

2023 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, 2022 – July 31, 2023
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):

<i>Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.</i>	PMJA Job Fair, March 29, 2023
<i>Hosted at least one job fair.</i>	(Empty)
<i>Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.</i>	(Empty)
<i>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.</i>	Becoming a News Go-To, webinar by Public Media Journalist Association, July 12, 2022. Transform Planned Giving, webinar by Veritus, September 15, 2022. Gift Planning with Sheryl Aikman, Speaker Event by AFP-WNC, October 19, 2022.

	<p>From Ally to All In: Public Media for All’s 3rd Annual Day of Action and Education, webinar, November 10, 2022.</p> <p>Greater Public webinar series: Sustainers for Life, How to run a successful auto renewal program, January 12, 2023.</p> <p>Donor Prospect Research with Rachel Walker, webinar presented by AFP-WNC, January 18, 2023.</p> <p>NC Local News Summit, March 30, 2023, Elon University</p> <p>NC News & Information Summit, March 16, 2023, Elon University (Laura Lee led session)</p> <p>Western NC News Community Needs Ideation Workshop, June 30, 2023, NC Local News Workshop</p> <p>07/11-07/14/23 The staff of Business Sponsorship attended Greater Public’s Public Media Development and Marketing Convention</p> <ul style="list-style-type: none"> - Managing Sponsor Messaging FCC Guidelines Workshop - How to Make Winning Presentations - Sponsorship Allies: Attracting BIPOC Sponsors - Digital Sponsorship: A Station Wide Effort - Tapping into Podcast Ad Revenue: Local DMA Edition - It’s all the Buzz! Five Ways Corporate Support Can Use ChatGPT AI - Best New Corporate Support Ideas 2023 <p>Greater Public Round Table Series</p> <ul style="list-style-type: none"> - 04/18/23 Small Market Sales - 04/18/23 Best New Digital Sales Ideas - 02/22/23 Classical Station Underwriting Check-In - 02/08/23 The Return of in0-person Events in 2023 - 12/13/22 YAYAHPS Presents “Gentelligence” with Dr. Megan Gerhardt Pt.2
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	<ul style="list-style-type: none"> - 09/28/22 FCC Guidelines Workshop: Managing Sponsor Messaging - New Corporate Support managers and Directors <p>How American’s “Giving Economy” is Changing and What it Means for Stations. Presented by Greater Public, April 19, 2023.</p> <p>Public Media for All webinar, Driving Equitable Culture from the Inside Out, May 23, 2023</p> <p>Greater Public presents The State of the System in Public Media, June 14, 2023</p> <p>July 12-14, 2023: Public Media Development and Marketing Conference: Building Ties and Raising Funds: Donor Cultivation; Advancing our Civil Society, One Small Step at a Time; Data, Technology, and Relationships: Keys to mid-level and major giving; Acquiring New Members, Part 1 and Part 2; Reflecting on Public Media Giving Days, Results, Partnerships and Future Engagement.</p>
<p><i>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i></p>	<p>BPR partnered with SECU Public Fellows Internship Program and UNC Asheville to connect talented undergraduate students with meaningful on-the-job experience with a local agency or organization, while providing a unique learning opportunity to allow students to give back to their community. August 2022.</p>
<p><i>Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).</i></p>	
<p><i>Participated in scholarship programs designed to assist students interested in pursuing a career in broadcasting.</i></p>	
<p><i>Established training programs designed to enable station personnel to</i></p>	<p>Major Gifts Academy by Veritus, July 12 – October 9, 2022.</p>

<p><i>acquire skills that could qualify them for higher level positions.</i></p>	<p>Grants Coaching with Premio Services, virtual weekly coaching sessions, April 27-September 310, 2023.</p> <p>Table Stakes Program, UNC, Nov 15-16, 2022, Jan 31-Feb 1, 2023, May 1, 2, 2023</p> <p>Reporter Training: the ‘Big Lie’ and 2022 Election Administration in NC, NC Local News Workshop, Elon University, Aug 22, 2023</p> <p>Public Media Women in Leadership <i>Level Up Now</i> Virtual Training March 3, 2023</p> <p>Brave Talk: Public Media Women in Leadership Conference, July 11, 2023</p>
<p><i>Established a mentoring program for station personnel.</i></p>	
<p><i>Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</i></p>	<p>UNC Local News Internships and Early Career Panel, April 3, 2023</p>
<p><i>Sponsored at least 2 events in the community designed to inform and educate the public as to employment opportunities in broadcasting.</i></p>	
<p><i>Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.</i></p>	
<p><i>Provided assistance to unaffiliated non-profit entities in maintaining web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting</i></p>	
<p><i>Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.</i></p>	

<i>Provided 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.</i>	
<i>Participated in other activities designed by the station employment unit 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.</i>	

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
Nov 15, 2022	Development Associate	Indeed.com
Jan 31, 2023	Director of Development	CPB.org/Jobline
Feb 6, 2023	Host	SECU Public Fellows Internship Program via UNCA
May 25, 2023	News Director	Internal Candidate
June 26, 2023	General Assignment Reporter	NC Local News newsletter

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 25

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Indeed.com	4
CPB.org/Jobline	3
NC Local News newsletter	1
John Barth – Creative Media, hired recruiter	1
BPR Website/Radio	9
Publicmediajobs.org	1

Tanya's Tips	1
Internal Candidate	1
Word of mouth	2
Nonprofitpathways.org	1
Jounralismjobs.com	1

RECRUITING SOURCES USED

Job Title of Position: Development Associate Date of Hire: November 15, 2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Mountain Xpress	N	2 Wall Street, Asheville, NC 28801	N/A	News@mountainx.com 828-251-1333
CPB Jobline	N	401 9 th Street, NW, Washington, DC 20004	N/A	202-879-9600
Facebook Jobs	N	N/A	N/A	N/A
Tanya's Tips ListServ	N	N/A	N/A	N/A
Greater Public	N	PO Box 303279, Austin, TX, 78703	N/A	800-454-2314
AB Tech	N	340 Victoria Road, Asheville, NC 28801	Deborah Wright	Deborahdwright@abtech.edu
Indeed.com	N	N/A	N/A	N/A
Nonprofitpathways.org	N	PO Box 7667, Asheville, NC 28802	N/A	828-242-9028

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

Job Title of Position: Director of Development

Date of Hire: January 31, 2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Musical America Career Center	N	14846 Gates Avenue, Magnolia Springs, AL, 36555	N/A	609-651-0874
Public Media Jobs/Current.org	N	4400 Massachusetts NW, Washington, DC 20016	N/A	Clientsev@yourmembership.com 860-437-5700
Arts Admin Jobs	N			
Diversity Job Board	N	N/A	N/A	Info@diversityjobs.com 800-984-3775
AFP Career Center	N	4200 Wilson Blvd, Suite 480, Arlington, VA 22203	N/A	Clientsev@yourmembership.com 860-437-5700
Indeed.com	N	N/A	N/A	N/A
HBCU Connect	N	750 Cross Pointe Rd, Suite Q, Columbus, Ohio 43230	N/A	614-864-4446
CPB Jobline	N	401 9 th Street, NW, Washington, DC 20004	N/A	202-879-9600
Diversity.com	N	N/A	N/A	Can email via website (www.diversity.com), no email address or phone number listed.
Campuspride.jobs	N	N/A	N/A	Info@campuspride.org 704-277-6710
Blackjobs.com	N	N/A	N/A	866-842-7842
Jobboard.HLPA.com	N	N/A	N/A	888-550-3777
BPR Website	N	www.bpr.org/careers-blue-ridge-public-radio	N/A	828-210-4800
Word of Mouth	N	www.bpr.org/careers-blue-ridge-public-radio	N/A	828-210-4800

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

Job Title of Position: Host Date of Hire: February 6, 2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
UNCA Internship Program	N	1 University Heights, Asheville, NC 28804	N/A	828-251-6600

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

Job Title of Position: News Director Date of Hire: May 25, 2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CPB Jobline	N	401 9 th Street NW, Washington, DC 20004	N/A	202-879-9600
Tanya's Tips ListServ	N	N/A	N/A	N/A
Public Media Jobs/Current.org	N	4400 Massachusetts NW, Washington, DC 20016	N/A	Clientserv@yourmembership.com 860-437-5700
Journalismjobs.com	N	N/A	N/A	Info@journalismjobs.com 510-508-7386
NABJ	N	1100 Knight Hall, Suite 3101, College Park, MD 20742	N/A	Contact@nabj.org 301-405-0248
NAHJ	N	1050 Connecticut Avenue, NW, 5 th Floor, Washington, DC 20036	N/A	1-866-624-5674

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

Job Title of Position: General Assignment Reporter Date of Hire: June 26, 2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CPB Jobline	N	401 9 th Street NW, Washington, DC 20004	N/A	202-879-9600
Public Media Jobs/Current.org	N	4400 Massachusetts NW, Washington, DC 20016	N/A	Clientsev@yourmembership.com 860-437-5700
Journalismjobs.com	N	N/A	N/A	Info@journalismjobs.com 510-508-7386
NABJ	N	1100 Knight Hall, Suite 3101, College Park, MD 20742	N/A	Contact@nabj.org 301-405-0248
NAHJ	N	1050 Connecticut Avenue, NW, 5 th Floor, Washington, DC 20036	N/A	1-866-624-5674
Facebook Jobs	N	N/A	N/A	N/A
WCU Center for Career and Professional Development	N	28 Schenck Pkwy, Asheville, NC 28803	N/A	828-654-6498
NC Local newsletter	N	N/A	N/A	Nclocal@elon.edu

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