

**BROADCAST EQUAL EMPLOYMENT OPPORTUNITY  
MODEL PROGRAM REPORT**

|   |   |  |
|---|---|--|
| Legal Name of the Applicant<br>WUNC Public Radio, LLC       |   |  |
| Mailing Address<br>Campus Box 0915, 120 Friday Center Drive |   |  |
| City<br>Chapel Hill   | State or Country (if foreign address)<br>NC | ZIP Code<br>27517                              |
| Telephone Number (include area code)<br>919 445-9150        |   | E-Mail Address (if available)<br>wunc@wunc.org |
|   | Facility ID Number                          | Call Sign                                      |

☒ Application for Construction Permit for New Station      ☐ Application for Assignment of License

☐ Application for Transfer of Control

a. Service Type:    ☐ AM    ☒ FM    ☐ TV    ☐ Other (specify) \_\_\_\_\_

b. Community of License:    

|                    |             |
|--------------------|-------------|
| City<br>Laurinburg | State<br>NC |
|--------------------|-------------|

**INSTRUCTIONS**

Applicants seeking authority to construct a new commercial, noncommercial or international broadcast station, applicants seeking authority to obtain assignment of the construction permit or license of such a station, and applicants seeking authority to acquire control of an entity holding such construction permit or license are required to afford equal employment opportunity to all qualified persons and to refrain from discrimination in employment and related benefits on the basis of race, color, religion, national origin or sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, an applicant who proposes to employ five or more full-time employees must establish a program designed to assure equal employment opportunity. This is submitted to the Commission as the Model EEO Program. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

**Guidelines for a Model EEO Program and a Model EEO Program are attached.**

NOTE: Check appropriate box, sign the certification below and return to FCC:

- ☐ Station employment unit will employ fewer than 5 full-time employees; therefore no written program is being submitted.
- ☒ Station employment unit will employ 5 or more full-time employees. Our Model EEO Program is attached. (You must

I certify that the statements made herein are true, complete, and correct to the best of my knowledge and belief, and are made in

|                           |                                   |
|---------------------------|-----------------------------------|
| Signed                    | Name of Respondent<br>Nora Casper |
| Title<br>Acting President | Date<br>11/9/2021                 |

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

## **GUIDELINES TO THE MODEL EEO PROGRAM**

The model EEO program adopted by the Commission for construction permit applicants, assignees, and transferees contains five sections designed to assist the applicant in establishing an effective EEO program for its station. The specific elements which should be addressed are as follows:

### **I. GENERAL POLICY**

The first section of the program should contain a statement by the applicant that it will afford equal employment opportunity in all personnel actions without regard to race, color, religion, national origin or sex, and that it has adopted an EEO program which is designed to fully utilize the skills of qualified persons.

### **II. RESPONSIBILITY FOR IMPLEMENTATION**

This section calls for the name (if known) and title of the official who will be designated by the applicant to have responsibility for implementing the station's program.

### **III. POLICY DISSEMINATION**

The purpose of this section is to disclose the manner in which the station's EEO policy will be communicated to employees and prospective employees. The applicant's program should indicate whether it: (a) intends to utilize an employment application form which contains a notice informing job applicants that discrimination is prohibited and that persons who believe that they have been discriminated against may notify appropriate governmental agencies; (b) will post a notice which informs job applicants and employees that the applicant is an equal opportunity employer and that they may notify appropriate governmental authorities if they believe that they have been discriminated against; and (c) will seek the cooperation of labor unions, if represented at the station, in the implementation of its EEO program and in the inclusion of nondiscrimination provisions in union contracts. The applicant should also set forth any other methods it proposes to utilize in conveying its EEO policy (e.g., orientation materials, on-air announcements, station newsletter) to employees and prospective employees.

### **IV. RECRUITMENT**

The applicant should specify the recruitment sources and other techniques it proposes to use to attract qualified job applicants. The purpose of the listing is to assist the applicant in developing specialized referral sources to ensure wide dissemination of vacancy information as job opportunities occur. Sources which subsequently prove to be nonproductive should not be relied on and new sources should be sought.

## **MODEL EQUAL EMPLOYMENT OPPORTUNITY PROGRAM**

### **I. GENERAL POLICY**

It will be our policy to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

It will also be our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific practices designed to ensure the full realization of equal employment opportunity without regard to race, color, religion, national origin or sex.

To make this policy effective, and to ensure conformance with the Rules and Regulations of the Federal Communications Commission, we have adopted an Equal Employment Opportunity Program which includes the following elements:

## II. RESPONSIBILITY FOR IMPLEMENTATION

|            |             |                  |
|------------|-------------|------------------|
| Name/Title | Nora Casper | Acting President |
|------------|-------------|------------------|

**will be responsible for the administration and implementation of our Equal Employment Opportunity Program. It will also be the responsibility of all persons making employment decisions with respect to the recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that our policy and program is adhered to and that no person is discriminated against in employment because of race, color, religion, national origin or sex.**

## III. POLICY DISSEMINATION

To ensure that all members of the staff are cognizant of our equal employment opportunity policy and their individual responsibilities in carrying out this policy, the following communication efforts will be made:

☒ The station's employment application forms will contain a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they may notify the appropriate local, State or Federal agency if they believe they have been the victims of discrimination.

☒ Appropriate notices will be posted informing applicants and employees that the station is an Equal Opportunity Employer and of their right to notify an appropriate local, State or Federal agency if they believe they have been the victims of discrimination.

☒ We will seek the cooperation of unions, if represented at the station, to help implement our EEO program and all union contracts will contain a nondiscrimination clause.

☐ Other (specify)

## IV. RECRUITMENT

To ensure that information concerning each full-time vacancy is widely disseminated, we propose to use the following list of recruitment sources consistent with the requirements of 47 C.F.R. Section 73.2080:

Please see attached exhibit

## **FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT**

We have estimated that each response to this collection of information will take one (1) hour. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PER, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [pra@fcc.gov](mailto:pra@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

WUNC Public Radio, LLC (“WUNC”), is filing this Exhibit and the accompanying EEO Model Program Report Form (FCC Form 396-A) in connection with WUNC’s application on FCC Form 2100, Schedule 340 for a noncommercial educational station construction permit for proposed facilities in Laurinburg, North Carolina. If awarded such construction permit, WUNC plans to continue the robust EEO program currently in place for its station employment unit—which currently covers full-power stations WUNC(FM), WBUX(FM), WFSS, WRQM(FM), WUND-FM, WURI(FM), and WUNW-FM—and to use that same program in connection with the operations of the new station. The following recruitment source list is reasonably calculated to provide notification of job vacancies to the entire community, and it includes, among other sources, the following:

| <b>Recruitment Source</b>  |
|--|
| Asian American Journalists Association Website (National)                                  |
| Asian American Journalists Association NC  |
| Corporation for Public Broadcasting (CPB) Website  |
| Public Media Jobs.org (Current) Online and/or Print  |
| JournalismJobs.com Website   |
| North Carolina Association of Broadcasters (NCAB) Website                                  |
| National Association of Black Journalists (NABJ) Website                                   |
| Triangle Association of Black Journalists  |
| Triad Association of Black Journalists   |
| National Association of Hispanic Journalists (NAHJ) Website                                |
| National Association of Hispanic Journalists UNC-CH  |
| National Lesbian and Gay Journalists Association (NLGJ) Website                            |
| Native American Journalists Association (NAJA) Website                                     |
| NAB Leadership Foundation (National Association of Broadcasters) (BroadcastCareerLink.com) |
| Public Media Journalists Association (PMJA) (Formerly PRNDI) Website                       |
| National Society of Black Engineers  |
| SHPE Society of Hispanic Professional Engineers  |
| AABHE American Association of Blacks in Higher Education                                   |
| BDPA Black Data Processing Associates  |
| BWISE Black Women in Science & Engineering   |
| American Indian Science & Engineering Society  |
| Broadcast Career Link Website  |
| Glass Door Website   |

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Laurinburg, North Carolina  
EEO Model Program Report

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| Greater Public Online Job Bank  |
| Indeed Website  |
| Inside Higher Ed Website  |
| JournalismNext.com Website  |
| Linked-In Website   |
| MediaBistro Website   |
| Monster.com Website   |
| Society of Professional Journalists (SPJ) website                     |
| Equal Opportunity Publications Diversity & Inclusion<br>Career Center |
| UNC HR Website  |
| WUNC Website  |
| WUNC All Internal Email   |