

2022 ANNUAL EEO PUBLIC FILE REPORT

**Western North Carolina Public Radio, Inc.**  
d/b/a Blue Ridge Public Radio (BPR)

Station(s) and Communities of License: WCQS (FM) Asheville, NC  
WFQS (FM) Franklin, NC  
WMQS (FM) Murphy, NC  
WYQS (FM) Mars Hill, NC

Reporting Period: August 1 2021 – July 31, 2022

No. of Full-time Employees: More than 10 \_\_\_\_\_  
Small Market Exemption: No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

Blue Ridge Public Radio engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

1. Two hiring managers and two supporting staff members attended the Public Media Virtual Career Fair, 03/29/2022. Fair hosted by Current/publicmediajobs.org.
1. BPR’s Director of Content participated in the WNC Media Roundtable event on 10/05/2021—a gathering of WNC media outlets facilitated by NC Local News Workshop.
2. BPR’s Regional Reporter participated in a “Whiteness at Work” webinar on 06/15/2022—a one-hour DEI training.
3. BPR’s Regional Reporter participated in a “Decolonizing Journalism: Media By, For, and About Indigenous Peoples” webinar on 10/22/2021.
4. One of BPR’s Announcer/Reporters participated in the North Carolina Institute of Medicine Task Force on the Future of

Local Public Health in North Carolina from 08/2021-06/2022—monthly 3-hour information/discussion sessions focusing on public health infrastructure and related topics, along with several shorter meetings addressing health communication guided by NCIOM—a non-political, independent source of analysis and advice on major issues facing North Carolina.

5. One of BPR’s Operations Coordinators attended the “PMDMC Virtual Events Showcase: Vermont’s Community Conversations” on 07/14/2021.
6. One of BPR’s Operations Coordinators attended a training, “Transforming Cultures of Nice” on 10/18/2021—Cultures of Nice are antithetical to meaningful change work, especially racial equity work. Training was led by three racial equity practitioners Desiree Adaway, Ericka Hines and Jessica Fish. M
7. One of BPR’s Operations Coordinators attended “Vision 2022: An Imperative for Public Media’s Future” on 11/10/2021—a call to conscious action and education to intensify the work of strategically addressing diversity, equity, and inclusion in public media.
8. BPR’s Development Associate attended a Salesforce training called Diversity, Equity, Inclusion for Non-Profit Fundraising Success on 09/09/2021.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them*

1. BPR began participation in the University of North Carolina, Asheville’s summer internship program. The station has one intern who began working 06/06/2022.
1. BPR’s Director of Content participated in PRPD Monthly Meetings 08/05/2021, 09/02/2021, 10/07/2021, 11/04/2021, 12/02/2021, and 04/07/2022. These were

*for higher level positions.*

gatherings of public media content and program directors from around the country to learn from each other.

2. BPR's Director of content participated in a Source Tracking training on 10/28/2021. This was an American Amplified training on source tracking tools and practices.
3. BPR's Director of Content participated in America Amplified's training on "Where Metrics Meet Mission" on 11/18/2021—a training on different ways to track audience and engagement metrics.
4. BPR's Director of Content participated in a training from America Amplified on "Introducing Spanish Language Content On Air" on 12/08/2021.
5. BPR's Director of Content participated in Nielson's training, "Programming 201: Tapscan for Programmers" on 01/27/2022.
6. BPR's Director of Content participated in America Amplified's training "Assessing Information Needs" on 02/17/2022—this training focused on community listening tools and practices.
7. BPR's Director of Content participated in Greater Public's training, "Audience Development Summit" on 04/26/2022 & 04/27/2022—this was a workshop on best practices on how to attract and serve new audiences.
8. BPR's Director of Technology & Facilities attended Atera's "Ticketing Webinar: Rule Your Helpdesk" on 04/05/2022.
9. BPR's Director of Technology & Facilities attended "Microsoft Security Virtual Training Day: Secure and Protect Your Organization Part 1" on 11/15/2022.

10. BPR's Director of Technology & Facilities attended "Patching Webinar: Best Practices, Automation and More" on 04/20/22.
11. BPR's Director of Technology & Facilities attended Marketron's training on "NXT Orders and Accounts" on 07/12/2022.
12. One of BPR's Operations Coordinators took a Marketron Traffic Training on 10/05-10/07/2021—A series of 3 hour-long webinars about the features and functionality of the Traffic module in Marketron.
13. One of BPR's Operations Coordinators took a Marketron Program Training on 10/11-10/12/2021—A series of 2 hour-long webinars on the features and functionality of the Program module in Marketron.
14. One of BPR's Operations Coordinators took a Marketron Continuity Training on 10/20/2022—An hour-long webinar about the features and functionality of the Copy module in Marketron.
15. One of BPR's Operations Coordinators took the "Hindenburg Training" from 09/20-10/01/2021—A self-directed onboarding training on how to use Hindenburg as a DAW.
16. One of BPR's Operations Coordinators took an "Amperwave Training" on 04/06/2022—an in-depth training with Amperwave support and Tech/Ops team on how to use Amperwave to create and schedule preroll ad campaigns.
17. One of BPR's Operations Coordinators attended Marketron's "Traffic Tips and

Tricks Spring Webinar” on 05/17/2022—an hour-long webinar explaining the new functionality of Marketron Traffic after a major update/patch.

18. Two of BPR’s Operations Coordinators is taking an ongoing Microsoft Pubguru course that began on 07/01/2022—an online course intended to help the Operations team become fully trained on the intricacies of Google Ad Manager so that we can better use it for Ad Management. There are 31 lessons and a certification exam.
19. BPR’s Broadcast Systems Manager participated in “Transmission Talk Tuesday- You can do that with this? Gizmos and Gadgets on 10/12/2022—a presentation and knowledge share of useful tools that different station engineers use daily.
20. BPR’s Director of Technology & Facilities and Broadcast Systems Manager participated in “Transmission Talk Tuesday- 50<sup>th</sup> Episode. Who Knew? On 10/19/2022—A review of tools, tricks and tips that engineers have made use of throughout the pandemic.
21. BPR’s Regional Reporter participated in “PMJA Editor Training” on 03/12/2022—a two-day editor training.
22. One of BPR’s Operations Coordinators participated in a live host shadowing/training with Marc Haze on 02/24/2022.
23. One of BPR’s Operations Coordinators participated in an Amperwave training on how to create and schedule preroll ad campaigns on 04/06/2022.
24. BPR’s Membership Manager attended a

*Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.*

- Greater Public on-air fundraising workshop from 08/09/2021-09/17/2021.
25. BPR's Assistant Director of Development, Membership Manager and Development Associate participated in Greater Public: Fall 2021 On-Air Fundraising Kick-Off on 09/01/2021.
  26. BPR's Assistant Director of Development participated in Greater Public's training, "Realizing the Magic of Your Mid-Level Donors" on 10/14/2022.
  27. BPR's Membership Manager completed Greater Public's training, "Secrets to the Best On-Air Fundraising Spots" on 01/12/2022.
  1. BPR's Director of Content participated in a DEI training called "Transforming Cultures of Nice" led by three racial equity practitioners Desiree Adaway, Ericka Hines, and Jessica Fish on 10/18/2021.
  9. BPR's Director of Content participated in Current's "On the Money: Pay Equity in Pubmedia" webinar on 09/08/2022. This was a follow up to Current's salary survey. Digital Editor Mike Janssen took a dive into the data and a frank conversation about compensation with early career audio producer Micaela Rodriguez and one of public media's leading executive recruiters, Adam Livingston.
  10. BPR's Director of Content participated in America Amplified's training, "How We Reached Latino/a/e/x Communities in the Midwest" on 02/02/2022.
  11. BPR's Director of Content attended Public Media For All's organizational and cohort meetings on 01/14/2022, 02/10/2022, 02/11/2022, 03/09/2022, 03/11/2022,



05/04/2022, 06/08/2022, 06/10/2022.  
These were monthly meetings with public media leaders on DEI best practices.

12. BPR's Assistant Director of Development and Membership Manager completed a Greater Public training, "Advancing Equity in Public Media" on 04/21/2022.

13. BPR's Assistant Director of Development and Membership Manager completed a Greater Public training, "Strengthening Internal DEI Communications: Expert Advice from NPR's Whitney Maddox" on 05/12/2022.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
02/21/2022	Business Sponsorship Account Executive	On-Air Announcements
02/28/2022	Administrative Assistant	Indeed

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period <b>Business Sponsorship Account Executive</b>	Number of Persons Interviewed that the Source Referred
BPR Station Website	2
On-Air Messaging: WCQS & WYQS	5
Linked In	1
<b>Total Number of Persons Interviewed during the Reporting Period:</b>	<b>8</b>

RECRUITING SOURCES USED

Job Title of Position: Business Sponsorship Account Executive

Date of Hire: 02/21/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
BPR Station Website	N	73 Broadway Street, Asheville, NC 28801	Steve Busey	(828) 210-4800, sbusey@bpr.org
On-Air Messaging	N	73 Broadway Street, Asheville, NC 28801	Steve Busey	(828) 210-4800, sbusey@bpr.org
Linked In	N	www.linkedin.com	n/a	n/a
Indeed	N	www.indeed.com	n/a	n/a
AADO	N		Diana Green	diversefundraisers@aol.com

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period <b>Administrative Assistant</b>	Number of Persons Interviewed that the Source Referred
BPR Station Website	1
On-Air Messaging: WCQS & WYQS	1
Indeed	5
Express Employment Professionals	2
<b>Total Number of Persons Interviewed during the Reporting Period:</b>	<b>9</b>

RECRUITING SOURCES USED

Job Title of Position: Business Sponsorship Account Executive

Date of Hire: 02/21/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
BPR Station Website	N	73 Broadway Street, Asheville, NC 28801	Cynthia Dobek	(803) 602-8488, hr@bpr.org
On-Air Messaging	N	73 Broadway Street, Asheville, NC 28801	Cynthia Dobek	(803) 602-8488, hr@bpr.org
Indeed	N	www.indeed.com	n/a	n/a
Urban News	N	PO Box 2038 Asheville, NC 28802	Johnnie N. Grant, Publisher	(828) 253-5585
A-B Tech Community College	N	340 Victoria Road Asheville, NC 28801	Heather D. Pack	(828) 398-7141

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.