

# **EEO PUBLIC FILE REPORT**

**FOR**

**UNC-TV**

**This EEO Public File Report  
Covers the One-Year Period  
Ending on July 31, 2017**

## EEO Annual Public File Report

### UNC-TV

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 UNC-TV, 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 UNC-TV's public inspection file and posted on UNC-TV's website.

The information contained in this Report covers the time period beginning August 1, 2016, and ending July 31, 2017 (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, UNC-TV Director of New Technologies, Compliance, and Planning, at (919) 549-7025 or [dsmith@unctv.org](mailto:dsmith@unctv.org).

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**ATTACHMENT 1**

**FULL-TIME VACANCY INFORMATION**

	<b>Position Number</b>	<b>Title</b>	<b>Total number Interviewees for Vacancy</b>	<b>Recruitment Source of Hire</b>	<b>Recruitment Sources Utilized (See attached list of sources)</b>
1	G0018735	Corporate Underwriting Associate  Filled: 9/6/2016	6	7, UNC-TV Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 24, 25, 44
2	G0002371	Studio/Media Asset Engineer  Filled: 4/4/17	3	7, UNC-TV Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 24, 25, 26, 44, 49
3	20011946	Senior Account Executive  Filled: 4/18/17	2	7, UNC-TV Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 24, 25, 26, 44
4	20013981	Associate Producer  Filled: 4/18/17	8	1, UNC GA Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 24, 25, 26, 44
5	20020460	Associate Producer  Filled: 4/24/17	8	44, LocalJobNetwork (Glassdoor)	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 24, 25, 26, 44
6	20012032	Associate Producer  Filled: 4/24/17	8	7, UNC-TV Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 24, 25, 26, 44
7	G0018417	Marketing Communications Specialist  Filled: 5/30/17	5	Other	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 24, 25, 26, 44
8	G0002249	Office Manager  Filled: 6/12/17	5	1, UNC GA Website	Internal: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22 External: 24, 25, 26, 44

Total number of persons interviewed during this Reporting Period: **Forty-five (45)**.

**ATTACHMENT 2**

**RECRUITMENT SOURCE INFORMATION**

<b>Recruitment Source (see attached list)</b>	<b>Total Number of Interviewees from Source*</b>	<b>Did Source Request Notice of Job Openings?</b>
1	14	No
2	0	No
3	0	No
4	0	No
5	0	No
6	0	No
7	14	No
8	0	No
9	0	No
10	0	No
11	0	No
12	0	No
13	0	No
14	0	No
15	0	No
16	0	No
17	0	No
18	0	No
19	0	No
20	0	No
21	0	No
22	0	No
23	0	No
24	1	No
25	0	No
26	0	No
27	0	No
28	0	No
29	0	No
30	0	No
31	0	No
32	0	No
33	0	No
34	0	No
35	0	No
36	0	No
37	0	No
38	0	No
39	0	No
40	0	No
41	0	No
42	0	No
43	0	No
44	9	No
45	0	No
46	0	No
47	0	No
48	0	No
49	0	No

\* Seven (7) interviewees came from unknown sources.

## RECRUITMENT SOURCES

1 August 2016 – 31 July 2017

- 1. UNC General Administration**

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](mailto: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  
Fax: (919) 966-3829
- 7. University of North Carolina Center for Public Television**

Attn: Television Studio and Offices/Human Resources  
PO Box 14900 (10 T.W. Alexander Drive)  
RTP, NC 27709-4900  
Telephone: (919) 549-7077

- 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 TW Alexander 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 5<sup>th</sup> Street  
Durham, NC 27703  
Telephone: (919) 328-6050

**24. Raleigh News & Observer**

**Attn:** Classified Advertising  
Link to: [Careerbuilder.com](http://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](mailto:adria@caro.news)  
PO Box 25308  
Raleigh, NC 27601  
Telephone: (919) 834-5558
- 27. The Charlotte Observer**  
Attn: Classifieds  
[jmmoore@charlotteobserver.com](mailto:jmmoore@charlotteobserver.com)  
600 S. Tryon Street  
Charlotte, NC, 28202  
Telephone: (704) 358-5312
- 28. Durham Technical Community College**  
Attn: Classified Advertising Online  
[villanovab7070@connect.durhamtech.edu](mailto:villanovab7070@connect.durhamtech.edu)  
1637 East Lawson Street  
Durham, NC 27703  
Telephone: (919)-536-7200
- 29. Wake Technical Community College**  
Attn: Career & Employment Resources Office  
9101 Fayetteville Road  
Raleigh, NC 27603-5655  
Telephone: (919) 866-5695
- 30. Pitt Community College**  
Attn: [careerservices@email.pittcc.edu](mailto:careerservices@email.pittcc.edu)  
Craig F. Goess Student Center  
Suite 170  
P.O. Drawer 7007  
Greenville, NC 27835  
Telephone: (252) 493-7784
- 31. Association of Fundraising Professionals Triangle, NC Chapter**  
Attn: [chapteradmin@afptriangle.org](mailto:chapteradmin@afptriangle.org)  
PO Box 18343  
Raleigh NC, 27619  
Telephone: (919) 280-4018
- 32. The Chronicle of Philanthropy**  
Attn: [Philanthropycaeres-jobs@philanthropy.com](mailto:Philanthropycaeres-jobs@philanthropy.com)  
1255 Twenty-Third Street NW  
Seventh Floor  
Washington, DC 20037  
Telephone: (202) 466-1200
- 33. The Charlotte Post**  
Classified Department  
1531 Camden Road  
Charlotte, NC 28203  
Telephone: (704) 376-0496



- 34. Mitchell Technical Institute - Satcom**  
Attn: Elizabeth Kitchens  
1800 East Spruce Street  
Mitchell, South Dakota 57301  
Telephone: 605-995-7136  
liz.kitchens@mitchelltech.edu
- 35. The Asheville Citizen-Times**  
Attn: Classified Advertising  
14 O'Henry Ave.  
Asheville, NC 28801  
Telephone: (828) 232-5916
- 36. 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)
- 37. Radio Television Digital News Association**  
Attn: Classified Advertising  
The National Press Building  
529 14th Street, NW, Suite 1240  
Washington, D.C. 20045  
Telephone: 202.495.8730
- 38. NC for Military Employment (NC4ME)/ NCWorks Online**  
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
- 39. 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>
- 40. The Data & Marketing Association**  
1333 Broadway, Suite #301  
New York, N.Y. 10018  
Phone: (212) 768-7277  
Email: <https://thedma.org/>
- 41. Non Profit 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)

- 42. North Carolina Center for Nonprofits**  
1110 Navaho Drive, Suite 200  
Raleigh, NC 27609  
Phone: 919-790-1555
- 43. 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)
- 44. LocalJobNetwork**  
An annual membership that automatically posts our positions to 1500+ job boards and sites nationwide, depending on key words, i.e. Indeed, Glassdoor and TVJobs.com  
[www.localjobnetwork.com](http://www.localjobnetwork.com)  
Telephone: 800-984-3775
- 45. North Carolina Broadcasters Association**  
150 Fayetteville Street  
Raleigh, NC 27601  
Telephone (919)821-7300
- 46. National Association of Broadcasting**  
1771 N Street NW  
Washington, D.C. 20036  
Telephone (202) 429-5300
- 47. Corporation for Public Broadcasting (CPB) Jobline**  
401 9<sup>th</sup> Street NW.  
Washington, D.C. 20004  
Telephone (202) 879-9600
- 48. NETA Consulting**  
1334 Timberlane Road  
Suite#12  
Tallahassee, FL 32312  
Telephone (803) 978-1581
- 49. SWE (Society of Women Engineers)**  
130 East Randolph Street, Suite 3500  
Chicago, IL 60601  
Telephone (877) 793-4636

**ATTACHMENT 3**

**MENU OPTION ACTIVITIES**

UNC-TV has engaged in the following outreach activities during the period covered by this Report:

<b>Activity Classification (attached)</b>	<b>Type of Activity</b>	<b>Brief Description</b>
1	Participation in Job Fairs	<p>Attended job fairs, meeting with individuals including students, veterans, minorities and individuals with disabilities discussing full-time employment and internships at:</p> <p>August 23, 2016 – UNC Wilmington Hiring our Heroes Career Fair (Participants: EEO Officer &amp; HR Manager)            February 2, 2017: Hiring Our Heroes Career Fair (Participant: EEO Officer)            February 15, 2017, ENCCA Career Fair 2017 (Participant: HR Specialist &amp; Volunteer Services Director)            March 29, 2017: Camp Lejeune Career Fair (Participant: HR Manager)            March 31, 2017, William Peace University, ENCCA Nonprofit Career Fair (Participant: Volunteer Services Director)            April 5, 2017: Orange County DSS Career Fair (Participant: EEO Officer)            April 27, 2017: Hiring Our Heroes Career Fair (Participant: EEO Officer)            May 23, 2017: NC4ME Hiring Event (Participant: EEO Officer)            May 23, 2017, Hiring Our Heroes Military Spouses Recruiting Event and Job Fair (Participant: HR Manager)</p>
5	Establishment of Internship Program	<p>Hosted a total of nine (9) students as Summer interns in the areas of Production Services (2), Content/Production (6), and Marketing Communications (1) for hands-on exposure to television broadcasting, content creation, digital archiving, and related careers. Student or recent graduate interns will be hosted year-round, every fall, spring, and summer semester in this new program model for UNC-TV.</p> <p>Summer 2017 semester            Dates: May 22 to August 10, 2017</p> <p>Participating high schools/colleges:            Appalachian State University            Cary Academy            Lawrence University            Middle Creek High School            New England Institute of Technology            North Carolina State University            UNC School of the Arts            University of Missouri-Columbia            University of North Carolina at Chapel Hill</p>

6	Participation in job banks, internet programs, and other programs designed to promote outreach generally	<p>UNC-TV's Community Engagement team conducted 63 workshops, screenings, Bryan Center tours, and community events from August 1, 2016 to July 31, 2017, directly impacting 74,531 individuals, including teachers and child care providers.</p> <p><b>August 2016</b>  8/4/2016 PBS Regional Teacher Summit  8/8/2016 SEAL Team Book Harvest Event  8/11/2016 Silver Package Station Tour  8/20/2016 Back-to-School Bash  8/23/2016 Platinum Tour with Zina Sutton  8/30/2016 Book-a-thon</p> <p><b>September 2016</b>  9/2/2016 Little People Daycare Roo Visit  9/15/2016 American Graduate Champions Recognition Celebration at KIPP  9/17/2016 NC Association for the Education of Young Children  9/17/2016 Special Needs Children's Conference</p> <p><b>October 2016</b>  10/1/2016 Veteran's Coffee  10/13/2016 NC State Fair  10/25/2016 Parkview Elementary LIFT Night  10/27/2016 LIFT NIGHT at North Newton</p> <p><b>November 2016</b>  11/1/2016 Silver Tour - Skills Creations Day Program  11/8/2016 Platinum Tour J. H. Gun Afterschool Program  11/15/2016 Play and Learn Family Transmedia Night  11/17/2016 LIFT at North Newton  11/19/2016 2016 WRAL Christmas Parade  11/19/2016 Play Outside NC - Phase II</p> <p><b>December 2016</b>  12/7/2016 Sandy Ridge Elementary School Read-a-roo Visit  12/14/2016 Virtual PreK Brainstorming Meeting</p> <p><b>January 2017</b>  1/6/2017 NC Literacy Association Board Meeting  1/11/2017 New Generation Kickoff Planning meeting  1/26/2017 Knightdale Homeschoolers Basic Station Tour  1/26/2017 Learning Is Fun Together at North Newton</p> <p><b>February 2017</b>  2/2/2017 Station Tour for Middle Creek High School Digital Media Academy  2/6/2017 Kidonomics  2/8/2017 UNC-TV's Platinum Station Tour with Parkview Elementary School  2/10/2017 Meeting with Jennifer English from PBS  2/17/2017 Gold Package UNC-TV Station Tour  2/18/2017 Maya Angelou Engagement Event  2/23/2017 Learning Is Fun Together at North Newton  2/25/2017 Nature Cat Advancing Skills and Knowledge Conference (ASK)SK Conference</p> <p><b>March 2017</b>  3/1/2017 Cardinal Charter Academy Storytime  3/1/2017 Read Across America Celebration  3/6/2017 A Strong Start to Book Smarts Workshop  3/14/2017 UNC-TV's Station Tour with Kids Kingdom</p>
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		<p>3/18/2017 Read-a-roo's Block Party LIVE  3/23/2017 LIFT at North Newton</p> <p><b>April 2017</b>  4/8/2017 Meet Sid the Science Kid at the NC Azalea Festival  4/18/2017 Teach Boldly Presentation  4/21/2017 Station Tour with Murray Middle School  4/22/2017 Smart Start Birthday Blast  4/25/2017 UNC-TV Play and Learn Night at Parkview Elem  4/26/2017 Week of the Young Child Event  4/27/2017 Gold Station Tour with Warren Middle School  4/29/2017 PBS Regional Teacher Summit  4/29/2017 Month of the Military Child at Seymour Johnson AFB</p> <p><b>May 2017</b>  5/1/2017 Week of the Young Child  5/1/2017 Smart Start Pre-Conference Bright by Text  5/3/2017 LIFT at North Newton  5/3/2017 Smart Start Conference ROOTLE Table Display  5/4/2017 Smart Start Conference Presentation  5/6/2017 Nature Cat Grant Event and Screening  5/11/2017 UNC-TV's Platinum Station Tour with SMART Girls (\$15)  5/20/2017 Nature Cat Grant Event and Screening  5/23/2017 Parkview Summer Learning Family Night</p> <p><b>June 2017</b>  6/3/2017 Nature Cat  6/18/2017 Summer Streets in Carrboro  6/28/2017 Kids R Kids Cary Silver Tour  6/29/2017 Blue Bell Summer Camp Silver Tour</p> <p><b>July 2017</b>  7/5/2017 Sisters Childcare Basic Tour</p>
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<p>10</p>	<p>Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting</p>	<p>Three hundred and fifty-two (352) high school and college students participated in the following hosted events of the Community Engagement and Development divisions:</p> <p><b>August 2016</b> On-Air Fundraiser</p> <p><b>September 2016</b> Riverside HS OSC program volunteers</p> <p><b>October 2016</b> North Carolina State Fair Eagle Scouts Riverside HS OSC program volunteers</p> <p><b>November 2016</b> Riverside HS OSC program volunteers</p> <p><b>December 2016</b> On-Air Fundraiser Raleigh Christmas Parade Riverside HS OSC program volunteers</p> <p><b>January 2017</b> Riverside HS OSC program volunteers</p> <p><b>February 2017</b> Riverside HS OSC program volunteers</p> <p><b>March 2017</b> On-Air Fundraiser Riverside HS OSC program volunteers</p> <p><b>April 2017</b> Riverside HS OSC program volunteers</p> <p><b>May 2017</b> Eagle Scouts Riverside HS OSC program volunteers</p> <p><b>June 2017</b> Riverside HS OSC program volunteers Kids Club Event in Wilmington, NC On-Air Fundraiser</p>
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14	Provision of EEO Training for Supervisors and Management	<p>EEO Officers Conference with Diversity &amp; Inclusion and Implicit Bias training, University of North Carolina System Office (November 17, 2016, Participant: HR Manager)</p> <p>PBS Diversity &amp; Inclusion Action Summit, Atlanta, GA (February 14-15, 2017, Participant – UNC-TV HR Manager)</p> <p>Online EEO training (Unlawful Harassment and Discrimination for Supervisors and Non-Supervisors) for all new hires and managers (Annual compliance dates February 22, 2017 to March 31, 2017, Participants: All UNC-TV permanent and temporary employees, including Executive Director, Senior Directors, Directors, Managers, and Team leads)</p> <p>In-person training for hiring managers and search committees at the beginning of every recruitment on EEO and OFCCP rules and guidelines for recruitment and selection (Participants: All UNC-TV permanent and temporary employees who serve on search committees from the Executive Director, Senior Directors, directors and managers to professional level staff, i.e. producers, engineers, and office managers)</p>
16	Participation in programs designed to promote outreach generally	Hosted and trained volunteers from the general public to assist with operating cameras, lighting, audio, and other active live/taped TV production tasks. There were a total of nineteen (19) participants from August 1, 2016 to July 31, 2017.

## 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.