone, NC 28607

Telephone: (828) 264-3612

56. Avery Journal-Times

Attn.: Classifieds

335 Linville Street

Newland, NC 28657

Telephone: (828) 733-2448

ATTACHMENT 3

MENU OPTION ACTIVITIES

UNC-TV has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
1	Actively Recruited Through Job Fairs	Attended job fairs, meeting with students and individuals discussing full-time employment and internships at: Shaw University Career Day, September 2011; NC Central University Career Fair, October 2011; UNC Chapel Hill Internship Career Fair, January 2012; and St. Mary's School Career Day, February 2012.
5	Continuation of Student Internship Program	On-going - Hosting a total of thirty-two (32) students as interns in the areas of Technical Operations, Communications, Information Technology, and Production for hands on exposure to television broadcasting and related careers
10	Outreach Directed at High School Students to Provide an Introduction to Educational Impact of Broadcasting and the World of Work	Forty-three (43) high schools students participated in the following hosted events of the Education and Outreach area of UNC-TV's Programming, Education and Outreach Division: <i>PBS KIDS GO! Writers Contest Award Ceremony, Countdown to Kindergarten, Neuse River Festival, SuperWhy Camp, La Fiesta del Pueblo</i> , and provided general assistance to the Education and Outreach staff.
14	EEO Training Opportunities for Supervisors and Management	On-going - State of North Carolina's Equal Employment Opportunity Institute - A three-day course attended by new supervisors and managers – Raleigh, NC. On-going - Annual attendance by UNC-TV Human Resources Manager at the 2012 EEOC Chapel Hill Technical Assistance Seminar (TAPS) on August 18, 2011.
16	Activity calculated to further the goal of disseminating information about current careers in TV broadcasting	Continued to host and train volunteers from the general public to assist with operating cameras, lighting, audio, and other active live/taped TV production tasks with a total of forty-three (43) participants.

* For "Activity Classification", use "1" through "16" in accordance with attached list.

Menu Option Classifications

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.