

EEO PUBLIC FILE REPORT  
FOR  
WHQR (FM)

# Equal Employment Opportunity Public File Report

July 31, 2023

WHQR (FM)

## *Recruitment Activity Summary*

*August 1, 2022 – July 31, 2023*

This EEO Public File Report is filed in the public inspection file for Station WHQR (FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

No vacancies were filled during the period covered in the report except for a news reporter from Report for America. The candidate is initially selected by Report for America that recruits nationally. They launch a two-month, comprehensive recruitment campaign targeting an assortment of constituencies including college journalism programs and career services office, college media outlets, state press and journalism professional organizations and collegiate journalism organizations. Report for American funds 50% of the annual salary for the first year, 33% of the annual salary for a second year, and 20% of the annual salary for a third year. They provided six candidates and all candidates were interviewed.

The contact information for Report for America is Maria Elena Fernandez 404 W. 5<sup>th</sup> Street 6<sup>th</sup> Floor, New York, NY 10018.

### 1. Outreach Initiatives

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080 (c)(2).

Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment. July 1, 2022 – June 30, 2023. WHQR-FM participates in a formal internship program with the University of North Carolina – Wilmington Graduate School with two positions of significant responsibility filled each year. Special effort is made to recruit women and minorities. One of the interns works with the Development Director. This intern does all the media promotion of the Station, is trained to be the webmaster, creates the marketing materials and press releases, and outreach. The other intern works under the Program Director and learns the operations of

running a radio. They learn to record and prepare programs for broadcasting, recording promotions, scheduling automation, and programs logs. The interns work to enhance their education in journalism and broadcasting.

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions. July 1, 2022 – June 30, 2023 Staff is encouraged to attend conferences, webinars, and continuing education that will enhance their jobs and train them so they can seek higher level positions.

August 3, 2022 AFP Workplace Diversity Training – Station Manager

Sept 8, 2022 CPB CSG Requirements & Resources – Station Manager

Sept 13, 2022 CPB Completing the CSG Agreement and Certification of Eligibility – Finance Director

Sept 16, 2022 NPR Membership Meeting – Station Manager

Sept 21, 2022 NPR Our State of the System – Station Manager

Sept 28, 2022 Greater Public Webinar on FCC Rules – Development Director

Oct 19, 2022 Gratavid Create and Send Personalized Video Messages to Your Donors – Development Director

Oct 26, 2022 NPR Public Radio Listening Insights: Fall 2022 – Station Manager

Dec 12, 2022 CDP Q3 2022 State of the System – Development Director

January 12, 2023 NPR Midterms Digital Audience Review Webinar – Station Manager

January 25, 2023 Shorenstein Center of Harvard University Can Public Radio Fill the News Gap Created by the Decline of Local Newspapers? – Station Manager and Development Director

January 31, 2023 Free Will Seminar: Tapping into Donor Psychology – Development Director

February 14, 2023 Free Will Seminar: What to Expect from Donor Advised Funds – Assoc Development Director

February 16, 2023 Greater Public Small Station Sustainers – Assoc Development Director

February 16, 2023 Greater Public Public Media Giving Days – Development Director

February 22, 2023 NPR Audience Development Summit 2023 & NPR Network Brand Rollout Seminar

March 2, 2023 Edison Research The Infinite Dial 2023 – Station Manager

March 14, 2023 Free Will Seminar: Gen X Donors: Effective Fundraising Strategies for the Latchkey Generation – Development Director and Assoc Development Director

March 15, 2023 Free Will Seminar: Unlock the Philanthropic Potential Of Your Donor File and Deepen Donor Relationships – Station Manager

March 16, 2023 NPR Music Rights Agreements Webinar – Station Manager

Mar 2- 2, 2023 NICAR Conference – News Director and News Reporter

Mar 16-19, 2023 Elon Journalism Conference – News Reporter and News Reporter

March 28, 2023 Free Will Seminar: The Future of AI In Philanthropy – Assoc Development Director

March 30, 2023 Chronicle of Philanthropy Fellowship Orientation – News Reporter

April 12, 2023 NPR Fundraising Update Webinar – Development Director

April 19, 2023 Free Will Seminar: How America’s “Giving Economy” is Changing and What it Means for Stations – Station Manager

May 3, 2023 Report for America How to Build a More Inclusive Newsroom – Station Manger

May 9, 2023 Free Will Seminar: Making the Most of the Great Wealth Transfer & What Steps to Take This Year – Assoc Development Director

May 23, 2023 Free Will Seminar: Writing for Planned & Major Gifts – Station Manager

May 23, 2023 Chronicle of Philanthropy 990/non-profit Investigation Training – News Director

May 24, 2023 NPR Public Radio Listening Insights – Station Manager

May 24, 2023 Public Media Collaboration – News Director and News Reporter

May 31, 2023 GRC Educations Manager’s Training with Don Phin – News Director

June 13, 2023 Shelby Silverman of Kauff McGuire & Margolis Manager Training for Unionization – News Director, Finance Director, Development Director, Operations Manager, Program Director

June 14, 28 July 12, 26, 2023 AFP Cape Fear Anti-Racism Lunch & Learn Series – Development Director

June 27, 2023 Interim Director LGPTQ Center Shelly O’Rourke Inclusivity Training – Staff

June 28, 2023 Greater Public Diverse Images - Development Director

June 28, 2023 NCDHHS LGBTQ Health Disparities – New Reporter

July 20, 2023 NPR Alexa Skills – Development Director

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. All full-time vacancies are run on WHQR-FM weekdays on a “run of schedule” at least three times a day from 6am to 7pm.

Establishment of a Summer Intern to assist with reporting. 8-week period starting in early June, 2022. Intern is trained by the News Director and the Reporters in the News Department. The Intern is trained to assist with reporting, audio production, web content and social media management. Interns also receive training in reporting practices and produce their own reporting.

Establishment of Community Fellowship (Other Programs Designed to Promote Outreach Generally). July 1, 2022 – June 30, 2023. This is a one year Journalism Fellowship for aspiring journalists who seek to develop their skills while working in a local newsroom. Fellows acquire a greater understanding of public radio and experience as a broadcast journalist. The Fellow will produce news reports and features using a lens of diversity, equity, and inclusion. Special effort is made to recruit women and minorities.