

2017 ANNUAL EEO PUBLIC FILE REPORT

Western North Carolina Public Radio, Inc.

Stations: WCQS(FM) Asheville, NC
WFQS(FM) Franklin, NC
WMQS(FM) Murphy, NC
WYQS(FM) Mars Hill, NC
BPRNews(FM) Asheville NC

Community(ies) of License:

Reporting Period: August 1, 2016 – July 31, 2017

No. of Full-time Employees: 14
Small Market Exemption: No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

Participated in at least 4 events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

Business Sponsor Dept sponsored the following Chamber of Commerce events;

- Small Business Week 05/02 – 05-05-16
- Annual Meeting 06/30/16
- Metro Economic Outlook 09/12/16
- Women in Business 11/10/16

Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

Used Gannett Employment suite for hiring

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Business Support Director – Participated in applicable webinars from Greater Public and Marketron

Membership staff - (2) FTE participated in the following public broadcasting related webinars, enrichment and training opportunities between August 1, 2016 and July 31, 2017:

- 1/13/17 – Live webcast: The Keys to KQED's Major Giving Success – Greater Public
- 1/30/17 - GoToWebinar - NPR One Training & Editorial: Building your station's home in NPR One
- 2/22/17 – Benchmarks station consultation – Greater Public
- 2/24/17 - Live webcast: The Spring 2017 On-Air Fundraising Kick-Off – Greater Public
- 3/30/17 - GoToWebinar - NPR Digital Services Station Analytics Insights
- 4/12/17 - Live webcast: Qualifying Donors for Major Giving Caseloads – Greater Public
- 4/26/17 - GoToWebinar - NPR Digital Services Station Analytics Insights
- 5/3/17 - Webinar: Facebook Live, Digital Payments and the Internet of Things with Heather Mansfield – Greater Public
- 5/9/17 - GoToWebinar - Flash Class: How a Smart Fundraising Plan Can Transform Your Fundraising AND Save Your Butt – Donor Search
- 5/17/17 - GoToWebinar - Programming / Research Webinar – NPR

- 5/25/17 - GoToWebinar - PubMetrics Spring 2017: Digital Trends That Matter – NPR
- 6/22/17 - GoToWebinar - NPR Digital Services Station Analytics Insights – NPR
- 6/26/17 - Target Analytics State of the System | Radio – Blackbaud
- 6/28/17 - "The Smart Audio Report from NPR and Edison Research" – NPR

News director Matt Bush attended the PRNDI (Public Radio News Directors Incorporated) conference in June 2017 in Miami. Included newsroom management training.

The Technology Department dedicates Friday's from 1PM till 5PM for hands on training. This has included study for certifications, hands on training with equipment and test gear, field trips to other Radio Stations in region to name a few things.

This year the Technology Director went to two conferences: PREC (Public Radio Engineers Conference) and the NAB Conference (National Association of Broadcasters). At both of these conferences the Technology Director attended hands on training sessions and seminars on topics germane to the broadcasting industry.

Training/professional development for half time bookkeeper who was promoted to **Business Manager** – Jan Hildebrand:

- "Overtime Rules" presented by WNC Nonprofit Pathways with Duke University Nonprofit Management Program – December 2016
- "Notary Public Class" required before becoming a Notary Public – October 2016

- “Nonprofit Fundamentals – Financial Management” presented by WNC Nonprofit Pathways with Duke University Nonprofit Management Program – November 2016
- “Basic Employment Law” presented by WNC Nonprofit Pathways with Duke University Nonprofit Management Program – October 2016
- Webinar “Innovate Your Audit Process” presented by PMBA – November 2016
- Webinar “What is NFFS?” presented by the Corporation for Public Broadcasting – October 2016
- Webinar “Introduction to Financial Reporting to CPB” presented by the Corporation for Public Broadcasting – September 2016
- Webinar “FY2017 CSG Agreement and Certification Eligibility” presented by the Corporation for Public Broadcasting – September 2016
- PMBA Conference – May 29, 2017 – June 2, 2017
- WomanUp- June 29, 2017 – Sponsored by Asheville Area Chamber of Commerce – Leadership training for professional women.

Program Director attended PRPD Conference September 2016

Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of

Business Support placed ads in Urban News and Hola Carolina for the business rep position – monthly publications and we filled the position in 3 weeks.

women and minorities.

Participated in other activities designed by the station employment unit 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.

Business Support researched local publications that reach African Americans and Latino communities (Urban News and Hola Carolina) in an effort to reach applicants that may not be listeners.

The licensee operates a volunteer program. Volunteers are individuals who donate their time and services to the stations in exchange for on the job training and experience, or to help the stations fulfill their mission. Volunteer commitments are both ongoing and occasional. Volunteers are not paid. The licensee had 13 weekly volunteers, in addition to an extensive list of Special Event Volunteers.

NPR chief diversity officer Keith Woods provided training to newsroom staff in October 2016. Included ways to reflect diversity in on-air content & in future hiring

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
04/05/17	Business Sponsorship Rep	On Air Announcements
6/8/17	Arts & Performance Producer	Corporation for Public Broadcasting Job Line (CPB.org)

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 9

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
On-Air Announcements	2
Asheville Citizen Times	0
CareerBuilder.com	0

Corporation for Public Broadcasting Job Line (CPB.org)	3
Jobs.Current.org Journalist Job	4

RECRUITING SOURCES USED

Job Title of Position: Business Sponsorship Representative Date of Hire 4/05/17 _____

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Asheville Citizen Times	N		Bill Worms Recruitment Sales Consultant	888.393.4481 wworms@ganntt.com
CareerBuilder.com	N		Bill Worms Recruitment Sales Consultant	888.393.4481 wworms@ganntt.com
Recruitology.com	N		Bill Worms Recruitment Sales Consultant	888.393.4481 wworms@ganntt.com
WCQS / On-air	N	73 Broadway, Asheville NC 28801	Barbara Sayer	828.210.4820 bsayer@wcqs.org
Urban News	N	70 S. Market St., Asheville NC 28801		828-253-5585
Hola Carolina	N	PO Box 5146, Asheville, NC 28813		828-989-2746

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Arts & Performance Producer Date of Hire: _____ June 8, 2017 _____

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Asheville Citizen Times	N	Gannett Corp	Carissa Patton	888.262.5830 cpatton@gannett.com
Jobs.Current.org Journalist Job	N	YourMembership.com, Inc.	Current.org Career Center	860.437.5700 clientserv@yourmem

		541 Eastern Point Road Suite 3 Groton, CT 06340		b
www.wcqs.org/careers	N	Blue Ridge Public Radio 73 Broadway, Asheville NC 28801	David Feingold	dfeingold@bpr.org 828.210.4805
Indeed – indeed.com https://www.indeed.com/blue-ridge-public-radio?hl=en_US	N	Indeed.com 6433 Champion Grandview Way, Building 1, Austin, TX 78750		
LinkedIn – Sponsored Job Views – Job ID 300447628	N	LinkedIn Corporation 1000 W. Maude Avenue, Sunnyvale, CA 94085		
Corporation for Public Broadcasting	N			www.cpb.org/jobline

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