

# **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](mailto:dsmith@pbsnc.org).

\* \* \* \* \*

**ATTACHMENT 1**

**FULL-TIME VACANCY INFORMATION**

	<b>Position Number</b>	<b>Title</b>	<b>Total Number Interviewees for Vacancy</b>	<b>Recruitment Source of Hire</b>	<b>Recruitment Sources Utilized (See attached list of sources)</b>
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**

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
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/nscsa>  
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](mailto: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 5<sup>th</sup> Street  
Durham, NC 27703  
Telephone: (919) 328-6050

**24. Raleigh News & Observer**

**Attn:** Classified Advertising  
Link to: [Careerbuilder.com](http://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](mailto: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 9<sup>th</sup> 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](http://www.nten.org)

**52. YNPN**

**Attn:** Young Nonprofit Professionals Network Triangle NC  
YNPN Triangle NC  
PO Box 732  
Morrisville, NC 27560  
[www.ynpntrianglenc.org](http://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](http://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](http://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](http://www.tvtechnology.com)

**58. TVNewsCheck**

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

**59. ProductionHUB**

1806 Hammerlin Ave  
Winter Park, FL 32789  
Telephone (877) 629-4122  
[www.productionhub.com](http://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](mailto: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](mailto: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 42<sup>nd</sup> Street, 15<sup>th</sup> 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 5<sup>th</sup> Floor  
Washington, DC 20036  
Email: [contact@nahj.org](mailto: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:\*

<b>Activity Classification (attached)</b>	<b>Type of Activity</b>	<b>Brief Description</b>
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><b>August 2020</b>  8/3-8/31/20 – PBS NC’s At Home Learning Initiative  8/25/20 –Virtual Workshop: Creating a Community of Care &amp; Support for Students &amp; Teachers Workshop</p> <p><b>September 2020</b>  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><b>October 2020</b>  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><b>November 2020</b>  11/2-11/30/20 – PBS NC’s At Home Learning Initiative</p> <p><b>December 2020</b>  12/1-12/31/20 – PBS NC’s At Home Learning Initiative  12/1/20 – Parent Engagement in Schools Virtual Learning Session &amp; 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 &amp; Learn Science Part 1</p> <p>12/10/20 - Ready to Learn Virtual Family Community Learning Series: Play &amp; Learn Science Part 2</p> <p><b>January 2021</b></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 &amp; Resource Distribution, Catawba Cty</p> <p>1/27/21 – PBS NC Children’s Media and Education At Home Learning Update Webinar</p> <p><b>February 2021</b></p> <p>2/1/21 – Parent Engagement in Schools Virtual Learning Session &amp; 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><b>March 2021</b></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 &amp; 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><b>April 2021</b></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 &amp; 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 &amp; 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><b>September 2020</b>  September 19: Rootle Block Party LIVE! At Home, Roanoke Rapids (39)</p> <p><b>March 2021</b>  March 27: Rootle Block Party LIVE! At Home, Randolph County (42)</p>

		<p><b>July 2021</b>  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.