

EEO PUBLIC FILE REPORT

FOR

PBS North Carolina

**This EEO Public File Report
Covers the One-Year Period
Ending on July 31, 2021**

EEO Annual Public File Report

PBS NC

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 PBS NC, 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 each station's online public inspection file and posted on PBS NC's website.

The information contained in this Report covers the time period beginning August 1, 2020 and ending July 31, 2021 (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, PBS NC Director of New Technologies, Compliance, and Planning, at (919) 549-7025 or dsmith@pbsnc.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)
1	20036477	Programming Operations Coordinator Opened: 06/04/2020 Filled: 08/17/2020	8	LinkedIn	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50, 59
2	20012227	Social Media Manager Opened: 03/20/2020 Filled: 09/08/2020	7	LinkedIn	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50, 53, 59, 62, 63
3	G0002313	Broadcast Transmitter Technician Opened: 06/29/2020 Filled: 09/14/2020	5	PBS NC Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50
4	G0002342	Western Broadcast Transmitter Technician Opened: 06/29/2020 Filled: 09/14/2020	5	UNC System Office Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 34, 43, 49, 50
5	20036519	Traffic & Continuity Coordinator Opened: 06/04/2020 Filled: 09/28/2020	4	UNC System Office Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50, 59
6	20004278	Chief Content Officer Opened: 03/16/2020 Filled: 10/05/2020	8	m/Oppenheim search firm	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 31, 43, 49, 50, 53, 59, 62, 63, 71
7	20037181	Program Coordinator, Engagement Initiatives Opened: 09/21/2020 Filled: 11/30/2020	4	Other	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50
8	20037180	Program Marketing Manager Opened: 09/24/2020 Filled: 11/30/2020	4	Other	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50
9	G0002374	Tower & Maintenance Technician Opened: 10/09/2020 Filled: 01/04/2021	3	PBS NC Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49
10	20013165	Director of Integrated Fundraising Opened: 09/29/2020 Filled: 01/25/2021	6	LinkedIn	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50, 60, 72, 73

11	20037469	Administrative & Board Operations Assistant Opened: 11/24/2020 Filled: 03/29/2021	6	UNC System Office Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50
12	20037269	Director of Digital Marketing Opened: 10/01/2020 Filled: 04/07/2021	7	Other	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50, 72
13	20037474	Chief Education & Innovation Officer Opened: 11/18/2020 Filled: 06/01/2021	5	LinkedIn	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50
14	G0000210	Director of Finance & Administration Opened: 12/22/2020 Filled: 06/02/21	10	Jobplex	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50, 72

Total number of persons interviewed during this Reporting Period: 82

ATTACHMENT 2

RECRUITMENT SOURCE INFORMATION

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
1	20	No
2	0	No
3	0	No
4	0	No
5	0	No
6	0	No
7	12	No
8	0	No
9	0	No
10	0	No
11	0	No
12	0	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
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	0	No
43	0	No
44	0	No
45	0	No
46	0	No
47	0	No
48	0	No
49	17	No
50	0	No

51	0	No
52	0	No
53	0	No
54	0	No
55	0	No
56	0	No
57	0	No
58	0	No
59	0	No
60	0	No
61	0	No
62	0	No
63	0	No
64	0	No
65	0	No
66	0	No
67	0	No
68	0	No
69	0	No
70	0	No
71	8	No
72	13	No
73	0	No

* Twelve (12) interviewees came from unknown sources.

RECRUITMENT SOURCES

1 August 2020 – 31 July 2021

1. **UNC System Office**
Attn: Human Resources / EEO Officer
<https://uncgacareers.northcarolina.edu/>
PO Box 2688
Chapel Hill, NC 27515
Telephone: (919) 962-1000
2. **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
3. **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
4. **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
5. **NC Center for International Understanding (Go Global, NC)**
Attn: <http://goglobalnc.org/>
Go Global NC, Box 13628
68 T.W. Alexander Dr., Research Triangle Park, NC 27709
Telephone: (919) 420-1360
Fax: (919) 420-1371
6. **UNC Press**
Attn: <http://www.uncpress.unc.edu>
The University of North Carolina Press
116 South Boundary Street
Chapel Hill, NC 27514-3808
Telephone: (919) 966-3561
Fax: (919) 966-3829
7. **PBS North Carolina**
Attn: Human Resources
PO Box 14900 (10 UNC-TV Drive)
RTP, NC 27709-4900
Telephone: (919) 549-7082
8. **UNC-TV/Western Maintenance Facility**
Attn: Western Maintenance Facility

14 Old Phillips Bridge Road
Franklin, NC 28734
Telephone: (919) 549-7000

9. UNC-TV Employee Referral

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

10. WUNC-TV – WUNC-DTV, Channel 4

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

11. WUND-TV – WUND-DTV, Channel 2

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

12. WUNE-TV – WUNE-DTV, Channel 17

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

13. WUNF-TV – WUNF-DTV, Channel 33

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

14. WUNG-TV – WUNG-DTV, Channel 58

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

15. WUNJ-TV – WUNJ-DTV, Channel 39

Attn: Transmission Building
521 TV Tower Road
Delco, NC 28436
Telephone: (919) 549-7239

16. WUNK-TV – WUNK-DTV, Channel 25

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

17. WUNL-TV – WUNL-DTV, Channel 26

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

18. WUNM-TV – WUNM-DTV, Channel 19

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

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

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

20. WUNU-TV – WUNU-DTV, Channel 31

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

21. WUNW-TV – WUNW-DTV, Channel 27

Attn: Transmission Building
1892 Pisgah Mtn. Rd.
Canton, NC 28716
Telephone: (828) 648-3482

22. State of North Carolina Human Resources Department (Office of State Human Resources)

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

23. Durham Technical Community College

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

24. Raleigh News & Observer

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

25. Current

Attn: Classified Advertising Online
6930 Carroll Avenue, Suite 625
Takoma Park, MD 20912
Telephone: (301) 270-7240, Ext. 36

26. The Carolinian Newspaper

Attn: Classifieds
adria@caro.news
PO Box 25308
Raleigh, NC 27601
Telephone: (919) 834-5558

27. The Charlotte Observer

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

28. Wake Technical Community College

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

29. Pitt Community College

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

30. Association of Fundraising Professionals Triangle, NC Chapter

Attn: chapteradmin@afptriangle.org
PO Box 18343
Raleigh NC, 27619
Telephone: (919) 280-4018

31. The Chronicle of Philanthropy

Attn: Philanthropycareeres-jobs@philanthropy.com
1255 Twenty-Third Street NW
Seventh Floor
Washington, DC 20037
Telephone: (202) 466-1200

32. The Charlotte Post

Attn: Classified Department
1531 Camden Road
Charlotte, NC 28203
Telephone: (704) 376-0496

33. Mitchell Technical Institute - Satcom

Attn: Elizabeth Kitchens
1800 East Spruce Street
Mitchell, South Dakota 57301
Telephone: (605) 995-7136
liz.kitchens@mitchelltech.edu

34. The Asheville Citizen-Times

Attn: Classified Advertising
14 O'Henry Ave.
Asheville, NC 28801
Telephone: (828) 232-5916

35. 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)

36. Radio Television Digital News Association

Attn: Classified Advertising
The National Press Building
529 14th Street, NW, Suite 1240
Washington, D.C. 20045
Telephone: (202) 221-4282

37. NC for Military Employment (NC4ME)/ NCWorks Online

Attn: 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

38. 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>

39. The Data & Marketing Association

1333 Broadway, Suite #301
New York, N.Y. 10018
Phone: (212) 768-7277
Email: <https://thedma.org/>

40. Nonprofit Technology Network

621 SW Alder, Suite 310
Portland, OR 97205
Phone: (503) 272-8800
Fax: (503) 451-3125
Email: jobboard@nten.org

41. North Carolina Center for Nonprofits

5800 Faringdon Place
Raleigh, NC 27609
Phone: (919) 790-1555
www.ncnonprofits.org

42. Chronicle of Higher Education

1255 Twenty-Third St, N.W.
Washington, D.C. 20037
Phone: (202) 466-1050
Email: jobs@chronicle.com

43. LocalJobNetwork

An annual membership that automatically posts our positions to 1500+ job boards and sites nationwide, depending on key words
1000 N Water St., Suite 1100
Milwaukee, WI 53202
www.localjobnetwork.com
Telephone: (800) 984-3775

44. North Carolina Broadcasters Association

150 Fayetteville Street
Raleigh, NC 27601
Telephone (919) 821-7300

45. National Association of Broadcasting

1771 N Street NW
Washington, D.C. 20036
Telephone (202) 429-5300

46. Corporation for Public Broadcasting (CPB) Jobline

401 9th Street NW.
Washington, D.C. 20004
Telephone (202) 879-9600

47. NETA Consulting

1334 Timberlane Road
Suite#12
Tallahassee, FL 32312
Telephone (803) 978-1581

48. SWE (Society of Women Engineers)

130 East Randolph Street, Suite 3500
Chicago, IL 60601
Telephone (877) 793-4636
<http://societyofwomenengineers.swe.org/>

49. LinkedIn

The world's largest professional network with more than 562 million users in more than 200 countries and territories worldwide.
www.linkedin.com
Telephone (844) 587-5735

50. CareerBuilder

200 N. LaSalle Street, Suite 1100
Chicago, IL 60601
Telephone: (770) 349-2400
www.careerbuilder.com

51. NTEN

The Nonprofit Technology Enterprise Network is an international nonprofit organization based in the United States.

621 SW Alder, Suite 310
Portland, OR 97205
Telephone (503) 272-8800
www.nten.org

52. YNPN

Attn: Young Nonprofit Professionals Network Triangle NC
YNPN Triangle NC
PO Box 732
Morrisville, NC 27560
www.ynpntrianglenc.org

53. Mediabistro

Media job finder, online training courses, and free career advice for a perfect resume & cover letter, interview tips, freelancing, and more.

825 Eighth Avenue, 29th Floor
New York, NY 10019
Telephone (800) 205-7792
www.mediabistro.com

54. TECH for GOOD

<http://www.techforgood.global/>

55. IEEE Women in Engineering (WIE)

IEEE Women in Engineering (WIE) is one of the largest international professional organizations dedicated to promoting women engineers and scientists and inspiring girls around the world to follow their academic interests to a career in engineering.

445 Hoes Lane
Piscataway, NJ 08854
Telephone (732) 981 0060
<http://wie.ieee.org/>

56. NC Tech Association

4020 Westchase Blvd. Suite 350
Raleigh, NC 27607
Telephone (919) 856-0393
www.nctech.org

57. TV Technology

Attn: TV Technology c/o Future US, Inc.
5285 Shawnee Road, Suite 525
Alexandria, VA 22312-2334
Telephone: (703) 852-4600
www.tvtechnology.com

58. TVNewsCheck

24 West Lancaster Ave., Suite 205
Ardmore, PA 19003
Telephone (484) 412-8287
www.tvnewscheck.com

59. ProductionHUB

1806 Hammerlin Ave
Winter Park, FL 32789
Telephone (877) 629-4122
www.productionhub.com

60. UNC Talent Connect

Online recruitment system
Attn: Rachael Dietrich Walker
Director of Prospect Development and Analytics
University of North Carolina General Administration
910 Raleigh Road, PO Box 2688
Chapel Hill, NC 27514
Telephone (919) 843-0430
rdwalker@northcarolina.edu

61. AMA Triangle

Attn: AMA Triangle
C/O First Point Resources
1500 Sunday Drive Suite 102
Raleigh, NC 27607
Telephone (919) 426-2988
<http://www.amatriangle.org/>

62. JournalismJobs

JournalismJobs.com is the largest and most-visited resource for journalism jobs and receives between 2.5 to 3 million page views a month.
Telephone (510) 508-7386
info@journalismjobs.com
<https://www.journalismjobs.com/>

63. Cynopsis

Attn: Trish Pihonak
Director of Operations & Job Ad Sales
Cynopsis Sales
40 Wall Street, Floor 50
New York, NY 10005
Telephone (203) 218-6480
<https://www.cynopsis.com/>

64. Livingston Associates

Attn: Tom Livingston
3000 Chestnut Avenue
Suite 208
Baltimore, MD 21211
Telephone (410) 243-1974
<https://livingstonassociates.net/>

65. Triangle Business Journal

3515 Glenwood Avenue
Suite 220
Raleigh, NC 27612
Telephone (919) 878-0010
<https://www.bizjournals.com/triangle/>

66. Association for Women in Communications

1717 E Republic Road
Suite A
Springfield, MO 65804
Telephone (417) 886-8606
<https://www.womcom.org/>

67. Broadcasting & Cable

Broadcasting & Cable is a weekly telecommunications industry trade magazine published by Future US.
Future US, Inc.
11 West 42nd Street, 15th Floor
New York, NY 10036
Phone: (212) 378-0448
<https://www.nexttv.com/broadcasting-cable>

68. National Association of Black Journalists

1100 Knight Hall, Suite 3101
College Park, MD 20742
Telephone (301) 405-0248
<https://www.nabj.org/>

69. National Association of Hispanic Journalists

1050 Connecticut Avenue, NW 5th Floor
Washington, DC 20036
Email: contact@nahj.org
<https://nahj.org/>

70. Native American Journalists Association

NAJA - OU Gaylord College
395 W Lindsey Street
Norman, OK 73019
Telephone (405) 325-2721
<https://najanewsroom.com/>

71. m/Oppenheim Executive Search

1009 General Kennedy Avenue
San Francisco, CA 94129
Telephone (415) 762-2650
<https://www.moppenheim.com/>

72. Jobplex

Jobplex Inc.
A DHR International company
5605 Carnegie Blvd. Ste 375
Charlotte, NC 28209
Telephone (704) 323-7579
<http://www.jobplex.com/>

73. Greater Public

PO Box 303279
Austin, TX 78703-0055
Telephone (800) 454-2314
<https://greaterpublic.org/>

**ATTACHMENT 3
MENU OPTION ACTIVITIES**

PBS NC has engaged in the following outreach activities during the period covered by this Report:*

Activity Classification (attached)	Type of Activity	Brief Description
1	Participation in Job Fairs	<p>PBS NC attended one virtual job fair, meeting with individuals including students, veterans, minorities and individuals with disabilities discussing full-time employment:</p> <p>March 31, 2021 – Current’s Public Media Career Fair (Participants – Recruiting Specialist and HR Director)</p>
6	Participation in job banks, internet programs, and other programs designed to promote outreach generally	<p>PBS North Carolina’s Children’s Media and Education Services Team conducted 60 Virtual Community Events/Special Initiatives and Programs/Workshops and Trainings/Conference and Meeting Presentations in FY21, impacting over 100,000, including children and their parents, educators, administrators, and child-care providers.</p> <p>August 2020 8/3-8/31/20 – PBS NC’s At Home Learning Initiative 8/25/20 –Virtual Workshop: Creating a Community of Care & Support for Students & Teachers Workshop</p> <p>September 2020 9/1-9/30/20 – PBS NC’s At Home Learning Initiative 9/17/20 – Rootle’s Block Party LIVE ! At Home Virtual Preview Screening 9/19/20 – Rootle’s Block Party LIVE! At Home Premiere 9/29/20 –Virtual Workshop : Gen Z Dealing with Change</p> <p>October 2020 10/1-10/30/20 – PBS NC’s At Home Learning Initiative 10/21/20 – Ready to Learn Virtual Family Community Learning Series : Molly of Denali Part 1, Wayne Cty 10/22/20 – Ready to Learn Virtual Family Community Learning Series : Molly of Denali Part 2, Wayne Cty 10/29/20 - Ready to Learn Virtual Camp Series : Odd Squad Be the Agent Part 1, Wayne Cty 10/30/20 - Ready to Learn Virtual Camp Series : Odd Squad Be the Agent Part 2, Wayne Cty</p> <p>November 2020 11/2-11/30/20 – PBS NC’s At Home Learning Initiative</p> <p>December 2020 12/1-12/31/20 – PBS NC’s At Home Learning Initiative 12/1/20 – Parent Engagement in Schools Virtual Learning Session & Resource Distribution, Catawba Cty 12/3/20 – Ready to Learn Virtual Family Community Learning Series: Ready Jet Go! Part 1, Wayne Cty 12/4/20 - Ready to Learn Virtual Family Community Learning Series: Ready Jet Go! Part 2, Wayne Cty</p>

		<p>12/9/20 – Ready to Learn Virtual Family Community Learning Series: Play & Learn Science Part 1</p> <p>12/10/20 - Ready to Learn Virtual Family Community Learning Series: Play & Learn Science Part 2</p> <p>January 2021</p> <p>1/1-1/29/21 – PBS NC’s At Home Learning Initiative</p> <p>1/1/21 – Parent Engagement in Schools Virtual Learning Session & Resource Distribution, Catawba Cty</p> <p>1/27/21 – PBS NC Children’s Media and Education At Home Learning Update Webinar</p> <p>February 2021</p> <p>2/1/21 – Parent Engagement in Schools Virtual Learning Session & Resource Distribution, Catawba Cty</p> <p>2/2/21 - PBS NC’s At-Home Learning Initiative: Classroom Connection Launch</p> <p>2/3/21 – PBS NC Children’s Media and Education Virtual Presentation to NC Principal Fellows</p> <p>2/9/21 – Smart Start: Parenting Education and System Navigation Working Group Meeting 1</p> <p>2/10/21 – Forsyth County FFN Steering Committee Meeting</p> <p>2/15/21 – Rootle Ambassador Partner Meeting</p> <p>March 2021</p> <p>3/1-3/31/21 – PBS NC’s At Home Learning Initiative featuring Classroom Connection</p> <p>3/1/21 - Parent Engagement in Schools Virtual Learning Session & Resource Distribution, Catawba Cty</p> <p>3/9/21 – CMES New Trainer/Train the Trainer Workshop</p> <p>3/11/21 – PBS NC Children’s Media and Education Virtual Presentation to United Nations Association</p> <p>3/12/21 – PBS NC Children’s Media and Education Virtual Presentation, PBS KIDS Lunch and Learn Series</p> <p>3/25/21-Rootle’s Block Party LIVE ! At Home Virtual Preview Screening</p> <p>3/27/21 – Rootle’s Block Party LIVE ! At Home</p> <p>April 2021</p> <p>4/1-4/30/21 – PBS NC’s At Home Learning Initiative featuring Classroom Connection</p> <p>4/1/21 - Parent Engagement in Schools Virtual Learning Session & Resource Distribution, Catawba Cty</p> <p>4/5-4/30/20 – PBS NC’s At Home Learning Initiative featuring Classroom Connection</p> <p>4/13/21 - Smart Start: Parenting Education and System Navigation Working Group Meeting 2</p> <p>4/14/21 - Forsyth County FFN Steering Committee Meeting</p> <p>4/17/21 – PBS NC Children’s Media & Education Virtual Presentation, Early Childhood Conf, Lenoir Cty</p> <p>4/26/21 – Rootle Ambassador Partners Meeting</p> <p>4/29/21 – PBS KIDS Parent Engagement in Schools Innovation Conference Presentation</p>
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10	Participation in events or programs sponsored by educational institutions relating to careers in broadcasting	<p>One hundred and seventeen (117) high school students, college students, and community volunteers participated in the following hosted events by PBS NC:</p> <p>September 2020 September 19: Rootle Block Party LIVE! At Home, Roanoke Rapids (39)</p> <p>March 2021 March 27: Rootle Block Party LIVE! At Home, Randolph County (42)</p>

		<p>July 2021 July 24: Rootle Block Party LIVE! At Home, Transylvania County (36)</p>
14	Provision of EEO Training for Supervisors and Management	<p>PBS NC Supervisors participated in virtual training led by the Human Resources department that included review of EEO policies and harassment reporting procedures (June 10, 2021, Participants: PBS NC Supervisors)</p> <p>Year-round: Online EEO Diversity Fundamentals training (Unlawful Harassment and Discrimination for Supervisors and Non-Supervisors) using UNC System Office-developed training software for all new hires and managers (Participants: All PBS NC permanent and temporary employees, including CEO, Senior Directors, Directors, Managers, and Team leads)</p> <p>Year-round: Online training led by the Human Resources department for hiring managers and search committees at the beginning of every recruitment on EEO and OFCCP rules and guidelines for recruitment and selection (Participants: All PBS NC permanent and temporary employees who serve on search committees from the CEO, Senior Directors, directors and managers to professional level staff, i.e. producers, engineers, and office managers)</p>

* Note: PBS NC was forced to curtail various portions of its regular outreach and recruitment activities – especially those conducted “in-person” – due to the COVID-19 pandemic. For example, PBS NC was unable to conduct its usual in-person job fairs, its internship program, and inclusion of community volunteers in on-air fundraising. PBS NC hopes to resume these activities when health and safety permit.

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.