

EEO PUBLIC FILE REPORT

FOR

UNC-TV

**This EEO Public File Report
Covers the One-Year Period
Ending on July 31, 2015**

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, 2014, and ending July 31, 2015 (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 Chief Technology Officer, at (919) 549-7025 or dsmith@unctv.org.

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ATTACHMENT 1

FULL-TIME VACANCY INFORMATION

| Position Number | Title | Total number Interviewees for Vacancy | Recruitment Source of Hire | Recruitment Sources Utilized (See attached list of sources) |
|------------------------|---|--|--|--|
| 0000213 | Director of Digital Media Filled: February 16, 2015 | 14 | Internal 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 |
| G0002358 | Broadcast & Emerging Media Specialist – Journey (Media Operator) Filled: June 15, 2015 | 4 | Internal 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 |

Total number of persons interviewed during this Reporting Period: **Eighteen (18)**

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 | 2 | No |
| 3 | 0 | No |
| 4 | 0 | No |
| 5 | 0 | No |
| 6 | 0 | No |
| 7 | 0 | No |
| 8 | 0 | No |
| 9 | 0 | No |
| 10 | 9 | No |
| 11 | 0 | No |
| 12 | 7 | 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 | 0 | No |
| 28 | 0 | No |
| 29 | 0 | No |
| 30 | 0 | No |

* Note: The preceding table reflects information for the eighteen (18) interviewees who provided referral source information.

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

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 5th 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. 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
PO Box 25308
Raleigh, NC 27601
Telephone: (919) 834-5558

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 | 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"> 1. Winston-Salem State University November 2014 2. Eastern North Carolina Career Alliance (ENCCA) Career Fair at NC State University February 2015 3. Elon University Career Fair March 2015 4. Campbell University Career Fair March 2015. <p>Participants:</p> <ol style="list-style-type: none"> 1. Jenny Jensen, HR Specialist and Gloria Howell, Volunteer Services Director. 2. Jenny Jensen, HR Specialist and Adam Woodlief, Director of Emergency Services. 3. Jenny Jensen, HR Specialist and Jay Cartwright, Production Resource Coordinator. 4. Jenny Jensen, HR Specialist and Steve Volstad, Director of Communications. |
| 5 | Establishment of an Student Internship Program | <p>Hosting a total of nineteen (19) students as interns in the areas of Technical Operations (4), Communications (1), Digital Media (3), and Production (11) 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>August 2014 *Wilson County Latino Family Festival in Wilson, NC</p> <p>October 2014 *Guest Star Day at the NC State Fair</p> <p>November 2014 *WRAL Raleigh Christmas Parade</p> <p>February 2015 *PBS KIDS Writers Contest Celebration at Marbles Kids Museum, Raleigh</p> <p>March 2015 *Read Across Durham Event at Northgate Mall in Durham, NC in partnership with Durham Public Library 180 Days *Hartsville Screening at Parkview Elementary School in High Point, NC *Hartsville Screening at Macedonia New Life Church in Raleigh, NC</p> <p>April 2015 *Month of the Military Child event at Seymour Johnson Air Force Base, Goldsboro, NC *Day of the Young Child with NC *Cooperative Extension of Wayne County, NC *NC Azalea Festival *Greensboro Science Center’s Party for the Planet *Dogwood Festival *Mt. Olive Pickle Festival *Kids on the Lawn Event in Wilson, NC Explore the Outdoors Cardboard *Challenge Family Event in Jefferson, NC / in partnership with Ashe County Partnership for Children</p> <p>May 2015 *UNC-TV PBS Night with the Durham Bulls</p> <p>June 2015 *Cherry Point Military Event Asthma Camp *Summer Learning Day at Durham Public Library in Durham, NC</p> |
|----------|---|--|

| | | |
|----|--|--|
| 10 | Outreach directed at High School students to provide an Introduction to educational Impact of broadcasting and the world of work | <p>Sixty-seven (67) high schools students participated in the following hosted events of the Education and Outreach area of UNC-TV's Programming, Education and Outreach Division:</p> <p>August 2014</p> <ul style="list-style-type: none"> *Countdown to Kindergarten at Durham Life and Science Museum *Marbles Kids Museum Kickoff to Kindergarten *Wilson County Back to School Event *UNC-TV gold tour and Literacy Parties with Read-a-roo with Upper Room Christian Academy <p>October 2014</p> <ul style="list-style-type: none"> *UNC-TV Play and Learn Family Transmedia Night Event at Parkview Elementary School in High Point, NC <p>October 2014 - May 2015</p> <ul style="list-style-type: none"> *Riverside High School Occupational Course Of Study Students Weekly Volunteer Sessions <p>May 2015</p> <ul style="list-style-type: none"> *UNC-TV Play and Learn Family Transmedia Night End of the Year Celebration at Parkview Elementary School in High Point, NC <p>Additionally, students provided general assistance to the Education and Outreach staff.</p> |
| 14 | Provision of EEO Training for Supervisors and Management | <p>2014-Attendance by UNC-TV Human Resources Manager (October 8-10, 2014) and Human Resources Specialist (September 10-12, 2014) at the Opening Doors Workshop-A three day course that included dynamics of intercultural relations, oppression and their application to the creation of a multicultural organization.</p> <p>Annual attendance by UNC-TV Human Resources Manager at an EEO Seminar - March 20, 2014</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 | <p>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, 2014 to July 31, 2015.</p> |

*** 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.