EEO PUBLIC FILE REPORT

FOR

PBS North Carolina

This EEO Public File Report
Covers the One-Year Period
Ending on July 31, 2022
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, 2021 and ending July 31, 2022 (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 Don Smith, PBS NC Director of New Technologies, Compliance, and Planning, at (919) 549-7025 or dsmith@pbsnc.org.
# FULL-TIME VACANCY INFORMATION

<table>
<thead>
<tr>
<th>Position Number</th>
<th>Title</th>
<th>Total Number Interviewees for Vacancy</th>
<th>Recruitment Source of Hire</th>
<th>Recruitment Sources Utilized (See attached list of sources)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 20038711</td>
<td>IT Manager</td>
<td>7</td>
<td>LinkedIn</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>2 20039029</td>
<td>Corporate Engagement Coordinator</td>
<td>6</td>
<td>LinkedIn</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>3 G0018506</td>
<td>Videographer</td>
<td>4</td>
<td>PBS NC Website</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>4 G0018417</td>
<td>Social Media Engagement Specialist</td>
<td>3</td>
<td>LinkedIn</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>5 G0002342</td>
<td>Western Broadcast Transmitter Technician</td>
<td>2</td>
<td>PBS NC Website</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>6 G0018737</td>
<td>Copy Editor / Copywriter</td>
<td>13</td>
<td>LinkedIn</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>7 G0002352</td>
<td>Closed Captioning Coordinator</td>
<td>3</td>
<td>LinkedIn</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>8 G0018517</td>
<td>Broadcast Designer</td>
<td>4</td>
<td>PBS NC Website</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>9 20040109</td>
<td>Broadcast Designer</td>
<td>4</td>
<td>PBS NC Website</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>10 G0002270</td>
<td>Education Services Program Manager</td>
<td>6</td>
<td>PBS NC Website</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>11 G0002273</td>
<td>On-Air Promotions Manager</td>
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<td>PBS NC Website</td>
<td>Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 25, 43, 49, 50</td>
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<tr>
<td>ID</td>
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<tr>
<td>12</td>
<td>20042967</td>
<td>Coordinating Producer, National Productions</td>
<td>3</td>
<td>PBS NC Website</td>
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<tr>
<td>13</td>
<td>20037181</td>
<td>Rootle Ambassador Program Coordinator</td>
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<td>Other</td>
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<td>Opened: 03/15/2022 Filled: 05/09/2022</td>
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<td>14</td>
<td>G0018710</td>
<td>Production Coordinator, Public Affairs &amp; Original Productions</td>
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<td>15</td>
<td>20013981</td>
<td>Digital Producer</td>
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<td>LinkedIn</td>
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<tr>
<td>16</td>
<td>20012227</td>
<td>Social Media Engagement Specialist</td>
<td>8</td>
<td>LinkedIn</td>
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<td></td>
<td></td>
<td>Opened: 04/20/2022 Filled: 07/26/22</td>
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<tr>
<td>17</td>
<td>20045406</td>
<td>Producer / Director, Public Affairs</td>
<td>6</td>
<td>UNC System Office Website</td>
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<tr>
<td></td>
<td></td>
<td>Opened: 05/09/2022 Filled: 06/27/2022</td>
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</table>

Total number of persons interviewed during this Reporting Period: 90
## ATTACHMENT 2

### RECRUITMENT SOURCE INFORMATION

<table>
<thead>
<tr>
<th>Recruitment Source (see attached list)</th>
<th>Total Number of Interviewees from Source*</th>
<th>Did Source Request Notice of Job Openings?</th>
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<tr>
<td>50</td>
<td>N</td>
<td>No</td>
</tr>
</tbody>
</table>
* Eight (8) interviewees came from unknown sources.
1. **UNC System Office**  
   Attn: Human Resources / EEO Officer  
   https://uncgcareers.northcarolina.edu/  
   PO Box 2688  
   Chapel Hill, NC 27515  
   Telephone: (919) 962-1000

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: http://www.northcarolina.edu/aa/ncsaa  
   120 Penmarc Drive, Suite 103  
   Raleigh, NC 27603-2434  
   Telephone: (919) 733-7535  
   Fax: (919) 733-1284

4. **NC State Educational Assistance Authority**  
   Attn: information@ncseaa.edu  
   Post Office Box 14103  
   Research Triangle Park, NC 27709  
   Telephone: (919) 549-8614  
   Fax: (919) 549-8481

5. **NC Center for International Understanding (Go Global, NC)**  
   Attn: http://goglobalnc.org/  
   Go Global NC, Box 13628  
   68 T.W. Alexander Dr., Research Triangle Park, NC 27709  
   Telephone: (919) 420-1360  
   Fax: (919) 420-1371

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. **UNC-TV/Western Maintenance Facility**  
   Attn: Western Maintenance Facility
14 Old Phillips Bridge Road
Franklin, NC  28734
Telephone: (919) 549-7000

9.  UNC-TV Employee Referral
    Attn: Human Resources
    10 UNC-TV Drive
    RTP, NC  27709-4900
    Telephone: (919) 549-7082

10. WUNC-TV – WUNC-DTV, Channel 4
    Attn: Transmission Building
    4401 Jones Ferry Road
    Chapel Hill, NC  27516
    Telephone: (919) 549-7204

11. WUND-TV – WUND-DTV, Channel 2
    Attn: Transmission Building
    521 Raccoon Road
    Creswell, NC  27928
    Telephone: (919) 549-7202

12. WUNE-TV – WUNE-DTV, Channel 17
    Attn: Transmission Building
    Post Office Box 458
    Linville, NC  28646
    Telephone: (919) 549-7217

13. WUNF-TV – WUNF-DTV, Channel 33
    Attn: Transmission Building
    1892 Pisgah Mtn. Road
    Canton, NC  28646
    Telephone: (828) 646-3481

14. WUNG-TV – WUNG-DTV, Channel 58
    Attn: Transmission Building
    4575 Stough Road
    Concord, NC  28027-8736
    Telephone: (919) 549-7258

15. WUNJ-TV – WUNJ-DTV, Channel 39
    Attn: Transmission Building
    521 TV Tower Road
    Delco, NC  28436
    Telephone: (919) 549-7239

16. WUNK-TV – WUNK-DTV, Channel 25
    Attn: Transmission Building
    8200 Hwy 258 North
    Farmville, NC  27828
    Telephone: (919) 549-7225
17. WUNL-TV – WUNL-DTV, Channel 26  
   Attn: Transmission Building  
   2463 Sauratown Mtn. Rd.  
   Westfield, NC  27053  
   Telephone: (919) 549-7226  

18. WUNM-TV – WUNM-DTV, Channel 19  
   Attn: Transmission Building  
   Post Office Box 665  
   Trenton, NC  28585  
   Telephone: (919) 549-7219  

19. WUNP-TV – WUNP-DTV, Channel 36  
   Attn: Transmission Building  
   16107 Highway 48  
   Littleton, NC  27850  
   Telephone: (919) 549-7236  

20. WUNU-TV – WUNU-DTV, Channel 31  
   Attn: Transmission Building  
   446 UNC Drive  
   St Paul’s, NC  28384  
   Telephone: (919) 549-7231  

21. WUNW-TV – WUNW-DTV, Channel 27  
   Attn: Transmission Building  
   1892 Pisgah Mtn. Rd.  
   Canton, NC  28716  
   Telephone: (828) 648-3482  

22. 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  

23. Durham Technical Community College  
   Attn: Career Center  
   East 5th Street  
   Durham, NC  27703  
   Telephone: (919) 328-6050  

24. Raleigh News & Observer  
   Attn: Classified Advertising  
   Link to: Careerbuilder.com  
   215 S McDowell Street PO Box 191  
   Raleigh, NC  27602  
   Telephone: (919) 829-4600
25. **Current**  
   **Attn:** Classified Advertising Online  
   6930 Carroll Avenue, Suite 625  
   Takoma Park, MD 20912  
   Telephone: (301) 270-7240, Ext. 36

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

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

28. **Wake Technical Community College**  
   **Attn:** Career & Employment Resources Office  
   9101 Fayetteville Road  
   Raleigh, NC 27603-5655  
   Telephone: (919) 866-5695

29. **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

30. **Association of Fundraising Professionals Triangle, NC Chapter**  
   **Attn:** chapteradmin@afptriangle.org  
   PO Box 18343  
   Raleigh NC, 27619  
   Telephone: (919) 280-4018

31. **The Chronicle of Philanthropy**  
   **Attn:** Philanthropycareeres-jobs@philanthropy.com  
   1255 Twenty-Third Street NW  
   Seventh Floor  
   Washington, DC 20037  
   Telephone: (202) 466-1200

32. **The Charlotte Post**  
   **Attn:** Classified Department  
   1531 Camden Road  
   Charlotte, NC 28203  
   Telephone: (704) 376-0496
33. **Mitchell Technical Institute - Satcom**  
   **Attn:** Elizabeth Kitchens  
   1800 East Spruce Street  
   Mitchell, South Dakota 57301  
   Telephone: (605) 995-7136  
   liz.kitchens@mitchelltech.edu

34. **The Asheville Citizen-Times**  
   **Attn:** Classified Advertising  
   14 O’Henry Ave.  
   Asheville, NC 28801  
   Telephone: (828) 232-5916

35. **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)

36. **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

37. **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

38. **Action Without Borders/Idealist.org**  
   302 Fifth Avenue, 11th Floor  
   New York, NY 10001  
   Phone: (646) 786-6886  
   Fax: (212) 695-7243  
   Email: http://www.idealist.org/contact-us

39. **The Data & Marketing Association**  
   1333 Broadway, Suite #301  
   New York, N.Y. 10018  
   Phone: (212) 768-7277  
   Email: https://thedma.org/

40. **Nonprofit Technology Network**  
   621 SW Alder, Suite 310  
   Portland, OR 97205  
   Phone: (503) 272-8800  
   Fax: (503) 451-3125  
   Email: jobboard@nten.org
41. **North Carolina Center for Nonprofits**  
   5800 Faringdon Place  
   Raleigh, NC 27609  
   Phone: (919) 790-1555  
   www.ncnonprofits.org

42. **Chronicle of Higher Education**  
   1255 Twenty-Third St, N.W.  
   Washington, D.C. 20037  
   Phone: (202) 466-1050  
   Email: jobs@chronicle.com

43. **LocalJobNetwork**  
   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.localjobnetwork.com  
   Telephone: (800) 984-3775

44. **North Carolina Broadcasters Association**  
   150 Fayetteville Street  
   Raleigh, NC 27601  
   Telephone (919) 821-7300

45. **National Association of Broadcasting**  
   1771 N Street NW  
   Washington, D.C. 20036  
   Telephone (202) 429-5300

46. **Corporation for Public Broadcasting (CPB) Jobline**  
   401 9th Street NW.  
   Washington, D.C. 20004  
   Telephone (202) 879-9600

47. **NETA Consulting**  
   1334 Timberlane Road  
   Suite#12  
   Tallahassee, FL 32312  
   Telephone (803) 978-1581

48. **SWE (Society of Women Engineers)**  
   130 East Randolph Street, Suite 3500  
   Chicago, IL 60601  
   Telephone (877) 793-4636  
   http://societyofwomenengineers.swe.org/

49. **LinkedIn**  
   The world’s largest professional network with more than 562 million users in more than 200 countries and territories worldwide.  
   www.linkedin.com  
   Telephone (844) 587-5735

50. **CareerBuilder**  
   200 N. LaSalle Street, Suite 1100  
   Chicago, IL 60601  
   Telephone: (770) 349-2400  
   www.careerbuilder.com
51. **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

52. **YNPN**
**Attn:** Young Nonprofit Professionals Network Triangle NC
YNPN Triangle NC
PO Box 732
Morrisville, NC 27560
www.ynprianglenc.org

53. **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

54. **TECH for GOOD**
http://www.techforgood.global/

55. **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/

56. **NC Tech Association**
4020 Westchase Blvd. Suite 350
Raleigh, NC 27607
Telephone (919) 856-0393
www.nctech.org

57. **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

58. **TVNewsCheck**
24 West Lancaster Ave., Suite 205
Ardmore, PA 19003
Telephone (484) 412-8287
www.tvnewscheck.com
59. ProductionHUB
   1806 Hammerlin Ave
   Winter Park, FL 32789
   Telephone (877) 629-4122
   www.productionhub.com

60. 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

61. 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/

62. 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
    https://www.journalismjobs.com/

63. 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/

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

65. Triangle Business Journal
    3515 Glenwood Avenue
    Suite 220
    Raleigh, NC 27612
    Telephone (919) 878-0010
    https://www.bizjournals.com/triangle/
66. Association for Women in Communications
   1717 E Republic Road
   Suite A
   Springfield, MO 65804
   Telephone (417) 886-8606
   https://www.womcom.org/

67. Broadcasting & Cable
   Broadcasting & Cable is a weekly telecommunications industry trade magazine published by Future US.
   Future US, Inc.
   11 West 42nd Street, 15th Floor
   New York, NY 10036
   Phone: (212) 378-0448
   https://www.nexttv.com/broadcasting-cable

68. National Association of Black Journalists
   1100 Knight Hall, Suite 3101
   College Park, MD 20742
   Telephone (301) 405-0248
   https://www.nabj.org/

69. National Association of Hispanic Journalists
   1050 Connecticut Avenue, NW 5th Floor
   Washington, DC 20036
   Email: contact@nahj.org
   https://nahj.org/

70. Native American Journalists Association
    NAJA - OU Gaylord College
    395 W Lindsey Street
    Norman, OK 73019
    Telephone (405) 325-2721
    https://najanewsroom.com/

71. m/Oppenheim Executive Search
    1009 General Kennedy Avenue
    San Francisco, CA 94129
    Telephone (415) 762-2650
    https://www.moppenheim.com/

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

73. Greater Public
    PO Box 303279
    Austin, TX 78703-0055
    Telephone (800) 454-2314
    https://greaterpublic.org/
ATTACHMENT 3
MENU OPTION ACTIVITIES

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

<table>
<thead>
<tr>
<th>Activity Classification (attached)</th>
<th>Type of Activity</th>
<th>Brief Description</th>
</tr>
</thead>
</table>
| 1                                 | Participation in Job Fairs | PBS NC participated five (5) job fairs, meeting with individuals virtually and in-person, including students, veterans, minorities, and individuals with disabilities discussing full-time employment and internships at:  
  September 30, 2021 – Fayetteville State University – 2021 Fall Virtual Career Fair (Participant – Recruiting Specialist)  
  February 17, 2022 – East Carolina University – 2022 Spring Job & Internship Fair (Participant – Recruiting Specialist)  
  April 1, 2022 – Charlotte, NC - One Carolina Military Hiring Expo (Participant – Recruiting Specialist)  
  April 6, 2022 – State of North Carolina Virtual Entry-Level Career Expo (Participant – Recruiting Specialist) |
| 5                                 | Internship Program | PBS NC established a paid internship program for Summer 2022 (June 13 to September 4, 2022). Hosted four (4) interns in the areas of Content/Production (2), Content/Children’s Media and Education Services (1), and Growth/Advancement (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. |
| 6                                 | Participation in job banks, internet programs, and other programs designed to promote outreach generally | PBS North Carolina’s Children’s Media and Education Services Team conducted 91 Virtual and In-Person Community Events/Special Initiatives and Programs/Workshops and Trainings/Conference and Meeting Presentations in FY22, impacting over 200,000, including children and their parents, educators, administrators, and child-care providers.  
  **August 2021**  
  8/1/21 - 8/31/21 - PBS NC’s At-Home Learning Presents: Classroom Connection  
  8/1/21 - 6/18/22 - PBS KIDS Parent Engagement in Schools Grant in Catawba County, NC  
  8/6/21 – Rootle Ambassador Professional Development Academy, Pt. 1 (Part 1)  
  8/10/21 – Playful Learning Series Workshop, Transylvania County  
  8/12/21 – Playful Learning Series Workshop, Johnston County  
  8/16/21 – Playful Learning Series Workshop, Duplin County  
  8/31/21 – Train the Trainer for Education Trainers, Pt. 1  
  **September 2021**  
  9/1/21 - 9/30/21 - PBS NC’s At-Home Learning Presents: Classroom Connection  
  9/7/21 – Train the Trainer for Education Trainers, Pt. 2 |
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>9/14/21</td>
<td>Playful Learning Series Workshop, Johnston County</td>
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<td>9/16/21</td>
<td>Playful Learning Series Workshop, Johnston County</td>
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<td>9/21/21</td>
<td>Playful Learning Series Workshop, Halifax-Warren County</td>
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<tr>
<td>9/23/21</td>
<td>Playful Learning Series Workshop, Halifax-Warren County</td>
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<tr>
<td>9/28/21</td>
<td>Playful Learning Series Workshop, Halifax-Warren County</td>
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<td><strong>October 2021</strong></td>
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<tr>
<td>10/1/21 - 10/31/21</td>
<td>PBS NC’s At-Home Learning Presents: Classroom Connection</td>
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<td>10/13/21 - 10/23/21</td>
<td>NC State Fair</td>
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<td>10/16/21</td>
<td>Rootle Ambassador Engagement, Guilford County</td>
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<tr>
<td>10/20 - 10/29/21</td>
<td>Playful Learning Series Workshop, Guilford County</td>
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<td>10/21/21</td>
<td>Playful Learning Series Workshop, Albemarle Alliance for Children and Families</td>
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<td>Rootle Ambassador Engagement, Catawba County</td>
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<td>10/26/21</td>
<td>Playful Learning Series Workshop, EQiPD</td>
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<td>10/26/21</td>
<td>Playful Learning Series Workshop, Madison County</td>
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<td>10/27/21</td>
<td>Playful Learning Series Workshop, Blue Ridge Partnership for Children</td>
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<td>10/28/21</td>
<td>Playful Learning Series Workshop, Blue Ridge Partnership for Children</td>
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<td>10/30/21</td>
<td>Rootle Ambassador Engagement, Lenoir County</td>
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<tr>
<td>10/30/21</td>
<td>Rootle Ambassador Engagement, Transylvania County</td>
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<td><strong>November 2021</strong></td>
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<tr>
<td>11/1/21</td>
<td>Rootle Ambassador Engagement, Bertie County</td>
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<td>11/1/21 - 11/30/21</td>
<td>PBS NC’s At-Home Learning Presents: Classroom Connection</td>
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<tr>
<td>11/8/21</td>
<td>Rootle Ambassador Professional Development Academy, Pt. 2</td>
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<tr>
<td>11/15/21</td>
<td>Rootle Ambassador Curated Office Hour</td>
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<tr>
<td>11/23/21</td>
<td>Bright by Text Presentation for NC Partnership for Children, Inc. Monthly Network Call</td>
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<tr>
<td>11/30/21</td>
<td>NC DPI’s Inaugural A.I.M. Conference Presentation (Raleigh Convention Center)</td>
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<td><strong>December 2021</strong></td>
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<tr>
<td>12/1/21</td>
<td>Bright by Text Awareness Campaign Launch</td>
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<tr>
<td>12/1/21 - 12/31/21</td>
<td>PBS NC’s At-Home Learning Presents: Classroom Connection</td>
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<td>12/6/21</td>
<td>Rootle Ambassador Engagement, Catawba County</td>
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<tr>
<td>12/11/21</td>
<td>Rootle Ambassador Engagement, Craven County</td>
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<tr>
<td>12/16/21</td>
<td>Rootle Ambassador Curated Office Hour</td>
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<td><strong>January 2022</strong></td>
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<td>1/1/22 - 1/31/22</td>
<td>PBS NC’s At-Home Learning Presents: Classroom Connection</td>
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<td>1/3/22</td>
<td>Rootle Ambassador Engagement, Ashe County</td>
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<tr>
<td>1/3/22</td>
<td>Rootle Ambassador Engagement, Cherokee County</td>
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<td>1/14/22</td>
<td>Rootle Ambassador Curated Office Hour</td>
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<td>1/24/22</td>
<td>Rootle Ambassador Engagement, Robeson County</td>
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<tr>
<td>1/26/22</td>
<td>Rootle Ambassador Partners Meeting</td>
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<td><strong>February 2022</strong></td>
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<tr>
<td>2/1/22</td>
<td>Rootle Ambassador Engagement, Cherokee County</td>
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<td>2/3/22</td>
<td>Rootle Ambassador Engagement, Lenoir County</td>
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<td>2/4/22</td>
<td>Rootle Ambassador Engagement, Catawba County</td>
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<td>Rootle Ambassador Engagement, Lenoir County</td>
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<tr>
<td>March 2022</td>
<td>Rootle Ambassador “Pop-up Bookstore,” Catawba County</td>
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<tr>
<td>3/3/22</td>
<td>- PBS NC Teacher Advisory Interest Meeting</td>
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<tr>
<td>3/7/22</td>
<td>- PBS LearningMedia Presentation for NCCU Graduate School’s Library Science Program</td>
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<tr>
<td>3/15/22</td>
<td>- Rootle’s Block Party LIVE! At Home Virtual Preview Screening</td>
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<td>3/17/22</td>
<td>- Presentation for NCCU graduate students</td>
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<tr>
<td>3/19/22</td>
<td>- Rootle’s Block Party LIVE! AT Home Premiere</td>
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<tr>
<td>3/20/22</td>
<td>- Rootle Block Party LIVE! At Home Re-air</td>
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<tr>
<td>3/26/22</td>
<td>- Rootle Block Party LIVE! At Home Re-air</td>
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<td>03/26/22</td>
<td>- Video Short #1 Parents As Child’s First Teacher</td>
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<tr>
<td>3/26/22</td>
<td>- Rootle Ambassador-hosted Rootle Roadster Tour Stop #1</td>
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<tr>
<td>Transylvania County, Brevard, NC</td>
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<tr>
<td>3/27/22</td>
<td>- Rootle Block Party LIVE! At Home Re-air</td>
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<td>April 2022</td>
<td>Rootle Ambassador Engagement, Ashe County</td>
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<tr>
<td>4/2 - 4/8/22</td>
<td>- Playful Learning Series Workshop, Watauga County</td>
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<tr>
<td>4/7/22</td>
<td>- Rootle Ambassador Partners Meeting</td>
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<td>4/7/22</td>
<td>- Rootle Ambassador Engagement, Catawba County</td>
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<td>4/8/22</td>
<td>- Rootle Ambassador-hosted Rootle Roadster Tour Stop #2 Guiford County, Highpoint, NC</td>
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<td>04/9/22</td>
<td>- Martin-Pitt Partnership for Children Conference</td>
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<td>4/13/22</td>
<td>- Playful Learning Series Workshop, Bladen County</td>
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<td>4/22 - 4/22</td>
<td>- 2022 Synergy Conference (Greensboro, NC)</td>
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<td>4/23/22</td>
<td>- Rootle Roadster Tour Stop #3 Forsyth County, Winston Salem, NC</td>
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<td>4/26/22</td>
<td>- Gates County Schools Drone Expo</td>
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<td>4/28/22</td>
<td>- Rootle Ambassador Engagement, Ashe County</td>
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<td>4/28/22</td>
<td>- Finding Your Roots Teacher PD</td>
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<tr>
<td>4/30/22</td>
<td>- Playful Learning Series Workshop, Forsyth County</td>
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<td>4/30/22</td>
<td>- Rootle Ambassador Engagement, Wake County</td>
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<td>4/30/22</td>
<td>- Rootle Ambassador Engagement, Craven County</td>
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<tr>
<td>4/30/22</td>
<td>- Rootle Ambassador Engagement, New Hanover County</td>
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<tr>
<td>May 2022</td>
<td>Rootle Ambassador Engagement, Catawba County</td>
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<tr>
<td>5/5/22</td>
<td>- Rootle Roadster Tour Stop #4 Dare County, Manteo, NC</td>
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<td>5/6/22</td>
<td>- Rootle Ambassador Engagement, Craven County</td>
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<tr>
<td>5/7/22</td>
<td>- Video Short #2 Finding Quality Child Care</td>
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<tr>
<td>5/12/22</td>
<td>- Playful Learning Series Workshop, Forsyth County</td>
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<tr>
<td>05/15/22</td>
<td>- Video Short #1 Re-Air Parents As Child’s First Teacher</td>
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<tr>
<td>5/19/22</td>
<td>- Playful Learning Series Workshop, Watauga County</td>
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<tr>
<td>5/19/22</td>
<td>- Youth Voice Chat with students</td>
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<td>5/23/22</td>
<td>- DHHS NC Impact Meeting</td>
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<td>5/25/22</td>
<td>- Playful Learning Series Workshop, Bladen County</td>
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<tr>
<td>5/26/22</td>
<td>- Playful Learning Series Workshop, Forsyth County</td>
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<td>June 2022</td>
<td>Rootle Ambassador Partners Meeting</td>
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<tr>
<td>6/7/22</td>
<td>- Video Short #3 Early Intervention</td>
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<tr>
<td>6/9/22</td>
<td>- Rootle Ambassador Engagement, Durham County</td>
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<td>6/11/22</td>
<td>- Rootle Ambassador Engagement, McDowell County</td>
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<tr>
<td>6/17 - 6/18/22</td>
<td>- PBS NC’s Impact Early Childhood Education Summit</td>
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<tr>
<td>6/20/22</td>
<td>- Rootle Ambassador Engagement, McDowell County</td>
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<tr>
<td>6/25/22</td>
<td>- PBS NC’s Impact Early Childhood Education Virtual Summit</td>
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<tr>
<td>6/25/22</td>
<td>- Rootle Ambassador-hosted Rootle Roadster Tour Stop #5</td>
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<td>Robeson County, Pembroke, NC</td>
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<td>6/25/22</td>
<td>- Rootle Ambassador Engagement, Cabarrus County</td>
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<tr>
<td>July 2022</td>
<td>7/11 – 7/15/22 – Rootle Ambassador Engagement, New Hanover County</td>
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<td>7/15/22 – DHHS NC Impact Meeting</td>
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<td></td>
<td>7/16/22 – Book Harvest Block Party</td>
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<td></td>
<td>7/23/22 – Rootle Roadster Tour Stop #6 Johnston County, Smithfield, NC</td>
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<td>7/15/22</td>
<td>DHHS NC Impact Meeting</td>
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<tr>
<td>7/23/22</td>
<td>Rootle Roadster Tour Stop #6 Johnston County, Smithfield, NC</td>
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</tbody>
</table>

10 Participation in events or programs sponsored by educational institutions relating to careers in broadcasting

Seventy high school students, college students, and community volunteers participated in the following hosted events by PBS NC:

**March 2022**

3/19/22 – Rootle Block Party LIVE! At Home; Durham County, Cumberland County, New Hanover, Burke County, Rocky Mount, Forsyth County (39)

3/26/22 - Rootle’s Roadster Tour, Transylvania County (20)

**June 2022**

6/18/22 - PBS NC’s Impact Early Childhood Education Summit

6/25/22 - PBS NC’s Virtual Impact Early Childhood Education Summit

**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.