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.

* * * * *
<table>
<thead>
<tr>
<th>Position Number</th>
<th>Title</th>
<th>Total Number Interviewees for Vacancy</th>
<th>Recruitment Source of Hire</th>
<th>Recruitment Sources Utilized (See attached list of sources)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 20036477</td>
<td>Programming Operations Coordinator</td>
<td>8</td>
<td>LinkedIn</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 43, 49, 50, 59</td>
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<tr>
<td>2 20012227</td>
<td>Social Media Manager</td>
<td>7</td>
<td>LinkedIn</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 43, 49, 50, 53, 59, 62, 63</td>
</tr>
<tr>
<td>3 G0002313</td>
<td>Broadcast Transmitter Technician</td>
<td>5</td>
<td>PBS NC Website</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 43, 49, 50</td>
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<tr>
<td>4 G0002342</td>
<td>Western Broadcast Transmitter Technician</td>
<td>5</td>
<td>UNC System Office Website</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 43, 49, 50</td>
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<tr>
<td>5 20036519</td>
<td>Traffic &amp; Continuity Coordinator</td>
<td>4</td>
<td>UNC System Office Website</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 43, 49, 50</td>
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<tr>
<td>6 20004278</td>
<td>Chief Content Officer</td>
<td>8</td>
<td>m/Oppenheim search firm</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 43, 49, 50, 53, 59, 62, 63, 71</td>
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<tr>
<td>7 20037181</td>
<td>Program Coordinator, Engagement Initiatives</td>
<td>4</td>
<td>Other</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 43, 49, 50</td>
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<tr>
<td>8 20037180</td>
<td>Program Marketing Manager</td>
<td>4</td>
<td>Other</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 43, 49, 50</td>
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<tr>
<td>9 G0002374</td>
<td>Tower &amp; Maintenance Technician</td>
<td>3</td>
<td>PBS NC Website</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 43, 49</td>
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<tr>
<td>10 20013165</td>
<td>Director of Integrated Fundraising</td>
<td>6</td>
<td>LinkedIn</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 43, 49, 50, 59, 72, 73</td>
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<tr>
<td></td>
<td>ID</td>
<td>Position</td>
<td>Interviewees</td>
<td>Source</td>
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<tr>
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<tr>
<td>11</td>
<td>20037469</td>
<td>Administrative &amp; Board Operations Assistant</td>
<td>6</td>
<td>UNC System Office Website</td>
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<tr>
<td>12</td>
<td>20037269</td>
<td>Director of Digital Marketing</td>
<td>7</td>
<td>Other</td>
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<tr>
<td>13</td>
<td>20037474</td>
<td>Chief Education &amp; Innovation Officer</td>
<td>5</td>
<td>LinkedIn</td>
</tr>
<tr>
<td>14</td>
<td>G0000210</td>
<td>Director of Finance &amp; Administration</td>
<td>10</td>
<td>Jobplex</td>
</tr>
</tbody>
</table>

Total number of persons interviewed during this Reporting Period: 82
## ATTACHMENT 2

### RECRUITMENT SOURCE INFORMATION

<table>
<thead>
<tr>
<th>Recruitment Source (see attached list)</th>
<th>Total Number of Interviewees from Source*</th>
<th>Did Source Request Notice of Job Openings?</th>
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54 | 0 | No
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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.
1. **UNC System Office**  
   **Attn:** Human Resources / EEO Officer  
   [https://uncgacareers.northcarolina.edu/](https://uncgacareers.northcarolina.edu/)  
   PO Box 2688  
   Chapel Hill, NC 27515  
   Telephone: (919) 962-1000

2. **North Carolina Arboretum**  
   **Attn:** [http://www.ncarboretum.org](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](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/](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](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
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:

<table>
<thead>
<tr>
<th>Activity Classification (attached)</th>
<th>Type of Activity</th>
<th>Brief Description</th>
</tr>
</thead>
</table>
| 1                                 | Participation in Job Fairs | PBS NC attended one virtual job fair, meeting with individuals including students, veterans, minorities and individuals with disabilities discussing full-time employment:  
March 31, 2021 – Current’s Public Media Career Fair  
(Participants – Recruiting Specialist and HR Director) |
| 6                                 | Participation in job banks, internet programs, and other programs designed to promote outreach generally | 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.  
**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  
**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  
**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  
**November 2020**  
11/2-11/30/20 – PBS NC’s At Home Learning Initiative  
**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 |
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/9/20</td>
<td>Ready to Learn Virtual Family Community Learning Series: Play &amp; Learn Science Part 1</td>
</tr>
<tr>
<td>12/10/20</td>
<td>Ready to Learn Virtual Family Community Learning Series: Play &amp; Learn Science Part 2</td>
</tr>
<tr>
<td><strong>January 2021</strong></td>
<td></td>
</tr>
<tr>
<td>1/1-1/29/21</td>
<td>PBS NC’s At Home Learning Initiative</td>
</tr>
<tr>
<td>1/1/21</td>
<td>Parent Engagement in Schools Virtual Learning Session &amp; Resource Distribution, Catawba Cty</td>
</tr>
<tr>
<td>1/27/21</td>
<td>PBS NC Children’s Media and Education At Home Learning Update Webinar</td>
</tr>
<tr>
<td><strong>February 2021</strong></td>
<td></td>
</tr>
<tr>
<td>2/1/21</td>
<td>Parent Engagement in Schools Virtual Learning Session &amp; Resource Distribution, Catawba Cty</td>
</tr>
<tr>
<td>2/2/21</td>
<td>PBS NC’s At-Home Learning Initiative: Classroom Connection Launch</td>
</tr>
<tr>
<td>2/3/21</td>
<td>PBS NC Children’s Media and Education Virtual Presentation to NC Principal Fellows</td>
</tr>
<tr>
<td>2/9/21</td>
<td>Smart Start: Parenting Education and System Navigation Working Group Meeting 1</td>
</tr>
<tr>
<td>2/10/21</td>
<td>Forsyth County FFN Steering Committee Meeting</td>
</tr>
<tr>
<td>2/15/21</td>
<td>Rootle Ambassador Partner Meeting</td>
</tr>
<tr>
<td><strong>March 2021</strong></td>
<td></td>
</tr>
<tr>
<td>3/1-3/31/21</td>
<td>PBS NC’s At Home Learning Initiative featuring Classroom Connection</td>
</tr>
<tr>
<td>3/1/21</td>
<td>Parent Engagement in Schools Virtual Learning Session &amp; Resource Distribution, Catawba Cty</td>
</tr>
<tr>
<td>3/9/21</td>
<td>CMES New Trainer/Train the Trainer Workshop</td>
</tr>
<tr>
<td>3/11/21</td>
<td>PBS NC Children’s Media and Education Virtual Presentation to United Nations Association</td>
</tr>
<tr>
<td>3/12/21</td>
<td>PBS NC Children’s Media and Education Virtual Presentation, PBS KIDS Lunch and Learn Series</td>
</tr>
<tr>
<td>3/25/21</td>
<td>Rootle’s Block Party LIVE ! At Home Virtual Preview Screening</td>
</tr>
<tr>
<td>3/27/21</td>
<td>Rootle’s Block Party LIVE ! At Home</td>
</tr>
<tr>
<td><strong>April 2021</strong></td>
<td></td>
</tr>
<tr>
<td>4/1-4/30/21</td>
<td>PBS NC’s At Home Learning Initiative featuring Classroom Connection</td>
</tr>
<tr>
<td>4/1/21</td>
<td>Parent Engagement in Schools Virtual Learning Session &amp; Resource Distribution, Catawba Cty</td>
</tr>
<tr>
<td>4/5-4/30/20</td>
<td>PBS NC’s At Home Learning Initiative featuring Classroom Connection</td>
</tr>
<tr>
<td>4/13/21</td>
<td>Smart Start: Parenting Education and System Navigation Working Group Meeting 2</td>
</tr>
<tr>
<td>4/14/21</td>
<td>Forsyth County FFN Steering Committee Meeting</td>
</tr>
<tr>
<td>4/17/21</td>
<td>PBS NC Children’s Media &amp; Education Virtual Presentation, Early Childhood Conf, Lenoir Cty</td>
</tr>
<tr>
<td>4/26/21</td>
<td>Rootle Ambassador Partners Meeting</td>
</tr>
<tr>
<td>4/29/21</td>
<td>PBS KIDS Parent Engagement in Schools Innovation Conference Presentation</td>
</tr>
<tr>
<td>Month</td>
<td>Events</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| May 2021 | 5/3-5/31/21 – PBS NC’s At Home Learning Initiative featuring Classroom Connection  
|      | 5/1/21 - Parent Engagement in Schools Virtual Learning Session & Resource Distribution, Catawba Cty  
|      | 5/11/21 – Playful Learning Virtual Series Train the Trainer Meeting  
|      | 5/5/21- Smart Start: Parenting Education and System Navigation Working Group Meeting 3  
|      | 5/21/21-At Home Learning Kits Distribution to NC PreK Families  
|      | 5/19/21 - Smart Start: Parenting Education and System Navigation Working Group Meeting 4  
|      | 5/24/21 – Playful Learning Virtual Series Train the Trainer Meeting  
|      | 5/25/21 – Early Educator Summit Planning Meeting  |
| June 2021 | 6/1-6/30/21 – PBS NC’s At Home Learning Initiative featuring Classroom Connection  
|      | 6/1/21 – Playful Learning Virtual Series Train the Trainer Meeting  
|      | 6/3/21 – Rootle Graduation Backpacks distributed to NC PreK students, Catawba Cty  
|      | 6/2/21 – Playful Learning Virtual Series Train the Trainer Meeting  
|      | 6/7/21 - Playful Learning Virtual Series Train the Trainer Meeting  
|      | 6/8/21 – Playful Learning Virtual Series Train the Trainer Meeting  
|      | 6/14/21 – Playful Learning Virtual Series Train the Trainer Meeting  
|      | 6/16/21 – Playful Learning Virtual Series Train the Trainer Meeting  
|      | 6/17/21 – Playful Learning Virtual Series Train the Trainer Meeting  
|      | 6/16/21 - Smart Start: Parenting Education and System Navigation Working Group Meeting 5  |
| July 2021 | 7/1-7/30/21 – PBS NC’s At Home Learning Initiative featuring Classroom Connection  
|      | 7/1/21 – Bright by Text Awareness Campaign Launch  
|      | 7/6/21 – Playful Learning Virtual Series Train the Trainer Meeting  
|      | 7/8/21 – Playful Learning Virtual Series Train the Trainer Meeting  
|      | 7/22/21 – Rootle’s Playful Learning Series Virtual Workshop for Parents & Caregivers, Transylvania Cty  
|      | 7/22/21 – Rootle’s Block Party LIVE! At Home Virtual Preview Screening  
|      | 7/24/21 – Rootle’s Block Party LIVE! AT Home Premiere  
|      | 7/26-28/21 – Ready to Learn Summerfest Session: Parent Engagement in Schools Presentation  
|      | 7/27/21 – Bright by Text Virtual Community Presentation, Transylvania Cty  |

10 Participation in events or programs sponsored by educational institutions relating to careers in broadcasting

One hundred and seventeen (117) high school students, college students, and community volunteers participated in the following hosted events by PBS NC:

**September 2020**
September 19: Rootle Block Party LIVE! At Home, Roanoke Rapids (39)

**March 2021**
March 27: Rootle Block Party LIVE! At Home, Randolph County (42)
<table>
<thead>
<tr>
<th></th>
<th>July 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>July 24: Rootle Block Party LIVE! At Home, Transylvania County (36)</td>
</tr>
<tr>
<td>14</td>
<td>Provision of EEO Training for Supervisors and Management</td>
</tr>
</tbody>
</table>

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)

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)

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)

* 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.