

# **EEO PUBLIC FILE REPORT**

**FOR**

**PBS North Carolina**

**This EEO Public File Report  
Covers the One-Year Period  
Ending on July 31, 2025**

## **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, 2024 and ending July 31, 2025 (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 Anne Schwarz, Chief Human Resources Officer, at (919) 843-5672 or [acschwarz@northcarolina.edu](mailto:acschwarz@northcarolina.edu).

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# ATTACHMENT 1

## FULL-TIME VACANCY INFORMATION

	Position Number	Title	Total Number Interviewees for Vacancy	Recruitment Source of Hire	Recruitment Sources Utilized (See attached list of sources)
1	20039029	Corporate Engagement Coordinator  Opened: 05/02/2024 Filled: 08/26/2024	9	Other	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36, 37
2	20030287	Project Manager, Learning Productions  Opened: 06/14/2024 Filled: 11/12/2024	5	PBS NC Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36, 37
3	G0018735	Gift Processing Specialist  Opened: 07/17/2024 Filled: 09/16/2024	8	UNC System Office	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36, 37
4	20048095	Gift Processing Specialist  Opened: 07/17/2024 Filled: 09/23/2024	8	UNC System Office	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36, 37
5	G0002350	Tower & Maintenance Technician  Opened: 08/02/2024 Filled: 11/04/2024	7	UNC System Office	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36, 37
6	20036621	Program Distribution and Acquisitions Manager  Opened: 08/02/2024 Filled: 10/21/2024	5	PBS NC Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36, 37
7	20008915	Chief Broadcast Engineer  Opened: 08/07/2024 Filled: 01/01/2025	6	Other	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36, 44, 45, 76
8	20031490	Producer/Director  Opened: 10/16/2024 Filled: 01/13/2025	8	PBS NC Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36
9	G0002236	Business Services Coordinator  Opened: 10/21/2024 Filled: 12/09/2024	4	PBS NC Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36
10	G0018526	Senior Videographer  Opened: 11/04/2024 Filled: 03/24/2025	8	PBS NC Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36
11	20066784	Microwave Technician  Opened: 11/08/2024 Filled: 03/17/2025	3	Other	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36, 76

12	G0002270	Education Services Program Manager  Opened: 11/08/2024 Filled: 01/06/2025	7	UNC System Office	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9 External: 12, 30, 36, 77
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Total number of persons interviewed during this Reporting Period: 78

## ATTACHMENT 2

### RECRUITMENT SOURCE INFORMATION

Recruitment Source (see attached list)	Total Number of Interviewees from Source*	Did Source Request Notice of Job Openings?
1	21	No
2		No
3		No
4		No
5		No
6		No
7	19	No
8		No
9		No
10		No
11		No
12		No
13		No
14		No
15		No
16		No
17		No
18		No
19		No
20		No
21		No
22		No
23		No
24	3	No
25		No
26		No
27		No
28		No
29		No
30		No
31		No
32		No
33		No
34		No
35		No
36	19	No
37	1	No
38		No
39		No
40		No
41		No
42		No
43		No
44		No
45		No
46		No
47		No
48		No
49		No
50		No

51		No
52		No
53		No
54		No
55		No
56		No
57		No
58		No
59		No
60		No
61		No
62		No
63		No
64		No
65		No
66		No
67		No
68		No
69		No
70		No
71		No
72		No
73		No
74		No
75		No
76		No
77		No

\*15 interviewees came from unknown sources.

## RECRUITMENT SOURCES

1 August 2024 – 31 July 2025

1. **UNC System Office**  
**Attn:** Human Resources / EEO Officer  
<https://myapps.northcarolina.edu/hr/careers/>  
223 South West Street, Suite 1700  
Raleigh, NC 27603  
Telephone: (919) 843-5293
2. **North Carolina Arboretum**  
**Attn:** <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:** <https://www.milvets.nc.gov/benefits-services/nscsa>  
Post Office Box 13628  
Research Triangle Park, NC 27709  
Telephone: (984) 220-5271
4. **NC State Education Assistance Authority**  
**Attn:** <https://www.ncseaa.edu/>  
Post Office Box 41349  
Raleigh, NC 27629  
Telephone: (919) 549-8614  
Fax: (919) 549-8481
5. **NC Center for International Understanding (Go Global, NC)**  
**Attn:** <https://globalnc.org/>  
Go Global NC  
Post Office Box 2162  
Wake Forest, NC 27588
6. **UNC Press**  
**Attn:** <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. **PBS NC Employee Referral**  
**Attn:** Human Resources  
10 UNC-TV Drive

RTP, NC 27709-4900  
Telephone: (919) 549-7082

**9. 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

**10. Durham Technical Community College**

**Attn:** Career Center  
East 5<sup>th</sup> Street  
Durham, NC 27703  
Telephone: (919) 328-6050

**11. Raleigh News & Observer**

**Attn:** Classified Advertising  
Link to: Careerbuilder.com  
215 S McDowell Street PO Box 191  
Raleigh, NC 27602  
Telephone: (919) 829-4600

**12. Current / PBS Connect**

4400 Massachusetts Avenue, NW  
Washington, DC 20016-8122  
<https://current.org/tag/pbs-connect/>

**13. The Carolinian Newspaper**

**Attn:** Classifieds  
adria@caro.news  
PO Box 25308  
Raleigh, NC 27601  
Telephone: (919) 834-5558

**14. The Charlotte Observer**

**Attn:** Classifieds  
jmmoore@charlotteobserver.com  
600 S. Tryon Street  
Charlotte, NC, 28202  
Telephone: (704) 358-5312

**15. Wake Technical Community College**

**Attn:** Career & Employment Resources Office  
9101 Fayetteville Road  
Raleigh, NC 27603-5655  
Telephone: (919) 866-5695

**16. 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



**17. Association of Fundraising Professionals Triangle, NC Chapter**

**Attn:** chapteradmin@afptriangle.org  
PO Box 18343  
Raleigh NC, 27619  
Telephone: (919) 280-4018

**18. The Chronicle of Philanthropy**

**Attn:** Philanthropycareers-jobs@philanthropy.com  
1255 Twenty-Third Street NW  
Seventh Floor  
Washington, DC 20037  
Telephone: (202) 466-1200

**19. The Charlotte Post**

**Attn:** Classified Department  
1531 Camden Road  
Charlotte, NC 28203  
Telephone: (704) 376-0496

**20. Mitchell Technical Institute - Satcom**

**Attn:** Elizabeth Kitchens  
1800 East Spruce Street  
Mitchell, South Dakota 57301  
Telephone: (605) 995-7136  
liz.kitchens@mitchelltech.edu

**21. The Asheville Citizen-Times**

**Attn:** Classified Advertising  
14 O'Henry Ave.  
Asheville, NC 28801  
Telephone: (828) 232-5916

**22. 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)

**23. 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

**24. 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

**25. Idealist**

389 Fifth Avenue  
New York, NY 10016  
Phone: (646) 786-6886  
Email: [support@idealist.org](mailto:support@idealist.org)  
<https://www.idealists.org/en>

**26. The Data & Marketing Association**

1333 Broadway, Suite #301  
New York, N.Y. 10018  
Phone: (212) 768-7277  
Email: <https://thedma.org/>

**27. Nonprofit Technology Network**

621 SW Alder, Suite 310  
Portland, OR 97205  
Phone: (503) 272-8800  
Fax: (503) 451-3125  
Email: [jobboard@nten.org](mailto:jobboard@nten.org)

**28. North Carolina Center for Nonprofits**

5800 Faringdon Place  
Raleigh, NC 27609  
Phone: (919) 790-1555  
[www.ncnonprofits.org](http://www.ncnonprofits.org)

**29. Chronicle of Higher Education**

1255 Twenty-Third St, N.W.  
Washington, D.C. 20037  
Phone: (202) 466-1050  
Email: [jobs@chronicle.com](mailto:jobs@chronicle.com)

**30. Circa**

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.circaworks.com](http://www.circaworks.com)  
Telephone: (800) 984-3775

**31. North Carolina Broadcasters Association**

150 Fayetteville Street  
Raleigh, NC 27601  
Telephone (919) 821-7300

**32. National Association of Broadcasting**

1771 N Street NW  
Washington, D.C. 20036  
Telephone (202) 429-5300

**33. Corporation for Public Broadcasting (CPB) Jobline**

401 9<sup>th</sup> Street NW.  
Washington, D.C. 20004  
Telephone (202) 879-9600

**34. NETA Consulting**

1334 Timberlane Road  
Suite#12

Tallahassee, FL 32312  
Telephone (803) 978-1581

**35. SWE (Society of Women Engineers)**

130 East Randolph Street, Suite 3500  
Chicago, IL 60601  
Telephone (877) 793-4636  
<http://societyofwomenengineers.swe.org/>

**36. LinkedIn**

The world's largest professional network with more than 562 million users in more than 200 countries and territories worldwide.

[www.linkedin.com](http://www.linkedin.com)  
Telephone (844) 587-5735

**37. CareerBuilder**

200 N. LaSalle Street, Suite 1100  
Chicago, IL 60601  
Telephone: (770) 349-2400  
[www.careerbuilder.com](http://www.careerbuilder.com)

**38. 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](http://www.nten.org)

**39. YNPN**

**Attn:** Young Nonprofit Professionals Network Triangle NC  
YNPN Triangle NC  
PO Box 732  
Morrisville, NC 27560  
[www.ynpntriangelenc.org](http://www.ynpntriangelenc.org)

**40. 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](http://www.mediabistro.com)

**41. TECH for GOOD**

<http://www.techforgood.global/>

**42. 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/>

**43. NC Tech Association**

4020 Westchase Blvd. Suite 350

Raleigh, NC 27607  
Telephone (919) 856-0393  
[www.nctech.org](http://www.nctech.org)

**44. 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](http://www.tvtechnology.com)

**45. TVNewsCheck**

238 Crosshill Road  
Wynnewood, PA 19096  
Telephone (610) 649-7989  
[www.tvnewscheck.com](http://www.tvnewscheck.com)

**46. ProductionHUB**

1806 Hammerlin Ave  
Winter Park, FL 32789  
Telephone (877) 629-4122  
[www.productionhub.com](http://www.productionhub.com)

**47. 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](mailto:rdwalker@northcarolina.edu)

**48. 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/>

**49. 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](mailto:info@journalismjobs.com)  
<https://www.journalismjobs.com/>

**50. 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/>

**51. Livingston Associates**

**Attn:** Tom Livingston  
3000 Chestnut Avenue  
Suite 208  
Baltimore, MD 21211  
Telephone (410) 243-1974  
<https://livingstonassociates.net/>

**52. Triangle Business Journal**

3515 Glenwood Avenue  
Suite 220  
Raleigh, NC 27612  
Telephone (919) 878-0010  
<https://www.bizjournals.com/triangle/>

**53. Association for Women in Communications**

1717 E Republic Road  
Suite A  
Springfield, MO 65804  
Telephone (417) 886-8606  
<https://www.womcom.org/>

**54. Broadcasting & Cable**

Broadcasting & Cable is a weekly telecommunications industry trade magazine published by Future US.

Future US, Inc.  
11 West 42<sup>nd</sup> Street, 15<sup>th</sup> Floor  
New York, NY 10036  
Phone: (212) 378-0448  
<https://www.nexttv.com/broadcasting-cable>

**55. National Association of Black Journalists**

1100 Knight Hall, Suite 3101  
College Park, MD 20742  
Telephone (301) 405-0248  
<https://www.nabj.org/>

**56. National Association of Hispanic Journalists**

1050 Connecticut Avenue, NW 5<sup>th</sup> Floor  
Washington, DC 20036  
Email: [contact@nahj.org](mailto:contact@nahj.org)  
<https://nahj.org/>

**57. Native American Journalists Association**

NAJA - OU Gaylord College  
395 W Lindsey Street  
Norman, OK 73019  
Telephone (405) 325-2721  
<https://najanewsroom.com/>

**58. m/Oppenheim Executive Search**

1009 General Kennedy Avenue  
San Francisco, CA 94129  
Telephone (415) 762-2650  
<https://www.moppenheim.com/>

**59. Jobplex**

Jobplex Inc.

A DHR International company  
5605 Carnegie Blvd. Ste 375  
Charlotte, NC 28209  
Telephone (704) 323-7579  
<http://www.jobplex.com/>

**60. Greater Public**

PO Box 303279  
Austin, TX 78703-0055  
Telephone (800) 454-2314  
<https://greaterpublic.org/>

**61. The Fayetteville Observer**

458 Whitfield Street  
Fayetteville, NC 28306  
Telephone: (910) 323-4848  
<https://www.fayobserver.com/>

**62. CUPA-HR**

1811 Commons Point Drive  
Knoxville, TN 37932  
Telephone (877) 287-2474  
<https://www.cupahr.org>

**63. Public Media Business Association**

1300 Piccard Drive, Suite LL 14  
Rockville, MD 20850  
Telephone (240) 844-9771  
<https://www.pmbaonline.org>

**64. Association of Fundraising Professionals**

4200 Wilson Boulevard, Suite 480  
Arlington, VA 22203  
Telephone (703) 684-0410  
<https://afpglobal.org/>

**65. AADO – African American Development Officers**

4355J Suite 291 Cobb Parkway  
Atlanta, GA 30339  
Telephone (888) 646-8166  
<https://www.aadonetwork.com/>

**66. Women of Color in Fundraising and Philanthropy**

WOC is a national organization, headquartered in the New York City Metropolitan Area.  
<https://www.woc-fp.com/>

**67. UNC Advancement Listserv**

Professional Network  
Attn: Shelley Clayton  
Associate Vice President  
The University of North Carolina System  
223 S. West Street, Suite 1800  
Raleigh, NC 27603  
Telephone (919) 843-6780  
[slclayton@northcarolina.edu](mailto:slclayton@northcarolina.edu)

**68. AICPA – Association of International Certified Professional Accountants**

1345 Avenue of the Americas, 27<sup>th</sup> Floor  
New York, NY 10105  
Telephone (212) 596-6200  
<https://www.aicpa.org/home>

**69. North Carolina Association of CPAs**

3100 Gateway Centre Boulevard  
Morrisville, NC 27560  
Telephone (919) 469-1040  
<https://www.ncacpa.org/>

**70. ALPFA – Association of Latino Professionals for America**

1717 W 6<sup>th</sup> Street, Suite 410  
Austin, TX 78703  
Telephone (855) MYALPFA ext. 707  
<https://www.alpfa.org/>

**71. National Society of Black CPAs**

PO Box 172  
Zionsville, IN 46077  
<https://nsbcpa.memberclicks.net/>

**72. National Association of Black Accountants (NABA)**

6406 Ivy Lane, Suite 200B  
Greenbelt, MD 20770  
Telephone (301) 474-6222  
<https://nabainc.org/>

**73. Military.com**

133 Boston Post Rd  
Weston, MA 02493  
Telephone (978) 461-8000  
<https://www.military.com/>

**74. Wireless Estimator, Inc.**

6969 Camden Court  
Margate, FL 33063  
[info@wirelessestimator.com](mailto:info@wirelessestimator.com)  
<https://wirelessestimator.com/>

**75. Association of Fundraising Professionals NC Triad Chapter**

PO Box 16622  
Greensboro, NC 27416  
[afptriad@gmail.com](mailto:afptriad@gmail.com)  
<https://www.afptriadchapter.org/>

**76. Society of Broadcast Engineers**

9102 North Meridian Street, Suite 150  
Indianapolis, IN 46260  
Telephone (317) 846-9000  
<https://sbe.org/>

**77. HigherEdJobs**

328 Innovation Blvd, Suite 235  
State College, PA 16803  
Telephone (814) 861-3080  
<https://higherredjobs.com>

**ATTACHMENT 3**  
**MENU OPTION ACTIVITIES**

PBS North Carolina (PBS NC) has engaged in the following outreach activities during the period covered by this Report:

Activity Classification (attached)	Type of Activity	Brief Description
1	Participation in Job Fairs	<p>PBS NC participated in six (6) job fairs, meeting with individuals in-person, including students, veterans, minorities, and individuals with disabilities discussing full-time employment and internships at:</p> <p>September 9, 2024 – Event held at Sheraton Imperial hotel – State of North Carolina Career Expo 2024 (Participant – Recruiting Specialist)</p> <p>September 18, 2024 – UNC Pembroke – Fall 2024 All Majors Career Fair (Participant – Recruiting Specialist)</p> <p>September 19, 2024 – Shaw University – Fall 2024 Career Connections Expo (Participant – Recruiting Specialist)</p> <p>September 24, 2024 – Elizabeth City State University – Fall 2024 Career Fair (Participant – Recruiting Specialist)</p> <p>January 29, 2025 – Appalachian State University – Internship Expo-Spring 2025 (Participant – Recruiting Specialist)</p> <p>February 26, 2025 – UNC Greensboro – Spring Career Fair (Participant – Recruiting Specialist)</p>
5	Internship Program	<p>PBS NC hosted five (5) Summer 2025 interns in the areas of Content (3), Marketing Communications (1), and Education and Innovation (1) for hands-on exposure to audience-focused digital content, television broadcasting, content creation, accounts research, and related careers. The Human Resources department is responsible for managing the internship program.</p>
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);	<p>Video Production in the Classroom: Middle Creek High School Students produced an original educational video, which was published to the acclaimed national educational platform PBS LearningMedia: On February PBS NC’s Learning Design team presented to 40 students in two high school African American Literature classes taught by (2015-2016 Wake County Teacher of the Year) Matt Scialdone. The presentation concluded with an invitation for students to propose potential video topics related to Reconstruction-Era Wilmington, NC, which, if approved by PBS NC, could be included in an Interactive Lesson on PBS LearningMedia. In collaboration with students in Middle Creek High School’s Media Center, class members researched, scripted, produced, edited, and engineered the 4-minute video, which focused on Wilmington community leaders Alex Manly and William McLaurin. The PBS NC Learning Design team collaborated with the students as well as with Mr. Scialdone, who sent the following note at the completion of the project:</p> <p>“This has been an amazingly relevant and impactful project for the kids. They’ve seen what real, substantive feedback and collaboration looks like thanks to your efforts. As I told the kids, to have a project come out of our class that will bear the imprimatur of PBS means that we are, in a small</p>



		<p>way, in the same company Sesame Street, Electric Company, Mr. Rogers, Bob Ross, etc—LEGENDS of public education.”</p> <p>The video is now available on PBS LearningMedia, as part of the PBS NC Interactive Lesson City of Hope: Wilmington Before the Coup and as a stand-alone in the Wilmington 1898 PBS LearningMedia collection.</p>
8	Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	PBS NC with the UNC System Office established a monthly Managers Roundtable series to invest in supervisors by providing them with new skills related to management and leadership in the public sector. Topics include managing workplace challenges, onboarding and retention, AI and management, decision making, and crucial conversations.
14	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	<p>Annual Corporation for Public Broadcasting online Harassment and Bias Prevention training via EVERFI (Participants: All PBS NC permanent and temporary employees, including Executive Director, Senior Directors, Directors, Managers, and Team leads).</p> <p>Training led by the recruiter for hiring managers and search committees at the beginning of every recruitment on EEO and OFCCP rules and guidelines for recruitment and selection, as needed.</p>
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.	<p>Rootle Ambassador Academy: August 5, 2024, we hosted the incoming Rootle Ambassadors – 22 new and a dozen continuing community-based volunteers whose roles professionally or personally align with our work engaging children ages birth to 8, early childhood educators, parents, and caregivers. This face-to-face training provides participants with an opportunity to tour the station, meet professionals in all divisions, and learn more about opportunities and the work of public media.</p> <p>Ongoing Network Training &amp; Development: 228 Contact Hours delivered from August 2024 through June 2025 – There are currently 100 Rootle Ambassadors in the program, and throughout the year we offer virtual and regional sessions to further empower our community-based early childhood education champions. As we transition from a grant-funded pilot to a sustainable, trusted program deeply embedded in every NC county, we are working collaboratively with our network to build a community of practice, offering training and support to strengthen the network of early learning caregivers. This program has proven itself as a pipeline for hiring as we have had Ambassadors apply for advertised positions and four Ambassadors have competed successfully to fill paying roles.</p> <p>“Career Trek” Station Visit: On March 19, 2025, we hosted 20 undergraduate students and 2 of the faculty from University of North Carolina at Chapel Hill’s School of Education’s Human and Organizational Leadership Development (HOLD) program for a Career Trek. This learning event provided students with an opportunity to connect with PBS North Carolina staff from across the company who shared aspects of their learning journey and the work they do for our state every day. Additionally, students participated in a Day in the Life activity, working with data and documentation to address a real-world issue leadership has faced in the public media workplace. HOLD prepares graduates to understand, lead, and work effectively with diverse stakeholders across and within organizations, so Career Trek provided an opportunity to gain insight into a public media organization and to observe workplace dynamics.</p>

### **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.