

EEO PUBLIC FILE REPORT

FOR

WUNC (FM)

This EEO Public File Report
Covers the One-Year Period
Ending on July 22, 2011

Equal Employment Opportunity Public File Report

July 22, 2011

WUNC (FM)

Recruitment Activity Summary August 1, 2010 -- July 22, 2011

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 22, 2011, the station filled the following eight full-time vacancies:

Job Title

1. Program Director
2. Broadcast Producer for National Programming
3. Senior Producer for National Programming
4. Business Services Coordinator
5. Financial Systems Manager
6. News Director
7. Development Associate
8. Managing Editor

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: **32**

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:

Recruitment Source	Total Number of Interviewees
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources Employment Website.	12
Internal WUNC posting--manual posting and e-mail to all	7
Word-of-mouth –referral from system or university colleagues	6
WUNC(FM) web site	4
Public Radio Program Director’s online job page	2
Corporation for Public Broadcasting job web site	1
Greater Diversity News classified print ad	0
GreaterDiversity.com web site	0
National Association of Black Journalists web site	0
JournalismJobs.com web site	0
North Carolina Association of Broadcasters web site	0
Public Radio News Directors Incorporated (PRNDI) “Newslink” web site. Pub Radio industry (PRNDI) listserv	0
Association of Fundraising Professionals (AFP) website	0
Job Announcements sent to predominantly minority/women institutions/organizations (Attachment A-1)	0
Monster.Com online job website	0
Career builder web site	0
Job or Career Fairs:	0
Current News Magazine	0

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 Bob Levin at (919) 445-9130.

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	Program Director
Recruitment Source that Referred the Hiree:	Internal WUNC Posting
Date Vacancy Opened:	May 25, 2010
Total Number of Persons Interviewed for the Vacancy:	5
Date Vacancy Filled:	September 22, 2010

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources 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) 843-2300. 9883. Contact: Noreen Montgomery, Senior Director, 919-843-9883.	0	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) Bob Levin, (919) 445-9130	1	No
WUNC-FM web site (wunc.org, http://wunc.org/about/inside-wunc/jobs-wunc) 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 (CPB) online job site http://www.cpb.org/jobline/login.php . Information posted by WUNC Deputy Director, Bob Levin Phone (919) 445-9130.	0	No
Public Radio Program Directors (PRPD) Association online job site. Online job site: http://www.prpd.org/topmenu/joblistings/joblistings_members.aspx . Information posted by Bob Levin, Deputy Director. Phone (919) 445-9130.	2	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?
GreaterDiversity.com website online ad http://greaterdiversity.com/home/index.php and Greater Diversity News print publication ad in the GreaterDiversityJobs section. P.O. Drawer 1679, Wilmington, NC, 28402 (910) 763-6304. Contact: Kathy Grear	0	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)	0	No
Word-of-mouth –referral from WUNC or University colleagues	1	No
National Association of Black Journalists (NABJ) web site at http://www.nabj.org . Located at 1100 Knight Hall, Suite 3100, College Park, Maryland 20742 Phone: (301) 405-0248 (301) 405-0248. Web posting by Bob Levin, WUNC EEO Officer.	0	No
Public Radio News Directors, Incorporated’s “NewsLink” list serve to members at http://newslink@mpr.org posted through WUNC PRNDI member, Brent Wolfe, News Director.	0	No
http://www.journalismjobs.com / website online ad placed directly by WUNC, Bob Levin (919) 445-9130. JournalismJobs.com contact information in Berkeley, CA: contact@journalismJobs.com or (510) 653-1521	0	No
North Carolina Association of Broadcasters “Job Bank,” at the www.ncbroadcast.com web site, NCAB, 150 Fayetteville Street, Suite 1610, Raleigh, NC 27601. Contact: gsummerville@ncbroadcast.com . Phone (919) 821-7300.	0	No

Job Title of Vacancy:	Broadcast Producer for National Programming
Recruitment Source that Referred the Hiree:	Internal WUNC Posting
Date Vacancy Opened:	July 23, 2010
Total Number of Persons Interviewed for the Vacancy:	3
Date Vacancy Filled:	October 25, 2010

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources 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) 843-2300. 9883. Contact: Noreen Montgomery, Senior Director, 919-843-9883.	0	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) Bob Levin, (919) 445-9130	2	No
WUNC-FM web site (wunc.org, http://wunc.org/about/inside-wunc/jobs-wunc) Administered by WUNC. Contact: Keith Weston, WUNC “Webmaster,” 120 Friday Center Drive, Chapel Hill, NC 27517 (919) 445-9202	0	No
The Corporation for Public Broadcasting (CPB) online job site http://www.cpb.org/jobline/login.php . Information posted by WUNC Deputy Director, Bob Levin Phone (919) 445-9130.	0	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)	0	No
Word-of-mouth –referral from WUNC or University colleagues	1	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?
National Association of Black Journalists (NABJ) web site at http://www.nabj.org . Located at 1100 Knight Hall, Suite 3100, College Park, Maryland 20742 Phone: (301) 405-0248 (301) 405-0248. Web posting by Bob Levin, WUNC EEO Officer.	0	No
North Carolina Association of Broadcasters “Job Bank,” at the www.ncbroadcast.com web site, NCAB, 150 Fayetteville Street, Suite 1610, Raleigh, NC 27601. Contact: gsummerville@ncbroadcast.com . Phone (919) 821-7300.	0	No
http://www.journalismjobs.com / website online ad placed directly by WUNC, Bob Levin (919) 445-9130. JournalismJobs.com contact information in Berkeley, CA: contact@journalismJobs.com or (510) 653-1521	0	No

Job Title of Vacancy:	Senior Producer for National Programming
Recruitment Source that Referred the Hiree:	Word of Mouth
Date Vacancy Opened:	July 23, 2010
Total Number of Persons Interviewed for the Vacancy:	4
Date Vacancy Filled:	December 20, 2010

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources 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) 843-2300. 9883. Contact: Noreen Montgomery, Senior Director, 919-843-9883.	0	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) Bob Levin, (919) 445-9130	1	No
WUNC-FM web site (wunc.org, http://wunc.org/about/inside-wunc/jobs-wunc) 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 (CPB) online job site http://www.cpb.org/jobline/login.php . Information posted by WUNC Deputy Director, Bob Levin Phone (919) 445-9130.	0	No
Public Radio Program Directors (PRPD) Association online job site. Online job site: http://www.prpd.org/topmenu/joblistings/joblistings_members.aspx . Information posted by Bob Levin, Deputy Director. Phone (919) 445-9130.	0	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?
GreaterDiversity.com website online ad http://greaterdiversity.com/home/index.php and Greater Diversity News print publication ad in the GreaterDiversityJobs section. P.O. Drawer 1679, Wilmington, NC, 28402 (910) 763-6304. Contact: Kathy Grear	0	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)	0	No
Word-of-mouth –referral from WUNC or University colleagues	2	No
National Association of Black Journalists (NABJ) web site at http://www.nabj.org . Located at 1100 Knight Hall, Suite 3100, College Park, Maryland 20742 Phone: (301) 405-0248 (301) 405-0248. Web posting by Bob Levin, WUNC EEO Officer.	0	No
North Carolina Association of Broadcasters “Job Bank,” at the www.ncbroadcast.com web site, NCAB, 150 Fayetteville Street, Suite 1610, Raleigh, NC 27601. Contact: gsummerville@ncbroadcast.com . Phone (919) 821-7300.	0	No
Public Radio News Directors, Incorporated’s “NewsLink” list serve to members at http://newslink@mpr.org posted through WUNC PRNDI member, Brent Wolfe, News Director.	0	No
http://www.journalismjobs.com / website online ad placed directly by WUNC, Bob Levin (919) 445-9130. JournalismJobs.com contact information in Berkeley, CA: contact@journalismJobs.com or (510) 653-1521	0	No
Current (Public Telecommunications Newspaper) website current.org and online jobs page http://www.current.org/jobs/ . Contact: WoodsR@current.org	0	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	Business Services Coordinator
Recruitment Source that Referred the Hiree:	UNC-Chapel Hill Office of Human Resources Employment Website
Date Vacancy Opened:	October 19, 2010
Total Number of Persons Interviewed for the Vacancy:	3
Date Vacancy Filled:	December 20, 2010

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources 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) 843-2300. 9883. Contact: Noreen Montgomery, Senior Director, 919-843-9883.	3	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) Bob Levin, (919) 445-9130	0	No
WUNC-FM web site (wunc.org, http://wunc.org/about/inside-wunc/jobs-wunc) Administered by WUNC. Contact: Keith Weston, WUNC "Webmaster," 120 Friday Center Drive, Chapel Hill, NC 27517 (919) 445-9202	0	No

Job Title of Vacancy:	<u>Financial Systems Manager</u>
Recruitment Source that Referred the Hiree:	<u>Word of Mouth</u>
Date Vacancy Opened:	<u>September 29, 2010</u>
Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>January 24, 2011</u>

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources 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) 843-2300. 9883. Contact: Noreen Montgomery, Senior Director, 919-843-9883.	4	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) Bob Levin, (919) 445-9130	0	No
WUNC-FM web site (wunc.org, http://wunc.org/about/inside-wunc/jobs-wunc) Administered by WUNC. Contact: Keith Weston, WUNC "Webmaster," 120 Friday Center Drive, Chapel Hill, NC 27517 (919) 445-9202	0	No
Word-of-mouth –referral from WUNC or University colleagues	1	No
CareerBuilder.com, administered through UNC Chapel Hill Office of Human Resources, contact David Solomon, Advertising Manager, (919) 843-6912.	0	No
Monster online job site, administered through UNC Chapel Hill Office of Human Resources, contact David Solomon, Advertising Manager, (919) 843-6912.	0	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	News Director
Recruitment Source that Referred the Hiree:	WUNC Internal Posting
Date Vacancy Opened:	October 13, 2010
Total Number of Persons Interviewed for the Vacancy:	3
Date Vacancy Filled:	February 1, 2011

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources 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) 843-2300. 9883. Contact: Noreen Montgomery, Senior Director, 919-843-9883.	0	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) Bob Levin, (919) 445-9130	1	No
WUNC-FM web site (wunc.org, http://wunc.org/about/inside-wunc/jobs-wunc) 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 (CPB) online job site http://www.cpb.org/jobline/login.php . Information posted by WUNC Deputy Director, Bob Levin Phone (919) 445-9130.	1	No
GreaterDiversity.com website online ad http://greaterdiversity.com/home/index.php and Greater Diversity News print publication ad in the GreaterDiversityJobs section. P.O. Drawer 1679, Wilmington, NC, 28402 (910) 763-6304. Contact: Kathy Gear	0	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?
Approximately 50 announcements of job opening sent to organizations and institutions particularly chosen to reach potential women and minority applicants. (See Attachment A-1)	0	No
Public Radio News Directors, Incorporated's "NewsLink" list serve to members at http://newslink@mpr.org posted by WUNC Program Director, David Brower.	0	No
http://www.journalismjobs.com / website online ad placed directly by WUNC, Bob Levin (919) 445-9130. JournalismJobs.com contact information in Berkeley, CA: contact@journalismJobs.com or (510) 653-1521	0	No
North Carolina Association of Broadcasters "Job Bank," at the www.ncbroadcast.com web site, NCAB, 150 Fayetteville Street, Suite 1610, Raleigh, NC 27601. Contact: gsummerville@ncbroadcast.com . Phone (919) 821-7300.	0	No
Current (Public Telecommunications Newspaper) website current.org and online jobs page http://www.current.org/jobs/ . Contact: WoodsR@current.org	0	No

Job Title of Vacancy:	<u>Development Associate</u>
Recruitment Source that Referred the Hiree:	<u>UNC-Chapel Hill Office of Human Resources Employment Website</u>
Date Vacancy Opened:	<u>December 14, 2010</u>
Total Number of Persons Interviewed for the Vacancy:	<u>5</u>
Date Vacancy Filled:	<u>March 14, 2011</u>

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources 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) 843-2300. Contact: Noreen Montgomery, Senior Director, 919-843-9883.	5	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) Bob Levin, (919) 445-9130	0	No
WUNC-FM web site (wunc.org, http://wunc.org/about/inside-wunc/jobs-wunc) Administered by WUNC. Contact: Keith Weston, WUNC "Webmaster," 120 Friday Center Drive, Chapel Hill, NC 27517 (919) 445-9202	0	No

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy:	<u>Managing Editor</u>
Recruitment Source that Referred the Hiree:	<u>Internal WUNC Posting</u>
Date Vacancy Opened:	<u>December 21, 2010</u>
Total Number of Persons Interviewed for the Vacancy:	<u>4</u>
Date Vacancy Filled:	<u>May 1, 2011</u>

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
University of North Carolina (UNC) at Chapel Hill, Office of Human Resources 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) 843-2300. 9883. Contact: Noreen Montgomery, Senior Director, 919-843-9883.	0	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) Bob Levin, (919) 445-9130	2	No
WUNC-FM web site (wunc.org, http://wunc.org/about/inside-wunc/jobs-wunc) 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 (CPB) online job site http://www.cpb.org/jobline/login.php . Information posted by WUNC Deputy Director, Bob Levin Phone (919) 445-9130.	0	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)	0	No
Word-of-mouth –referral from WUNC or University colleagues	1	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?
National Association of Black Journalists (NABJ) web site at http://www.nabj.org . Located at 1100 Knight Hall, Suite 3100, College Park, Maryland 20742 Phone: (301) 405-0248 (301) 405-0248. Web posting by Bob Levin, WUNC EEO Officer.	0	No
http://www.journalismjobs.com / website online ad placed directly by WUNC, Bob Levin (919) 445-9130. JournalismJobs.com contact information in Berkeley, CA: contact@journalismJobs.com or (510) 653-1521	0	No
North Carolina Association of Broadcasters “Job Bank,” at the www.ncbroadcast.com web site, NCAB, 150 Fayetteville Street, Suite 1610, Raleigh, NC 27601. Contact: gsummerville@ncbroadcast.com . Phone (919) 821-7300.	0	No

Attachment A-1

Organization	City	State
KQED-FM	SAN FRANCISCO	CA
CENTRAL CAROLINA COMMUNITY COLLEGE	SANFORD	NC
GUILFORD NATIVE AMERICAN ASSOCIATION	GREENSBORO	NC
WXYC-FM	CHAPEL HILL	NC
WINSTON-SALEM URBAN LEAGUE	WINSTON-SALEM	NC
WPTF-FM	RALEIGH	NC
WRAL-FM	RALEIGH	NC
WEST COAST PUBLIC RADIO	TACOMA	WA
WKNC-FM	RALEIGH	NC
SHAW UNIVERSITY	RALEIGH	NC
LIVINGSTONE COLLEGE	SALISBURY	NC
BARBER-SCOTIA COLLEGE	CONCORD	NC
BENNETT COLLEGE	GREENSBORO	NC
JOHNSON C SMITH	CHARLOTTE	NC
NORTH CAROLINA A & T UNIVERSITY	GREENSBORO	NC
WHYY-FM	PHILADELPHIA	PA
CAREER PLANNING OFFICE	ALTANTA	GA
FISK UNIVERSITY	NASHVILLE	TN
HAMPTON UNIVERSITY	HAMPTON	VA
CAREER PLANNING OFFICE	JACKSON	MS
CAREER PLANNING OFFICE	JEFFERSON CITY	MO
MALCOLM X COLLEGE	CHICAGO	IL
CAREER PLANNING SERVICE	BALTIMORE	MD
VIRGINIA STATE UNIVERSITY	PETERSBURG	VA
CAREER PLANNING OFFICE	NEW ORLEANS	LA
N C CENTRAL UNIVESITY	DURHAM	NC
FAYETTEVILLE STATE UNIVERSITY	FAYETTEVILLE	NC
KNOXVILLE COLLEGE	KNOXVILLE	TN
MALCOLM X COLLEGE	CHICAGO	IL
SYRACUSE UNIVERSITY	SYRACUSE	NY
SCHOOL OF JOURNALISM	CHAPEL HILL	NC
COMMUNICATIONS STUDIES	CHAPEL HILL	NC
WSHA-FM, SHAW UNIVESITY	RALEIGH	NC
WOSU STATIONS	COLUMBUS	OH
WWIL-AM	WILMINGTON	NC
WBT-AM/FM	CHARLOTTE	NC
WVOE-AM	CHADBURN	NC
WFSS-FM 91.9	FAYETTEVILLE	NC
NORTH CAROLINA A & T UNIVERSITY	GREENSBORO	NC
SHAW UNIVERSITY	RALEIGH	NC
WINSTON-SALEM UNIVERSITY	WINSTON-SALEM	NC
HOWARD UNIVERSITY	WASHINGTON	DC
WBT-AM/FM	CHARLOTTE	NC
WBEZ-FM	CHICAGO	IL
PUBLIC RADIO EAST	NEW BERN	NC
WHQR-FM	WILMINGTON	NC
WNCW-FM	SPINDALE	NC

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
5	Internship Program	<p>WUNC continues to offer its internship programs. Initially internships were offered in the News Department. The success of this program has grown, leading to the development of two additional internship programs.</p> <p>Interns now work on our daily public affairs show; ‘The State of Things’ and our national program, ‘The Story with Dick Gordon’.</p>
8	Training	<p>Training is provided to WUNC employees on an ongoing basis throughout the year. Examples for this current period’s report include:</p> <ol style="list-style-type: none"> 1) WUNC’s Capitol Reporter attended the annual Association of Capitol Reporters and Editor’s conference. 2) WUNC’s Program Director and General Manager attended the Public Radio Program Director’s Conference training in Denver. 3) Attendance by the Corporate Support Manager and General Manager at the Public Media and Development Marketing Conference. 4) WUNC’s Chief Operating Officer, Business Services Coordinator and Business Assistant attended classes through the University’s Training & Development program including Recruitment, Evaluation Management, I-9 processing and HR systems training. 5) The News Department participated in two trainings this past year; The Listening Institute @ Duke University’s Center for Documentary Studies and New Media training offered by the UNC Journalism School’s faculty and guest speakers.

Activity Classification*	Type of Activity	Brief Description
		<p>6) Various underwriting & operations staff attended training from the Radio Research Consortium on the new Portable People Meters (PPM) audience listening and measurement.</p> <p>7) WUNC's Program Director and Director of Technologies & Engineering attended Duke University's 2010 Leadership conference.</p> <p>8) IT Director Attendance at the Public Radio Engineering and National Association of Broadcaster's conference.</p>
11	Community Events on Educating members of public re employment in broadcasting.	WUNC hosted four events in the community to educate students about careers in public broadcasting. WUNC's General Manager, Connie Walker was the keynote speaker at the Carolina Friend's School in Durham, NC for approximately 130 high school students. WUNC also provided three school tours on December 6, 2010, January 27, 2011 and February 9, 2011.
12	Upper Level Opening	The Program Director, News Director and Senior Director for National Programming positions were advertised in professional broadcast trade organizations and were listed in other such sources whose members or subscribers include substantial numbers of women and minorities such as 'Greater Diversity News' and 'Greater Diversity.com'. Also direct mail notice was sent to approximately 50 colleges, universities radio stations and other entities specifically to reach potential and minority applicants (see Addendum 1 to Exhibit A).
14	Management EEO Training	Search Committee members from the prior year's recruitments participated in online EEO training sponsored by the University's EEO Office. In addition, the WUNC staff participated in a diversity training workshop held on May 27, 2011. The training was coordinated by NPR's senior editor for diversity and the VP for Diversity in News and Operations at NPR.
16	Participation in other activities to further the goal of disseminating info on broadcasting	WUNC hosted two delegations in the past year. The first group was from Moldova, through the International Affairs Council. The second group was comprised of twenty-seven European journalists who visited the Durham newsroom.

*** 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.