

EEO PUBLIC FILE REPORT

FOR

STATION WNCU-FM
DURHAM, NC

This EEO Public File Report
Covers the One-Year Period
Beginning August 1, 2023 and Ending July 31, 2024

EEO PUBLIC FILE REPORT

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

During the one-year period ending on July 31, 2024, the station filled the following full-time vacancies:

None.

The station interviewed a total of zero (0) persons for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Number of Interviewees Referred</u>
n/a	n/a

Attachment A contains the following information for each full-time vacancy: n/a

- < 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 B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report

ATTACHMENT A

EEO INFORMATION FOR FULL-TIME VACANCIES

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

Station WNCU-FM has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
5	Internship Program-North Carolina Central University Mass Communication Department	WNCU continued its internship program designed to give students at the North Carolina Central University opportunities to gain experience in radio broadcasting and podcasting and digital media. This term WNCU trained media practicum and internship mass communication students during Fall 2023 and Spring 2024 semesters as well as Summer Sessions I and II. These students worked in the news, programming, operations, digital content and/or management areas at the radio station. We trained a total of 24 students that were mass communication majors as well as other majors from NCCU at WNCU during this academic year. One student who interned with us last summer, started working with us as a host of evening jazz on Tuesdays and Thursdays in the fall 2023.
14	EEO Training-North Carolina Central University EEO Training	All station personnel, management level and otherwise, are required to, and did, attend the University's equal employment opportunity workshop upon employee orientation. Any new employees are required to attend orientation. Any new employees were also required to attend the Management Development Institute led by NCCU Human Resources, if they operate in a leadership role.

8	Training of Station Personnel-Variou Public Radio Workshops and Conferences	WNCU supports staff members to attend training and professional development conferences where funding is available such as PMJA (news director), PMBA (management) NAB (technical and management) and PMDMC (management and development) annual conferences. Most conferences from August 2023- July 2024 were in person although some workshops were virtual. Staff attended PMDMC, PMJA, NAB and the Super Regional Public Media Conference. WNCU remains committed to enhancing the broadcast careers of its team which results in WNCU working diligently to find creative solutions to cover the cost of programs such as conference grant opportunities or internal support from the university. Also, all personnel and interns of WNCU are required to complete the online harassment training annually mandated by CPB. The general manager attended a leadership training hosted by NCCU.
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<p>10</p>	<p>Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting</p>	<p>WNCU hosted an open house was held August 31, 2023 from 10am-1pm in the Farrison Newton lobby to welcome students back for the fall semester. Students had the opportunity to connect with WNCU professionals. The students were informed about the training opportunities that the station offers by WNCU staff. We had the opportunity to interact with almost 200 students from various majors and classifications. We received positive verbal feedback about the event, and we had many students interested in learning more about the station and the opportunities we offer.</p> <p>On February 22, 2024, from 10am-2pm, WNCU hosted an open house for students during the spring semester. Students had the opportunity to connect with WNCU professionals and to participate in a Scavenger Hunt that contained questions that influenced students to learn about WNCU and our training opportunities. The students were informed about the training opportunities that the station offers. We had the opportunity to interact with almost 150 mass communication students and other various majors and classifications. We received positive verbal feedback about the event, and we had many students interested in learning more about the station and the opportunities that we offer.</p> <p>WNCU hosted a pre-summer jam for students to celebrate the end of the spring semester on April 22, 2024. Students had the opportunity to connect with WNCU professionals. The students were informed about the training and paid internship opportunities that the station offers. We had the opportunity to interact with 200 students from various majors and classifications. Twenty-two (22) of the students were Mass Communication majors. We received positive verbal feedback about the event, and we had many students interested in learning more about the station and the opportunities we offer.</p> <p>During the summer, we also offered a WNCU Ambassador program that is a paid internship opportunity at WNCU led by the general manager, Lackisha Freeman. Five NCCU students and one Durham Tech student worked with our team in various departments producing audio and video content for WNCU. Some of the content was used on our digital platforms as well as on-air. One student interviewed our current Chancellor and the content was shared on our social media platforms. Other students recorded segments for the WNCU Jazz Calendar.</p> <p>We host professional networking events throughout each academic year at WNCU wherein students can learn about the various programs and opportunities for an internship at WNCU. Students are assigned to work with a department at WNCU wherein they obtain practical training for weeks and sometimes for the entire semester. This year we also hosted in person workshops with the Audio Production and Writing for Radio and Television classes during Fall 2023 and Spring 2024. A minimum of two workshops are held per semester in the news and public affairs department with respect to writing news stories and how to write public service announcements. In Spring 2024 another training on how to create a podcast was led by WNCU's operations' manager in the Advanced Audio Production course in the Mass Communication Department at NCCU.</p>
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* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

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.