

ANNUAL EEO PUBLIC FILE REPORT


For the Period Beginning **08/01/2010**, and Ending **07/27/2011**

The Report is Not Required If Unit Has Fewer Than Five Full-Time Employees.

This Report consists of:

- Part 1 Station Information
- Part 2 Recruitment sources/interviewees for each full-time vacancy
- Part 3 Recruitment initiatives

Preparer: **Kim Cline**

Signature: 

Title: **Interim General Manager**

Date: **July 27, 2011**

Telephone: **704-894-2977**

PART 1

This Report covers the following employment unit:

<u>Call Sign</u>	<u>AM/FM</u>	<u>FACILITY ID#</u>	<u>COMMUNITY OF LICENSE</u>	<u>State</u>	<u>LMA</u>
WDAV	FM	66503	Davidson	NC	N/A

Attached is information concerning the recruitment efforts undertaken by the employment unit to fill the full-time vacancies during the period covered by this Report.

A total of 3 vacancies were filled by the employment unit. 1 vacancy remains unfilled.

A total of 14 persons were interviewed for all of the full-time vacancies.

PART 2

FULL-TIME VACANCY #1

Job Title: General Manager

Date Filled: Still Open

Total Number of Interviewees: 3

Recruitment Sources:

The following recruitment sources were utilized to advertise this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Telephone Number</u>	<u># of Interviewees Referred</u>
<u>Online Postings:</u>			
1. Davidson College website	www.davidson.edu	704-894-2000	
2. WDAV's website	www.wdav.org	704-894-8900	
3. DEI ³	www.deiworksite.org		
4. CPB Jobline ⁴	www.cpb.org/jobline		
5. MNP ⁵	www.minorityprofessionalnetwork.com		
6. Current ⁶	www.current.org		
7. Chronicle of Philanthropy	www.philanthropy.com		
8. CEO Update ⁷	www.ceoupdate.com		
9. NETA ⁸	www.netaonline.org		
10. PBMA ⁹	www.pbma.org		
11. Livingston Associates ¹⁰	www.livingstonassociates.net		2
<u>Advertisements:</u>			
12. <i>Que Pasa</i>	4425 Randolph Rd Suite 100 Charlotte, NC 28211	704-319-5044	
13. <i>Charlotte Post</i>	1531 Camden Rd Charlotte, NC 28212	704-376-0496	
14. <i>Current</i> ⁶	6930 Carroll Ave Suite 350 Takoma Park, MD 20912	301-270-7240	

*One interviewee heard about the position by an employee of Davidson College.

Organizations: Please see Attachment A11.²

¹The source with an * was the source that referred the hire.

PART 2

FULL-TIME VACANCY #1, continued

²All recruitment sources utilized for this particular job opening are listed even though no interviewees or other applicants were referred. The page labeled "Community Groups Requesting Announcements" lists those organizations that requested job notifications. All organizations were contacted in fall 2007 to confirm their request to receive job notifications. This attachment only includes those organizations who responded to our mailing. WDAV plans to update this job notification list in fall 2011.

³ Development Exchange, Inc

⁴ Corporation for Public Broadcasting

⁵ Minority Professional Network

⁶Current Newspaper & Online Post: For people in public media

⁷ CEO Update: The source for association news and executive careers

⁸ National Telecommunications Association

⁹ Public Broadcasting Management Association

¹⁰ Livingston Associates: Firm engaged by Davidson College to complete this national search. Livingston Associates provides executive search, strategy and coaching services to Public Media, University and other mission-based non-profit clients.

PART 2

FULL-TIME VACANCY #2

Job Title: Membership and Traffic Assistant

Date Filled: 02/14/2011

Total Number of Interviewees: 4

Recruitment Sources:¹

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Telephone Number</u>	<u># of Interviewees Referred</u>
<u>Postings:</u>			
1. Davidson College website	<u>www.davidson.edu</u>	704-894-2000	4*
2. WDAV's website	<u>www.wdav.org</u>	704-894-8900	
<u>Advertisements:</u>			
3. <i>La Noticia</i>	6101 Idlewild Road Suite 328 Charlotte, NC 28212	704-568-6966	
4. <i>Charlotte Post</i>	1531 Camden Rd Charlotte, NC 28212	704-376-0496	
5. <i>Huntersville Herald</i>	501 S. Old Statesville Rd Huntersville, NC 28078	704-766-2100	

Organizations: Please see Attachment A11.²

PART 2

FULL-TIME VACANCY #3

Job Title: Director of Development and Corporate Support

Date Filled: 05/09/2011

Total Number of Interviewees: 4

Recruitment Sources:¹

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Telephone Number</u>	<u># of Interviewees Referred</u>
<u>Postings:</u>			
1. Davidson College website	www.davidson.edu	704-894-2000	1
2. WDAV's website	www.wdav.org	704-894-8900	
3. AFP ¹¹	www.afpnet.org		
4. DEI ³	www.deiworksite.org		
5. CPB Jobline ⁴	www.cpb.org/jobline		1
6. PRADO ¹²	www.pradoweb.org		
7. Minority Professional Network ⁵	www.minorityprofessionalnetwork.com		
8. Chronicle of Philanthropy	www.philanthropy.com		1*
9. Current ⁶	www.current.org	301-270-7240	
<u>Advertisements:</u>			
10. <i>La Noticia</i>	6101 Idlewild Road Suite 328 Charlotte, NC 28212	704-568-6966	
11. <i>Charlotte Post</i>	1531 Camden Rd Charlotte, NC 28212	704-376-0496	1
12. <i>Current</i> ⁶	6930 Carroll Ave Suite 350 Takoma Park, MD 20912	301-270-7240	

Organizations: Please see Attachment A11.²

¹¹ Association of Fundraising Professionals

¹² Public Radio Association of Development Officers

PART 2

FULL-TIME VACANCY #4

Job Title: Announcer/Producer

Date Filled: 05/23/2011

Total Number of Interviewees: 3

Recruitment Sources:¹

The following recruitment sources were utilized to fill this vacancy:

<u>Name of Source</u>	<u>Address</u>	<u>Telephone Number</u>	<u># of Interviewees Referred</u>
<u>Postings:</u>			
1. Davidson College website	www.davidson.edu	704-894-2000	
2. WDAV's website	www.wdav.org	704-894-8900	1*
3. AMPPR ¹³	http://amppr.org/wordpress		
4. PRPD ¹⁴	www.prpd.org	315-824-8226	
5. Current ⁶	www.current.org	301-270-7240	
6. CPB Jobline ⁴	www.cpb.org/jobline		1
<u>Advertisements:</u>			
7. Charlotte Post	1531 Camden Rd Charlotte, NC 28212	704-376-0496	
8. Current ⁸	6930 Carroll Ave Suite 350 Takoma Park, MD 20912	301-270-7240	

*One interviewee heard about the position by word of mouth.

Organizations: Please see Attachment A11.²

¹³ Association of Music Personnel in Public Radio

¹⁴ Public Radio Program Directors Association

PART 3

OUTREACH ACTIVITIES

WDAV defined four outreach activities in the EEO Public File Report dated July 31, 2009. These activities are to be completed during a two year period, from August 1, 2009 to July 31, 2011. The following is a summary of the four activities outlined by WDAV and their status.

“Establish a training program designed to enable station personnel to acquire skills that could qualify them for higher level positions.”

ACTIVITY #1

Training #1

Activity: Community Service Grant Compliance/ Annual Financial Report Training

Date: January 12, 2011 Preparer: Kim Cline

Host/Sponsor of Activity: Corporation for Public Broadcasting

Participating Station Personnel: Kim Cline, Interim General Manager

WDAV's Interim General Manager attended a financial reporting training workshop provided by the Corporation for Public Broadcasting where she acquired a deeper level of knowledge and skills which would qualify her for executive positions either at WDAV or in the public broadcasting industry.

Training #2

Activity: Interim General Manager attended Annual NPR Meeting & Public Media Development and Marketing Conference

Date: July 12 - 17, 2011 Preparer: Kim Cline

Host/Sponsor of Activity: NPR & Development Exchange, Inc¹⁵

Participating Station Personnel: Kim Cline, Interim General Manager

WDAV's Assistant General Manager attended the annual NPR meeting as well as the conference of the Development Exchange, Inc., where she acquired knowledge and skills which would help qualify her for higher level positions either at WDAV or within the greater public broadcasting industry. This annual training and networking event presents an opportunity to learn about the latest trends, research, proven practices and tools. PMDMC activities and events provide development management along with an array of networking opportunities and peer forums based on market sizes, licensee type and other criteria.

¹⁵The Development Exchange, Inc. is a nonprofit trade organization founded by public radio stations. DEI's annual Public Media Development Marketing Conference (PMDMC) is the primary conference for public radio fundraising, sales and marketing professionals. The conference provides excellent workshops and sessions designed to enhance the skills of people in the field.

Training #3

Activity: Associate Director of Development for Membership and Traffic attended Public Radio Development and Marketing Conference

Date: July 12-17, 2011 Preparer: Kim Cline

Host/Sponsor of Activity: Development Exchange, Inc.¹⁵

Participating Station Personnel: Kristen Tuttle, Associate Director of Development for Membership & Traffic

WDAV's Associate Director of Development for Membership and Traffic attended the annual conference of the Development Exchange, Inc., where she acquired knowledge, skills and training which would qualify her for higher level positions either at WDAV or in the public broadcasting industry. The pre-conference Academy Workshop, *The Pledge Drive Workshop: Best Practices for the New Economic Reality*, provided an immersion opportunity for Kristen to learn new skills that would benefit her professionally as well as benefit WDAV.

ACTIVITY #2

"List every upper-level opening in a job bank or newsletter of one or more media trade groups whose membership includes substantial participation of women and minorities."

Posting #1

Activity: Posting of Director of Development and Corporate Support Vacancy

Date: March – April 2011 Preparer: Kim Cline

Host/Sponsor of Activity: N/A

Participating Station Personnel: N/A

A job announcement for WDAV's Director of Development and Corporate Support was posted on the Minority Professional Network (MPN) website, www.MPNdiversityjobs.com. A job announcement was also posted on the Association of Fundraising Professionals - Charlotte chapter's website, www.afp-charlotte.org as well as distributed to members via email. Additionally, job vacancy classified ads were purchased in La Noticia (the Charlotte Spanish language newspaper) and the Charlotte Post (the oldest minority owned, locally published communication that specifically targets the African American community).

ACTIVITY #3

“Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment”

Activity: Creation of summer internship program

Date: 05/10/11 - 07/27/11 Preparer: Kim Cline

Host/Sponsor of Activity: WDAV

Participating Station Personnel: Rachel Stewart, New Media Director, Frank Dominguez, Program Director & Lisa Gray, Director of Marketing & Communications

Over the past year WDAV has dramatically increased the quantity of locally generated programming, and increased the level of quality across the board in all of its locally generated content, placing unprecedented demands in terms of time, energy and effort on all staff. The internship program was established to absorb essential but routine programming, web and marketing tasks which include some of the following:

- Copying music into the station’s automation/production software
- Assisting with station operations
- Maintenance of the database in the music library
- Publishing new events daily to the WDAV events calendar
- Adding program data to show pages on the WDAV.org website
- Drafting weekly eNewsletter content; compiling and analyzing eNews tracking data
- Assisting *Biscuits and Bach* (a WDAV-produced program) production team
- Assisting WDAV production teams at WDAV summer residencies at the Spoleto Festival USA and the Brevard Music Center.

This is WDAV’s third year with an internship program.

Job descriptions of the programming internship and the new media/marketing position were posted on the Davidson College human resources site and open to the college community as well as the general public. For the summer of 2011, WDAV hired three interns at full-time capacity.

ACTIVITY #4

"Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination."

Activity: Staff Training on Harassment and Discrimination

Date: Various sessions throughout the year Preparer: Kim Cline

Host/Sponsor of Activity: Davidson College

Participating Station Personnel: Ben Roe (former General Manager), Rachel Stewart (New Media Director), Frank Dominguez (Program Director), and Lisa Gray (Marketing Director)

Management level employees participated in a training session presented by Davidson College Human Relations Department titled *Harassment & Discrimination*¹⁶. This training is mandatory for all Davidson College employees. The training session was presented by Ann Todd, Manager of Learning and Development in the Human Relations Department. The training provided a summation of understanding the complexities of discrimination and harassment as defined by federal and state law.

The topics addressed included:

- Protected Classes
- Types of Discrimination
- Legal Duties of Employers
- Diversity in the Workplace
- Handling an Employee Complaint

*This training is provided throughout the year for all Davidson College employees.

¹⁶*Harassment & Discrimination*: Please see Attachment B11.