

**EEO PUBLIC FILE REPORT**

**FOR**

**WUNC (FM)**

This EEO Public File Report  
Covers the One-Year Period  
Ending on July 31, 2008

**Equal Employment Opportunity Public File Report**  
July 31, 2008  
WUNC(FM)

*Recruitment Activity Summary*  
*August 1, 2007 -- July 31, 2008*

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

1. Total Full-Time Vacancies

During the one-year period ending on July 31, 2008, the station filled the following full-time vacancies:

Job Title

Foundations Officer

Development Associate ("Corporate Support Associate")

Broadcast Producer ("All Things Considered Producer and PIJ Analyst")

Host/Reporter ("Raleigh Bureau Reporter")

Assistant Corporate Relations Manager

2. Total Interviewees for Full-Time Vacancies

The station interviewed the following total number of people for all full-time vacancies during the period covered in this Report: 12

### 3. Recruitment Sources

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

<b>Recruitment Source</b>	<b>Total Number of Interviewees</b>
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources EPA web posting (“ApplicantWeb”)	1
Internal WUNC posting--manual posting and e-mail to all	3
Word-of-mouth from NPR’s Doug Mitchell – Manager of the “Next Generation Radio” program at NPR	1
WUNC(FM) web site	4
Job Announcements sent to predominantly minority/women institutions/organizations	
Corporation for Public Broadcasting job web site	1
Raleigh News & Observer online ad through CareerBuilder.com	
Durham Herald-Sun classified print ad	
Greater Diversity News classified print ad	
GreaterDiversity.com web site	
National Association of Black Journalists web site	
JournalismJobs.com web site	
North Carolina Association of Broadcasters web site	
Public Radio News Directors Incorporated (PRNDI) “Newslink” web site	
Association of Fundraising Professionals (AFP) website	1
Pub Radio industry (PRNDI) listserv	1
Philanthropy Journal web site	
Job or Career Fairs: Raleigh N&O Career Expo 2008; Columbia University SOJ Spring Job Fair 2008; Unity Conference NABJ June 2008; and NABEF Career Day Spring 2008	
Approximately 50 announcements of job opening sent to organizations and institutions particularly chosen to reach potential women and minority applicants (see Attachment A-1)	

4. Supplemental Information

Exhibit A contains 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.

Exhibit B contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

\* \* \* \* \*

If you have questions concerning this Report, contact Robert Levin at (919) 445-9130.

**EXHIBIT A**

**FULL-TIME VACANCY EEO INFORMATION**

<b>Job Title of Vacancy:</b>	<b>Foundation Officer</b>
<b>Recruitment Source that Referred the Hiree:</b>	<b>Internal WUNC Posting</b>
<b>Date Vacancy Opened:</b>	<b>May 8, 2007</b>
<b>Total Number of Persons Interviewed for the Vacancy:</b>	<b>2</b>
<b>Date Vacancy Filled:</b>	<b>September 4, 2007</b>

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources EPA Non-Faculty Job Posting, Employment Department, "ApplicantWeb" employment website. UNC Human Resources, 104 Airport Drive, CB #1045, The University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-1045, Phone (919) 843-6912, contact: David Solomon, Advertising Manager		No
WUNC internal staff posting announcement via email to all at WUNC and manual posting on WUNC bulletin boards, WUNC Radio, 120 Friday Center Drive, Chapel Hill, NC, 27517, (and bulletin board posting at ATHD, 324 Blackwell St., Suite 600, Durham, NC 27701) Jerry Howerton, (919) 445-9133	1	No
CareerBuilder.com web site – <a href="http://www.CareerBuilder.com">www.CareerBuilder.com</a> -- part of the Raleigh News & Observer posting – 215 S. McDowell St., Raleigh, NC. Phone: (919) 829-4604, contact: Brookie Holloway		No
Association of Fundraising Professionals website at <a href="http://www.afp.org">www.afp.org</a> 1101 King Street, Alexandria, VA 22314 (703) 684-0540. Online ads placed directly by Jerry Howerton, WUNC (919) 445-9133	1	No
Philanthropy Journal web site ad at <a href="http://philanthropyjournal.org/page16684.cfm">http://philanthropyjournal.org/page16684.cfm</a> . 220 Fayetteville Street, Suite 300, Raleigh, N.C. 27601. (919) 573-4640. WUNC's Jennifer Fusco contacted <a href="mailto:ads@philanthropyjournal.org">ads@philanthropyjournal.org</a> to place ad.		No

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
WUNC-FM web site (wunc.org, <a href="http://wunc.org/about/jobs-wunc">http://wunc.org/about/jobs-wunc</a> ) Administered by WUNC. Contact: Keith Weston, WUNC "Webmaster," 120 Friday Center Drive, Chapel Hill, NC 27517 (919) 445-9202		No
The Corporation for Public Broadcasting (CPB)online job site <a href="http://www.cpb.org/jobline/login.php">http://www.cpb.org/jobline/login.php</a> . Information posted by WUNC HR Officer, Jerry Howerton. Phone (919) 445-9133		No
GreaterDiversity.com website online ad <a href="http://greaterdiversity.com/home/index.php">http://greaterdiversity.com/home/index.php</a> and Greater Diversity News print publication ad in the GreaterDiversityJobs section. P.O. Drawer 1679, Wilmington, NC, 28402 (910) 763-6304 contact: Kathy Grear		No
Approximately 50 announcements of job opening sent to organizations and institutions particularly chosen to reach potential women and minority applicants. (See Attachment A-1)		No
Word-of-mouth from WUNC referral		No

<b>Job Title of Vacancy:</b>	<b>Development Associate (a.k.a., “Corporate Support Associate” #6)</b>
<b>Recruitment Source that Referred the Hiree:</b>	<b>WUNC Website</b>
<b>Date Vacancy Opened:</b>	<b>June 22, 2007</b>
<b>Total Number of Persons Interviewed for the Vacancy:</b>	<b>3</b>
<b>Date Vacancy Filled:</b>	<b>September 4, 2007</b>

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources EPA Non-Faculty Job Posting, Employment Department, “ApplicantWeb” employment website. UNC Human Resources, 104 Airport Drive, CB #1045, The University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-1045, Phone (919) 843-6912, contact: David Solomon, Advertising Manager	1	No
WUNC internal staff posting announcement via email to all at WUNC and manual posting on WUNC bulletin boards, WUNC Radio, 120 Friday Center Drive, Chapel Hill, NC, 27517, (and bulletin board posting at ATHD, 324 Blackwell St., Suite 600, Durham, NC 27701) Jerry Howerton, (919) 445-9133		No
The Herald-Sun classified advertisement, 2828 Pickett Road, Durham, NC 27702, (919) 419-6910, contact: Theresa Ellis		No
The Raleigh News & Observer online ad through “CreerBuilder.com” jobs web site. classified advertisement, PO Box 2222, Raleigh, NC, Phone: (919) 829-4604, contact: Brookie Holloway		No
Association of Fundraising Professionals website at <a href="http://www.afp.org">www.afp.org</a> 1101 King Street, Alexandria, VA 22314 (703) 684-0540. Online ads placed directly by Jerry Howerton, WUNC (919) 445-9133		No

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
North Carolina Association of Broadcasters "JobBank," at the <a href="http://www.ncbroadcast.com">www.ncbroadcast.com</a> web site, NCAB, P.O. Box 627, Raleigh, NC 27602. Contact: <a href="mailto:jobbank@ncbroadcast.com">jobbank@ncbroadcast.com</a> . Phone (919) 821-7300.		No
WUNC-FM web site (wunc.org, <a href="http://wunc.org/about/jobs-wunc">http://wunc.org/about/jobs-wunc</a> ) Administered by WUNC. Contact: Keith Weston, WUNC "Webmaster," 120 Friday Center Drive, Chapel Hill, NC 27517 (919) 445-9202	2	No
The Corporation for Public Broadcasting (CPB)online job site <a href="http://www.cpb.org/jobline/login.php">http://www.cpb.org/jobline/login.php</a> . Information posted by WUNC HR Officer, Jerry Howerton. Phone (919) 445-9133		No
GreaterDiversity.com website online ad <a href="http://greaterdiversity.com/home/index.php">http://greaterdiversity.com/home/index.php</a> and Greater Diversity News print publication ad in the GreaterDiversityJobs section. P.O. Drawer 1679, Wilmington, NC, 28402 (910) 763-6304 contact: Kathy Gear		No
Approximately 50 announcements of job opening sent to organizations and institutions particularly chosen to reach potential women and minority applicants. (See Attachment A-1)		No

<b>Job Title of Vacancy:</b>	<b>Broadcast Producer and PIJ Analyst ("Broadcast Producer for ATC and PIJ Analyst")</b>
<b>Recruitment Source that Referred the Hiree:</b>	<b>Internal WUNC posting</b>
<b>Date Vacancy Opened:</b>	<b>July 12, 2007</b>
<b>Total Number of Persons Interviewed for the Vacancy:</b>	<b>4</b>
<b>Date Vacancy Filled:</b>	<b>October 29, 2007</b>

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources EPA Non-Faculty Job Posting, Employment Department, "ApplicantWeb" employment website. UNC Human Resources, 104 Airport Drive, CB #1045, The University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-1045, Phone (919) 843-6912, contact: David Solomon, Advertising Manager		No
WUNC internal staff posting announcement via email to all at WUNC and manual posting on WUNC bulletin boards, WUNC Radio, 120 Friday Center Drive, Chapel Hill, NC, 27517, (and bulletin board posting at ATHD, 324 Blackwell St., Suite 600, Durham, NC 27701) Jerry Howerton, (919) 445-9133	1	No
The Raleigh News & Observer online ad through "CreerBuilder.com" jobs web site. classified advertisement, PO Box 2222, Raleigh, NC, Phone: (919) 829-4604, contact: Brookie Holloway		No
WUNC-FM web site (wunc.org, <a href="http://wunc.org/about/jobs-wunc">http://wunc.org/about/jobs-wunc</a> ). Administered by WUNC. Contact: Keith Weston, WUNC "Webmaster," 120 Friday Center Drive, Chapel Hill, NC 27517 (919) 445-9202	1	No
The Corporation for Public Broadcasting online job site. <a href="http://www.cpb.org/jobline/login.php">http://www.cpb.org/jobline/login.php</a> . Information posted by WUNC HR Officer, Jerry Howerton.		No

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
North Carolina Association of Broadcasters “JobBank,” at the <a href="http://www.ncbroadcast.com">www.ncbroadcast.com</a> web site, NCAB, P.O. Box 627, Raleigh, NC 27602. Contact: <a href="mailto:jobbank@ncbroadcast.com">jobbank@ncbroadcast.com</a> . Phone (919) 821-7300.		No
Public Radio News Directors, Incorporated’s “NewsLink” list serve to members at <a href="http://newslink@mpr.org">http://newslink@mpr.org</a> posted through WUNC PRNDI member, Connie Walker, News Director.	1	No
National Association of Black Journalists (NABJ) web site at <a href="http://www.nabj.org">http://www.nabj.org</a> . Located at the University of Maryland, 8701-A Adelphi Rd., Adelphi, MD, 20783. phone: (301) 445-7100 web posting by Bob Levin, WUNC EEO Officer.		No
Approximately 50 announcements of job opening sent to organizations and institutions particularly chosen to reach potential women and minority applicants. (See Attachment A-1)		No
Posting at Columbia School of journalism’s Career Services <a href="mailto:postjobs@jrn.columbia.edu">postjobs@jrn.columbia.edu</a> – Julie Hartenstein, Deputy Director, <a href="mailto:jh548@columbia.edu">jh548@columbia.edu</a> (212) 854-9198. 201 Journalism, MC 3806, 2950 Broadway, New York, New York 10027.		No
GreaterDiversity.com website online ad <a href="http://greaterdiversity.com/home/index.php">http://greaterdiversity.com/home/index.php</a> and Greater Diversity News print publication ad in the GreaterDiversityJobs section. P.O. Drawer 1679, Wilmington, NC, 28402 (910) 763-6304 contact: Kathy Gear		No
Word-of-mouth from NPR’s Doug Mitchell – Manager of the “Next Generation Radio” program at NPR	1	No

<b>Job Title of Vacancy:</b>	<b>Host/Reporter</b> <b>(“Raleigh Bureau Reporter”)</b>
<b>Recruitment Source that Referred the Hiree:</b>	<b>WUNC Internal Posting</b>
<b>Date Vacancy Opened:</b>	<b>January 7, 2008</b>
<b>Total Number of Persons Interviewed for the Vacancy:</b>	<b>3</b>
<b>Date Vacancy Filled:</b>	<b>June 9, 2008</b>

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources EPA Non-Faculty Job Posting, Employment Department, “ApplicantWeb” employment website. UNC Human Resources, 104 Airport Drive, CB #1045, The University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-1045, Phone (919) 843-6912, contact: David Solomon, Advertising Manager		No
WUNC internal staff posting announcement via email to all at WUNC and manual posting on WUNC bulletin boards, WUNC Radio, 120 Friday Center Drive, Chapel Hill, NC, 27517, (and bulletin board posting at ATHD, 324 Blackwell St., Suite 600, Durham, NC 27701) Jerry Howerton, (919) 445-9133	1	No
WUNC-FM web site (wunc.org, <a href="http://wunc.org/about/jobs-wunc">http://wunc.org/about/jobs-wunc</a> ). Administered by WUNC. Contact: Keith Weston, WUNC “Webmaster,” 120 Friday Center Drive, Chapel Hill, NC 27517 (919) 445-9202	1	No
Public Radio News Directors, Incorporated’s “NewsLink” list serve to members at <a href="http://newslink@mpr.org">http://newslink@mpr.org</a> posted through WUNC PRNDI member, Connie Walker, News Director.		No
JournalismJobs.com website online ad placed directly by WUNC, Jerry Howerton (919) 445-9133. JournalismJobs.com contact information in Berkeley, CA: <a href="mailto:contact@journalismJobs.com">contact@journalismJobs.com</a> or (510) 653-1521		No
National Association of Black Journalists (NABJ) web site at <a href="http://www.nabj.org">http://www.nabj.org</a> . Located at the University of Maryland, 8701-A Adelphi Rd., Adelphi, MD, 20783. phone: (301) 445-7100 web posting by Bob Levin, WUNC EEO Officer.		No

<b>Recruitment Source</b> <b>(Name, Address, Contact Person, Telephone Number)</b>	<b>Total  Number of  Interviewees  Referred by  the Source  for the  Vacancy</b>	<b>Did the  Source  Request  Notification?</b>
The Raleigh News & Observer online ad through “CreerBuilder.com” jobs web site. classified advertisement, PO Box 2222, Raleigh, NC, Phone: (919) 829-4604, contact: Brookie Holloway		No
The Corporation for Public Broadcasting online job site at <a href="http://www.cpb.org/jobline/login.php">http://www.cpb.org/jobline/login.php</a> . Information posted by WUNC HR Officer, Jerry Howerton.	1	No
North Carolina Association of Broadcasters “JobBank,” at the <a href="http://www.ncbroadcast.com">www.ncbroadcast.com</a> web site, NCAB, P.O. Box 627, Raleigh, NC 27602. Contact: <a href="mailto:jobbank@ncbroadcast.com">jobbank@ncbroadcast.com</a> . Phone (919) 821-7300.		No
GreaterDiversity.com website online ad <a href="http://greaterdiversity.com/home/index.php">http://greaterdiversity.com/home/index.php</a> and Greater Diversity News print publication ad in the GreaterDiversityJobs section. P.O. Drawer 1679, Wilmington, NC, 28402 (910) 763- 6304 contact: Kathy Gear		No
Job Fairs: Raleigh N&O Career Expo 2008; Columbia University SOJ Spring Job Fair 2008; Unity Conference NABJ June 2008; and NABEF Career Day Spring 2008		No
Approximately 50 announcements of job opening sent to organizations and institutions particularly chosen to reach potential women and minority applicants. (See Attachment A-1)		No

<b>Job Title of Vacancy:</b>	<u>Assistant Corporate Support Manager</u>
<b>Recruitment Source that Referred the Hiree:</b>	<u>Internal WUNC Referral – Note: Recruitment Waived</u>
<b>Date Vacancy Opened:</b>	<u>June 27, 2008</u>
<b>Total Number of Persons Interviewed for the Vacancy:</b>	<u>n/a – Recruitment Waived</u>
<b>Date Vacancy Filled:</b>	<u>July 1, 2008</u>

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification?</b>
<i>None: Internal Promotion; Position was filled directly by existing WUNC full-time employee upon approval by University EEO Office to waive recruitment.</i>	n/a	n/a

Attachment A-1

STATION MANAGER  
KQED-FM  
2601 MARIPOSA ST  
SAN FRANCISCO CA 94110

BILL FREEMAN  
BROADCAST PROD TECHNOLOGIES  
CENTRAL CAROLINA COMM  
COLLEGE  
1105 KELLY DRIVE  
SANFORD NC 27330

EXECUTIVE DIRECTOR  
GUILFORD NATIVE AMER.  
ASSOC.  
P O BOX 5623  
GREENSBORO NC 27435

STATION MANAGER  
WXYC-FM  
BOX 51 CAROLINA UNION  
CHAPEL HILL NC 27514

PRESIDENT  
WINSTON-SALEM URBAN  
LEAGUE  
201 FIFTH STREET WEST  
WINSTON-SALEM NC 27101

STATION MANAGER  
WPTF-FM  
2012 HIGHWOOD BLVD.  
RALEIGH, NC 27604

STATION MANAGER  
WRAL-FM  
711 HILLSBOROUGH ST  
RALEIGH NC 27605

MARTIN NEED  
VICE-CHAIR – KLPU-FM  
WEST COAST PUB RADIO  
PACIFIC LUTHERAN UNIV.  
TACOMA WA 98447

JOB INFORMATION CHAIRMAN  
WOMEN IN COMMUNICATIONS  
INC  
426 FAIROAK CIRCLE  
CHAPEL HILL NC 27516

STATION MANAGER  
WKNC-FM  
BOX 8607 NCSU MAIL CTR  
RALEIGH NC 27695-8607

DEAN MACSOWELL  
CAREER PLANNING OFFICE  
SHAW UNIVERSITY  
118 EAST SOUTH STREET  
RALEIGH NC 27611

ESTHER S MCNEIL  
CAREER PLANNING OFFICE  
LIVINGSTONE COLLEGE  
701 WEST MONROE STREET  
SALISBURY NC 28144

HAROLD C LASSITER  
CAREER PLANNING  
OFFICE  
BARBER-SCOTIA COLLEGE  
145 CABACUSS AVE  
CONCORD NC 28025

IRENE C HARRINGTON  
DIRECTOR CAREER SERVICES  
BENNETT COLLEGE  
900 EAST WASHINGTON ST  
GREENSBORO NC 27401-32239

JODI DOUGLAS TURNER  
CAREER PLANNING  
JOHNSON C SMITH  
100 BEATTIES FORD ROAD  
CHARLOTTE NC 28216

LEON WARREN  
CAREER PLANNING  
OFFICE  
N. C. A & T UNIVERSITY  
1601 EAST MARKET  
STREET

STATION MANAGER  
WHYY-FM  
150 N 6TH STREET  
PHILADELPHIA PA 19106

CAREER PLANNING OFFICE  
CLARK COLLEGE  
ALTANTA GA 30314

CAREER PLANNING  
OFFICE  
FISK UNIVERSITY  
NASHVILLE TN 37203

VIVIAN WREN DAVID, DIRECTOR  
CAREER CENTER  
HAMPTON UNIVERSITY  
E QUEEN STREET  
HAMPTON VA 23668

CAREER PLANNING OFFICE  
JACKSON STATE UNIVERSITY  
JACKSON MS 39217

CAREER PLANNING  
OFFICE  
LINCOLN UNIVERSITY  
JEFFERSON CITY MO 65101

DR EMIT HORNE, DIRECTOR  
CO-OP ED/DEAN OF ADULT  
MALCOLM X COLLEGE  
1900 W VAN BUREN STREET  
CHICAGO IL 60612

CAREER PLANNING SERVICE  
MORGAN STATE UNIVERSITY  
BALTIMORE MD 21239

MACK B MORANT,  
CAREER PLANNING  
/PLACMNT VIRGINIA  
STATE UNIVERSITY  
P O BOX NN  
PETERSBURG VA 23803  
DIR. OF CAREER SERV. &  
PLACEMENT  
FAYETTEVILLE STATE  
UNIV.  
1200 MURLSON ROAD  
FAYETTEVILLE NC 28301-  
NEWHOUSE PLACEMENT  
OFFICE  
SYRACUSE UNIVERSITY  
215 UNIVERSITY PLACE  
SYRACUSE NY 13244-2100

GENERAL MANAGER  
WSHA-FM, SHAW  
UNIVERSITY  
118 E SOUTH STREET R-TV  
RALEIGH NC 27611

PRESIDENT  
EVANS BROADCASTING  
CORP  
WAAA-AM  
P O BOX 11197  
WINSTON-SALEM NC  
STATION MANAGER  
WNAA-FM  
NORTH CAROLINA A & T  
UNIVERSITY  
GREENSBORO NC 27411

CAREER PLANNING  
OFFICE  
HOWARD UNIVERSITY  
WASHINGTON DC 20059

STATION MANAGER  
PUBLIC RADIO EAST  
800 COLLEGE COURT  
NEW BERN NC 28562

STATION MANAGER  
WSRC-AM  
3202 GUESS ROAD  
DURHAM NC 27705

CAREER PLANNING OFFICE  
XAVIER UNIVERSITY  
NEW ORLEANS LA 70125

DEAN OF STUDENTS  
KNOXVILLE COLLEGE  
901 COLLEGE STREET  
KNOXVILLE TN 37921

BUSINESS MNGR/PLACEMENT  
SCHOOL OF JOURNALISM  
CB#3365, HOWELL HALL  
CHAPEL HILL NC 27599-3365

PERSONNEL OFFICER  
WOSU STATIONS  
2400 OLENTANGY RIVER RD  
COLUMBUS OH 43210

PRESIDENT  
EBONY ENTERPRISES INC  
WVOE-AM  
ROUTE 3 BOX 328  
CHADBOURN NC 28431

STATION MANAGER  
WSHA-FM  
SHAW UNIVERSITY  
118 E SOUTH STREET  
RALEIGH NC 27611

STATION MANAGER  
WFDD-FM  
200 WINGATE RD -Reynolds Hall  
WINSTON-SALEM NC 27109

STATION MANAGER  
WHQR-FM  
254 N FRONT ST  
WILMINGTON NC 28400

STATION MANAGER  
WBT-AM/FM  
ONE JULIAN PRICE PLACE  
CHARLOTTE NC 28208

UNIVERSITY CAREER SERV.  
N C CENTRAL UNIVESITY  
P O BOX 19585  
DURHAM NC 27707

DIR OF CO-OP EDUCATION  
MALCOLM X COLLEGE  
1900 W VAN BUREN STREET  
CHICAGO IL 60612

ADMINISTRATIVE ASSISTANT  
COMMUNICATIONS STUDIES  
CB#3285, 112 BINGHAM HALL  
CHAPEL HILL NC 27599-3282

PRESIDENT  
ECHO BROADCASTING  
WWIL-AM  
P O BOX 957  
WILMINGTON NC 28402-0957

WFSS-FM 91.9  
1200 MURCHISON ROAD  
FAYETTEVILLE, NC  
28301-4298

STATION MANAGER  
WSSU-FM  
WINSTON-SALEM UNIVERSITY  
WINSTON-SALEM NC 27102

STATION MANAGER  
WBEZ-FM  
848 E. Grand Ave.  
CHICAGO, IL 60611

STATION MANAGER  
WNCW-FM  
P O BOX 804  
SPINDALE NC 28107

## EXHIBIT B

### MENU OPTION ACTIVITIES

Station WUNC (FM) has engaged in the following outreach activities during the period covered by this Report:

Activity Classification*	Type of Activity	Brief Description
1	Job Fairs	<p><u>WUNC participated in 3 job fairs:</u></p> <p>1) National Association of Broadcasters Education Foundation (NABEF), Broadcast Education Association (BEA) and Radio-Television News Director Association (RTNDA) recruitment fair held September 26, 2007 in Charlotte, North Carolina. WUNC's Nandini Sen (Director of IT) and Connie Walker (News Director) distributed materials, accepted resumes and discussed openings at WUNC with potential applicants- as well as distribution of internship materials.</p> <p>2) News &amp; Observer Career Expo, held October 16, 2007 in Raleigh, North Carolina. WUNC's Jerry Howerton, HR Officer represented WUNC at the fair, distributing materials in solicitation of applications for employment, accepted resumes and discussed openings at WUNC with potential applicants. WUNC shared space and costs at the fair with the UNC Office of Human Resources. Information on internships was also distributed to interested applicants.</p> <p>3) Unity Convention, held July 23-27, 2008 in Chicago, Illinois. Unity is a four tiered organization, comprising the Asian American Journalists Association, the National Association of Black Journalists, the National Association of Hispanic Journalists and the Native American Journalists. WUNC's Leoneda Inge and UNC Chapel Hill Journalism Schools Queen Byars attended the conference. Materials on positions openings were distributed, along with discussions on careers with potential applicants and interns.</p>
5	Internship Program	<p>WUNC continues to expand its internship programs. Initially, internships were offered in the News Department. The success of this program has now grown and has led to the successful development of internships in our Programming Department. In addition to News Interns, Interns now work on two of our shows; 'The State of Things' and our national program, 'The Story with Dick Gordon'.</p>

Activity Classification*	Type of Activity	Brief Description
		<p>WUNC also dedicates space, staff (serving as mentors) week each spring for a one week national internship program, 'Next Generation'.</p> <p>This year, WUNC had its first NPR Kroc Fellow. The NPR Kroc fellowship was established to identify and develop a new generation of extraordinary journalists for the public radio system.</p>
8	Training	<p>Training is provided to all WUNC employees on an ongoing basis throughout the year. Examples for this current period's report include:</p> <ol style="list-style-type: none"> <li>1) Development staff off-site training at the Public Radio Development and Management conference (PRDMC)</li> <li>2) Underwriting Corporate Relations Manager off-site training at Radio Advertising Bureau (RAB) conference</li> <li>3) WUNC Chief Operating Officer attended the Public Broadcast Management Association's annual conference for professional developing in finance, business, human resources and equal opportunity.</li> <li>4) Ongoing professional Development/Audio Engineering Training and SBE Certification training for two WUNC Audio Engineers on self-learned tutorial courses.</li> <li>5) WUNC's General Manager participated in discussions designed to improve management of public radio stations at the Station Resource Group's annual conference.</li> <li>6) WUNC's capitol reporter attended the annual Association of Capitol Reporters conference in Philadelphia, August 5-7, 2007, for professional development and training.</li> <li>7) WUNC's News Director attended the North Carolina Public Radio Association annual conference.</li> </ol>

Activity Classification*	Type of Activity	Brief Description
		<p>8) WUNC’s News Director attended the Public Radio News Director training conference for professional development &amp; training of public radio journalists.</p> <p>9) WUNC’s programming staff hosted well known broadcast training ‘legend’ David Candow. Mr. Candow worked with WUNC’s News Department, and programming staff from “The State of Things” and “The Story with Dick Gordon”.</p> <p>10) WUNC’s General Manager and Community Advisory board chair attended the Public Radio Capital conference.</p> <p>11) Notary Public classes provided for Development staff member.</p> <p>12) WUNC’s Chief Engineer received training from Harris Corporation their ‘HD Radio Technology Education Program’.</p> <p>13) WUNCs program director attended the annual Public Radio Program Director (PRPD) conference for professional development and training in programming.</p> <p>14) WUNC’s Morning Editor attended training and development on the station’s ‘My Source’ campaign as part of the national Public Awareness Initiative (PAI), designed to invite listeners to speak in their own words on public broadcasting</p> <p>In addition, UNC-Chapel Hill also has extensive training &amp; development courses offered to employees in various disciplines including career development, financial planning, supervision &amp; management skills, HR policies &amp; procedures, interpersonal policies &amp; procedures, office skills improvement, organizational development and records management.</p>
11	Community Events on Educating members of public re employment in broadcasting.	WUNC hosted two events, educating students about careers in public broadcasting. The school groups included 1) the Governor Morehead Summer school visit on June 26, 2008 and 2) Cedar Ridge High School’s Annual Career Day on November 1, 2007.

Activity Classification*	Type of Activity	Brief Description
14	Management EEO Training	WUNC's management staff attended Training on September 20, 2007, held by Janice McIntryre of the North Carolina Equal Employment Opportunity Institute (EEOI). The agenda included; equal employment opportunity, discrimination, business necessity and job relatedness, burden of proof, protected classes, overview of major EEO Laws and Regulations, and case studies.

\* For "Activity Classification" use "1" through "16" in accordance with attached list.

### **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; and
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.