

# **EEO PUBLIC FILE REPORT**

**FOR**

**UNC-TV**

**This EEO Public File Report  
Covers the One-Year Period  
Ending on July 31, 2016**

## 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, 2015, and ending July 31, 2016 (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 Don Smith, UNC-TV Director of New Technologies, Compliance, and Planning, at (919) 549-7025 or [dsmith@unctv.org](mailto:dsmith@unctv.org).

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**ATTACHMENT 1**

**FULL-TIME VACANCY INFORMATION**

	<b>Position Number</b>	<b>Title</b>	<b>Total number Interviewees for Vacancy</b>	<b>Recruitment Source of Hire</b>	<b>Recruitment Sources Utilized (See attached list of sources)</b>
1	20003589	Senior Director of Strategic Alliances  Filled:10/21/2015	9	12, UNC-TV Employee Referral	Internal: 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 External: 27,28, 29, 30,47
2	20004278	Senior Director of Content  Filled: 10/1/2015	5	12, UNC-TV Employee Referral	Internal: 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 External: 27,28, 29, 30, 47
3	20006251	On-Air Fundraising Producer  Filled: 9/8/2015	1	10, UNC-TV website	Internal: 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 External: 27,28, 29, 30, 35, 36, 47
4	G0002279	Captioning & Media Management Administrator  Filled: 8/24/2015	4	10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 47
5	20006548	Assistant Director of Development, Corporate Underwriting  Filled: 10/1/2015	5	12, UNC-TV Employee Referral	Internal, 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 External: 27, 28, 29, 30, 31, 47
6	20008366	Director of Independent Productions  Filled:1/15/2015	4	12, UNC-TV Employee Referral	Internal, 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 External: 27, 28, 29, 30
7	20011946 20005577	Senior Account Executive (2 openings)  Filled: 11/23/2015 Filled: 2/1/2016	4	10, UNC-TV website  12, UNC-TV Employee Referral	Internal, 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 External: 27, 28, 29, 30, 47
8	20007550	Senior Account Executive (Charlotte)  Filled: 11/23/2015	4	12, UNC-TV Employee Referral	Internal, 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 External: 28, 29, 31, 37, 47
9	20008915	Senior Director of Technology  Filled: 4/1/2016	5	10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 47

10	G0000203	Director of Facilities Filled: 2/24/2016	11	unknown	Internal, 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 External: 27, 28, 29, 30, 47
11	G0002374	Tower & Maintenance Technician Filled: 11/16/2015	2	10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 47
12	G0002334	Microwave Technician Filled: 2/1/2016	3	unknown	Internal, 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 External: 27, 28, 29, 30, 47
13	G0002361	Studio & Field Engineering Technician Filled: 1/18/2016	5	unknown	Internal, 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 External: 27, 28, 29, 30, 38, 47
14	20010637 20012536	Transmissions Operation Center (TOC) Transmitter Operator (2 openings) Filled: 1/11/2016 Filled: 5/16/16	8	10, UNC-TV website 10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 47
15	G0018516	Audio Specialist Filled: 2/15/2016	6	12, UNC-TV Employee Referral	Internal, 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 External: 27, 28, 29, 30, 47
16	G0018533	Annual Giving Manager Filled: 1/11/2016	4	10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 47
17	20012032	Associate Producer, North Carolina Science Now Filled: 1/25/2016	3	10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 47
18	20012033	Producer, North Carolina Science Now and Biographical Conversations Filled: 2/1/2016	3	2, UNC-GA	Internal, 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 External: 27, 28, 29, 30, 47
19	G0002368	Broadcast Technician (WUNF/WUNW) Filled: 3/21/2016	2	10, UNC-TV website	Internal, 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 External: 28, 29, 39, 40, 41, 42, 47
20	20012227	Digital Engagement Editor Filled: 4/12/2016	3	unknown	Internal, 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 External: 27, 28, 29, 30, 47

21	G0018725	Executive Assistant Filled: 5/16/2016	9	10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 42, 47
22	G0002279	Captioning Coordinator Filled: 5/5/2016	3	10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 42, 47
23	20013165	Digital Fundraising Manager Filled: 7/12/2016	5	unknown	Internal, 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 External: 27, 28, 29, 30, 35, 36, 42, 43, 44, 45,46, 47
24	20013762	Grants Officer Filled: 7/26/2016	8	unknown	Internal, 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 External: 27, 28, 29, 30, 42, 47
25	G0018716	Annual Giving Coordinator Filled: 7/26/16	5	47, Chronicle of Higher Education	Internal, 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 External: 27, 28, 29, 30, 42, 47
26	G0018734	Member & Viewer Services Associate Filled:05/23/2016	6	10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 42, 47
27	G0002332	Accounting Technician Filled:5/23/2016	5	10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 42, 47
28	G0000217	Director of Marketing Communications & Engagement Filled: 7/12/16	6	10, UNC-TV website	Internal, 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 External: 27, 28, 29, 30, 42, 46, 47
29	G0000201	Executive Director and General Manager Filled: 7/1/16	4	51, NETA Consulting	Internal, 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 External: 27, 28, 29, 30, 42, 47,48,49,50,51,52
			142		

Total number of persons interviewed during this Reporting Period: **One Hundred and Forty-Two (142)**

**ATTACHMENT 2  
RECRUITMENT SOURCE INFORMATION**

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
1	0	No
2	51	No
3	0	No
4	0	No
5	0	No
6	0	No
7	0	No
8	0	No
9	0	No
10	37	No
11	0	No
12	37	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	0	No
26	0	No
27	4	No
28	2	No
29	0	No
30	0	No
31	0	No
32	0	No
33	0	No
34	0	No
35	0	No
36	0	No
37	0	No
38	0	No
39	0	No
40	0	No
41	0	No
42	4	No
43	0	No
44	0	No
45	0	No
46	0	No
47	1	No
48	2	No
49	0	No
50	0	No
51	0	No
52	4	No

## RECRUITMENT SOURCES

1 August 2015 – 31 July 2016

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](mailto: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](mailto: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  
14 Old Phillips Bridge Road  
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  
521 TV Tower Road  
Delco, NC 28436  
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 North Carolina Human Resources Department (formerly Office of State Personnel)**

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

**26. Durham Technical Community College**

**Attn:** Career Center  
East 5<sup>th</sup> Street  
Durham, NC 27703

Telephone: (919) 328-6050

**27. Raleigh News & Observer**

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

**28. PBS Connect (formally My PBS)**

**Attn:** <http://mypbs.org/DigitalWorkplace/?profileid=60129546596>  
Public Broadcasting Service  
2100 Crystal Drive  
Arlington, VA 22202  
Telephone: (703) 739-5000

**29. Current Newspaper**

**Attn:** Classified Advertising Online  
6930 Carroll Avenue, Suite 350  
Takoma Park, MD 20912  
Telephone: (301) 270-7240, Ext. 36

**30. The Carolinian Newspaper**

**Attn: Classifieds**  
[Kd.jervay@yahoo.com](mailto:Kd.jervay@yahoo.com)  
PO Box 25308  
Raleigh, NC 27601  
Telephone: (919) 834-5558

**31. The Charlotte Observer**

**Attn: Classifieds**  
[jmmoore@charlotteobserver.com](mailto:jmmoore@charlotteobserver.com)  
600 S. Tryon Street  
Charlotte, NC, 28202  
Telephone: (704) 358-5312

**32. Durham Technical Community College**

**Attn:** Classified Advertising Online  
[villanovab7070@connect.durhamtech.edu](mailto:villanovab7070@connect.durhamtech.edu)  
1637 East Lawson Street  
Durham, NC 27703  
Telephone: (919)-536-7200

**33. Wake Technical Community College**

**Attn: Career & Employment Resources Office**  
9101 Fayetteville Road  
Raleigh, NC 27603-5655  
Telephone: (919) 866-5695

**34. Pitt Community College**

**Attn:** [careerservices@email.pittcc.edu](mailto:careerservices@email.pittcc.edu)  
Craig F. Goess Student Center  
Suite 170  
P.O. Drawer 7007  
Greenville, NC 27835  
Telephone: (252) 493-7784

- 35. Association of Fundraising Professionals Triangle, NC Chapter**  
Attn: [chapteradmin@afptriangle.org](mailto:chapteradmin@afptriangle.org)  
PO Box 18343  
Raleigh NC, 27619  
Telephone: (919) 280-4018
- 36. The Chronicle of Philanthropy**  
Attn: [Philanthropycaeres-jobs@philanthropy.com](mailto:Philanthropycaeres-jobs@philanthropy.com)  
1255 Twenty-Third Street NW  
Seventh Floor  
Washington, DC 20037  
Telephone: (202) 466-1200
- 37. The Charlotte Post**  
Classified Department  
1531 Camden Road  
Charlotte, NC 28203  
Telephone: (704) 376-0496
- 38. Mitchell Technical Institute - Satcom**  
Attn: Elizabeth Kitchens  
1800 East Spruce Street  
Mitchell, South Dakota 57301  
Telephone: 605-995-7136  
liz.kitchens@mitchelltech.edu
- 39. The Asheville Citizen-Times**  
Attn: Classified Advertising  
14 O'Henry Ave.  
Asheville, NC 28801  
Telephone: (828) 232-5916
- 40. OnLine News Association**  
Attn: Classified Advertising, Jessica Strelitz  
Online News Association  
c/o NPR  
1111 North Capitol Street NE, Sixth Floor  
Washington, DC 20002  
Telephone: 571-212-1363 (cell)
- 41. Radio Television Digital News Association**  
Attn: Classified Advertising  
The National Press Building  
529 14th Street, NW, Suite 1240  
Washington, D.C. 20045  
Telephone: 202.495.8730
- 42. NC for Military Employment (NC4ME)/ NCWorks Online**  
NCWorks Career Center- Briggs Avenue  
1105 S. Briggs Avenue  
Durham, NC 27703  
Phone: (919)560-6880  
Fax: (919)560-3388  
Email: [ncworks.3000@nccommerce.com](mailto:ncworks.3000@nccommerce.com)

- 43. Action Without Borders/Idealist.org**  
302 Fifth Avenue, 11th Floor  
New York, NY 10001  
Phone: (646)-786-6886  
Fax: (212)-695-7243  
Email: <http://www.idealist.org/contact-us>
- 44. The DMA**  
1333 Broadway, Suite #301  
New York, N.Y. 10018  
Phone: (212) 768-7277  
Email: <http://thedma.org/contact/>
- 45. Non Profit Technology Network**  
621 SW Alder, Suite 310  
Portland, OR 97205  
Phone: (503) 272-8800  
Fax: (503) 451-3125  
Email: [jobboard@nten.org](mailto:jobboard@nten.org)
- 46. North Carolina Center for Nonprofits**  
1110 Navaho Drive, Suite 200  
Raleigh, NC 27609  
Phone: 919-790-1555
- 47. Chronicle of Higher Education**  
1255 Twenty-Third St, N.W.  
Washington, D.C. 20037  
Email: [jobs@chronicle.com](mailto:jobs@chronicle.com)
- 48. Local Jobs Network (Annual Membership, Indeed, Glassdoor and TVJobs.com)**
- 49. North Carolina Broadcasters Association**  
150 Fayetteville Street  
Raleigh, NC 27601  
Telephone (919)821-7300
- 50. National Association of Broadcasting**  
1771 N Street NW  
Washington, D.C. 20036  
Telephone (202) 429-5300
- 51. Corporation for Public Broadcasting (CPB) Jobline**  
401 9<sup>th</sup> Street NW.  
Washington, D.C. 20004  
Telephone (202) 879-9600
- 52. NETA Consulting**  
1334 Timberlane Road  
Suite#12  
Tallahassee, FL 32312  
Telephone (803) 978-1581

**ATTACHMENT 3**

**MENU OPTION ACTIVITIES**

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

<b>Activity Classification (attached)</b>	<b>Type of Activity</b>	<b>Brief Description</b>	<b>Participants</b>
1	Participation in Job Fairs	<p>Attended job fairs, meeting with students and individuals discussing full-time employment and internships at:</p> <ol style="list-style-type: none"> <li>1. Meredith College-September 16, 2015</li> <li>2. University of North Carolina-Charlotte-October 1, 2015</li> <li>3. University of North Carolina-Wilmington-February 16, 2016</li> <li>4. University of North Carolina-Pembroke-February 23, 2016</li> <li>5. Camp Lejeune – University of North Carolina System Career Awareness Event – May 16, 2016</li> </ol>	<ol style="list-style-type: none"> <li>1. Jenny Jensen, HR Specialist and Erica Starke-Knight, Producer NC NOW</li> <li>2. Jenny Jensen, HR Specialist and Rebekah Radisch, Assistant Director of Marketing Communications &amp; Engagement for Editorial Services</li> <li>3. Jenny Jensen, HR Specialist and Joy Potts, NC Kids Channel Director</li> <li>4. Jenny Jensen, HR Specialist and Mitch Lewis, Executive Producer for Community Engagement</li> <li>5. Anne Schwarz, Human Resources Manager</li> </ol>
5	Establishment of Internship Program	<p>Hosted a total of twenty (20) students as interns in the areas of Content and Strategic Services (3), Technical Operations (1), Marketing Communications &amp; Engagement (7), Digital Media (2), and Production (7) for hands on exposure to television broadcasting and related careers. The program is continuous and station wide. Student interns are hosted year round.</p>	

<p>6</p>	<p>Participation in job banks, internet programs, and other programs designed to promote outreach generally</p>	<p>UNC-TV's Community Engagement team conducted 90 workshops/screenings/station tours/community events, directly impacting 138,390 people, including teachers and child care providers.</p> <p><b>AUGUST 2015</b>  <b>8/7/2015</b>        Countdown to Kindergarten Event with Durham Public Schools  <b>8/12/2015</b>        Poplar Spring Summer Camp Storytime and Meet &amp; Greet  <b>8/13/2015</b>        Apple Tree Academies Read-a-roo meet-n-greet  <b>8/14/2015</b>        EDCI Summer Lunch Celebration  <b>8/15/2015</b>        Wilson Co. Back To School Fair  <b>8/22/2015</b>        Marbles Kids Museum Kick-off to Kindergarten  <b>8/31/2015</b>        Big Blue Live at North Carolina Aquarium on Roanoke Island in Manteo  <b>8/31/2015</b>        Big Blue Live Watch Party at NC Museum of Natural Sciences</p> <p><b>SEPTEMBER 2015</b>  <b>9/10/2015</b>        SciRen  <b>9/10/2015</b>        EDCI Partner Meeting  <b>9/10/2015</b>        Grace Martin Harwell Senior Center Station Tour and Activity  <b>9/11/2015</b>        Mountain State Fair Guest Star Day with Read-a-roo and Eagle  <b>9/12/2015</b>        Mountain State Fair Guest Star Day with Read-a-roo and Eagle  <b>9/12/2015</b>        PBS KIDS Book Distribution/Pick-Up  <b>9/17/2015</b>        Concert with PBS KIDS Host Mr. Steve  <b>9/17/2015</b>        NCaeyc Pre-Conference: A Blueprint of Learning for Diverse Learning Styles: Full STEAM Ahead  <b>9/18/2015</b>        PBS KIDS Book Distribution/Pick-Up  <b>9/18/2015</b>        This is the Music Session for You, Unless you Don't Like Fun with Mr. Steve  <b>9/18/2015</b>        NCaeyc Keynote with Mr. Steve  <b>9/19/2015</b>        NCaeyc Resource Table Talk  <b>9/22/2015</b>        UNC-TV Play &amp; Learn Eve</p> <p><b>OCTOBER 2015</b>  <b>10/17/2015</b>        UNC-TV's Guest Star Day at the NC State Fair  <b>10/20/2015</b>        Title I Presentation</p>
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		<p><b>10/22/2015</b> LIFT Project</p> <p><b>10/24/2015</b> Read-a-roo's Block Party Live starring Bob the Builder</p> <p><b>10/27/2015</b> Bridging the Gap</p> <p><b>10/27/2015</b> UNC-TV Play &amp; Learn Event</p> <p><b>NOVEMBER 2015</b></p> <p><b>11/2/2015</b> Family Childcare Association Training</p> <p><b>11/3/2015</b> Debt of Honor screening</p> <p><b>11/17/2015</b> LIFT Project</p> <p><b>11/17/2015</b> UNC-TV Play &amp; Learn Event</p> <p><b>DECEMBER 2015</b></p> <p><b>12/8/2015</b> Meet-n-Greet for Levine Children's Hospital</p> <p><b>12/8/2015</b> Meet-n-Greet for Brenner Children's Hospital</p> <p><b>12/17/2015</b> LIFT Family Night at St. Stephens Elementary School</p> <p><b>JANUARY 2016</b></p> <p><b>1/4/2016</b> A Treasure Chest for the Classroom with UNC-TV PBS Learning Media workshop</p> <p><b>1/28/2016</b> LIFT Family Night at St. Stephens Elementary School</p> <p><b>1/31/2016</b> PBS KIDS Writers Contest Celebration (Private Celebration)</p> <p><b>FEBRUARY 2016</b></p> <p><b>2/2/2016</b> Charlotte Home &amp; Garden 2016</p> <p><b>2/27/2016</b> Charlotte Home &amp; Garden 2016</p> <p><b>2/28/2016</b> Charlotte Home &amp; Garden 2016</p> <p><b>MARCH 2016</b></p> <p><b>3/1/2016</b> 2016 Festival</p> <p><b>3/2/2016</b> RSI Volunteer Day at UNC-TV</p> <p><b>3/3/2016</b> Station Tour w/Wee Play Preschool Play Group</p> <p><b>3/3/2016</b> Riverside</p> <p><b>3/4/2016</b> Celebrating Read</p> <p><b>3/4/2016</b></p>
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		<p>Charlotte Home &amp; Garden 2016  <b>3/5/2016</b>  Charlotte Home &amp; Garden 2016  <b>3/5/2016</b>  Exploration with Sid the Science Kid Workshop  <b>3/5/2016</b>  Exploration with Sid the Science Kid Workshop (for Session 3)  <b>3/5/2016</b>  Nature Cat Workshop  <b>3/5/2016</b>  Ready, Jet, Go Workshop  <b>3/6/2016</b>  Charlotte Home &amp; Garden 2016  <b>3/10/2016</b>  Riverside High School Volunteer Day at UNC-TV  <b>3/12/2016</b>  Math is Everywhere 3 Workshop-Harnett County Conference  <b>3/15/2016</b>  Station Tour w/ Great Endeavors Homeschoolers  <b>3/16/2016</b>  RSI Volunteer Day at UNC-TV  <b>3/17/2016</b>  Riverside High School Volunteer Day at UNC-TV  <b>3/17/2016</b>  Learning Is Fun Together (LIFT) Night  <b>3/24/2016</b>  Riverside High School Volunteer Day at UNC-TV  <b>3/24/2016</b>  Career Day</p> <p><b>APRIL 2016</b>  <b>4/1/2016</b>  Greensboro Home Show  <b>4/2/2016</b>  Greensboro Home Show  <b>4/3/2016</b>  Greensboro Home Show  <b>4/6/2016</b>  RSI Volunteer Day at UNC-TV  <b>4/8/2016</b>  Raleigh Home Show  <b>4/9/2016</b>  Month of the Military Child at Seymour Johnson AFB  <b>4/9/2016</b>  NC Azalea Festival  <b>4/9/2016</b>  Raleigh Home Show  <b>4/10/2016</b>  Raleigh Home Show  <b>4/13/2016</b>  Week of the Young Child  <b>4/14/2016</b>  Week of the Young Child-Paint The Town Blue  <b>4/15/2016</b>  Raleigh Home Show  <b>4/16/2016</b></p>
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		<p>Week of the Young Child STEM FOR Kids Event  <b>4/16/2016</b>  Kids on the Lawn  <b>4/19/2016</b>  RSI Volunteer Day at UNC-TV  <b>4/20/2016</b>  Riverside High School Volunteer Day at UNC-TV  <b>4/23/2016</b>  Sid the Science Kid at the Fayetteville Dogwood Festival  <b>4/26/2016</b>  Parkview Elementary End of year Celebration  <b>4/28/2016</b>  Wells Fargo  <b>4/28/2016</b>  Learning Is Fun Together (LIFT) Night  <b>4/30/2016</b>  Eagle Scouts</p> <p><b>MAY 2016</b>  <b>5/4/2016</b>  RSI Volunteer Day at UNC-TV  <b>5/4/2016</b>  Smart Start Conference Presentation  <b>5/5/2016</b>  Riverside Volunteer Day at UNC-TV  <b>5/20/2016</b>  Cyberchase Set it Up Celebration - Parkview Elementary School  <b>5/24/2016</b>  Cyberchase Set it Up Celebration - Eastway Elementary School</p> <p><b>JUNE 2016</b>  <b>6/16/2016</b>  Station Tour w/Wee Play Preschool Play Group  <b>6/18/2016</b>  Read-a-roo's Block Party Live at Independence Mall</p> <p><b>JULY 2016</b>  <b>7/10/2016</b>  UNC-TV Family Night at the Durham Bulls  <b>7/13/2016</b>  PBS KIDS Summer Cinema Series at RED-Celebration</p>
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10	Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting	<p>UNC-TV conducted outreach directed at High School students to provide an introduction to the educational impact on broadcasting and the work world. Eight hundred and twelve (812) high school students participated in the following hosted events of the Community Engagement and Development divisions:</p> <p><b>August 2015</b>  *2015 Countdown to Kindergarten  *2015 Summerfest</p> <p><b>September 2015</b>  *2015 Kinder/Marbles  *2015 Mountain State Fair  * Riverside HS OSC program volunteers</p> <p><b>October 2015</b>  *2015 NC State Fair  *2015 Scouts  *Riverside HS OSC program volunteers</p> <p><b>November 2015</b>  *2015 Scouts  * Riverside HS OSC program volunteers</p> <p><b>December 2015</b>  *2015 Winterfest  * Riverside HS OSC program volunteers</p> <p><b>January 2016</b>  *Riverside HS OSC program volunteers</p> <p><b>February 2016</b>  *2016 Festival  * Riverside HS OSC program volunteers</p> <p><b>March 2016</b>  *2016 Home show-Greens  * Riverside HS OSC program volunteers</p> <p><b>April 2016</b>  *2016 Military Child  *2016 Raleigh Home Show  *2016 Wells Fargo Vol  * Riverside HS OSC program volunteers</p> <p><b>May 2016</b>  *2016 Wells Fargo- May  * Riverside HS OSC program volunteers</p> <p><b>June 2016</b>  * Riverside HS OSC program volunteers  *2016 Read-a-roo's Block party  *2016 Race to the Finish</p>	
14	Provision of EEO Training for Supervisors and Management	<p>Annual attendance by UNC-TV Human Resources Manager at EEO Seminar</p> <p>On-going online training through the UNC-General Administration and Office of State Human Resources (OSHR) website for all new hires.</p>	
16	Participation in programs designed to promote outreach generally	Hosted and trained volunteers from the general public to assist with operating cameras, lighting, audio, and other active live/taped TV production tasks. There were a total of forty-four (44) participants from August 1, 2015 to July 31, 2016.	

### 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.