

New Hampshire Public Radio, Inc.
2020 ANNUAL EEO PUBLIC FILE REPORT

STATIONS

WEVO (FM-NCE), Concord, NH
WEVC (FM-NCE), Gorham, NH
WEVH (FM-NCE), Hanover, NH
WEVJ (FM-NCE), Jackson, NH
WCNH (FM-NCE), Bow, NH

WEVN (FM-NCE), Keene, NH
WEVS (FM-NCE), Nashua, NH
WEVF (FM-NCE), Colebrook, NH
WEVQ (FM-NCE), Littleton, NH

Reporting Period: 12/1/2019 – 11/30/2020
No. of Full-time Employees: More than 10
Small Market Exemption: No

During the Reporting Period, a total of three (3) full-time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided below.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

- 1) *Established an internship program designed to assist members of the community in acquiring skills needed for broadcast employment.*
 - a) Between December 1, 2019 and November 30, 2020, NHPR hosted four interns. The interns learned about different aspects of NHPR's operations, including news reporting and show production, through hands-on supervised work. Staff organized training sessions for the summer interns on: cyber research and data analysis, finding your voice, the art of the interview, and finding jobs in journalism.

- 2) *Participation in scholarship programs directed to students who want to pursue a career in broadcasting.*
 - a) NHPR participated in the Student Broadcaster Scholarship Program through the New Hampshire Association of Broadcasters (NHAB).

3) *Participation in job fairs by station personnel with hiring responsibilities*

- a) The Director, People and Culture participated in two virtual career fairs hosted by the New Hampshire Association of Broadcasters (December 16-20, 2019 and February 10-14, 2020).
- b) NHPR participated in the NABJ/NAHJ 2020 Convention & Career Fair (August 5-7, 2020). The Managing Editor and the Director, People and Culture represented the station at the virtual job fair.
- c) NHPR participated in the AAJA Career Fair (August 13-14, 2020). The Director, People and Culture and the HR Associate represented the station at the virtual job fair.
- d) NHPR participated in the virtual “Non-profit Career & Internship Fair” at Keene State College (October 7, 2020). A Senior Producer from the Creative Production Unit represented the station at the job fair and reviewed resumes with human resources.
- e) NHPR participated in the “Craig Newmark Graduate School of Journalism at CUNY Fall 2020 Job Fair”. The Director, People and Culture and the HR Associate represented the station at the virtual job fair.

4) *Listing each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including women and minorities.*

All upper-level positions were posted with media trade groups that reached a broad range of applicants.

5) *Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

- a) NHPR established the Couch Fellowship for Innovation, which enables entry level individuals with an interest in public media to acquire skills by training and working in one or more NHPR department. Our most recent Couch Fellow started in July 2020. Four previous Couch Fellows were hired as regular, full-time employees after their fellowships.
- b) NHPR established the Public Radio Fellowship for entry level individuals interested in public media and radio show production. Our current Public Radio Fellow started in March 2020.
- c) An Executive Producer, a Producer/Reporter/Co-Host, the Program Director and our Public Radio Fellow attended the PRPD-PMJA Annual Conference virtually (September 21, 2020).
- d) A Producer/Reporter attended #IRE20 conference virtually (September 21, 2020).
- e) An Executive Producer attended the ONA20 Everywhere virtual conference held by the Online News Association (October 1-16, 2020).
- f) A Producer/Reporter virtually attended the “Beginner’s Guide to Abenaki” training held by Ndakinna Education Center (August 3-30, 2020).

- g) The Director of Audience Engagement, the Membership Director, the Fundraising Systems Manager and an Executive Producer participated in Facebook’s Membership Accelerator Program from April to July 2020.
- h) Our News Director attended an NPR State Government Coverage Training held by NPR in Washington, DC (December 19, 2020).
- i) Our Investigative Data Reporter/Editor, a Reporter, and a Senior Producer attended the NICAR conference held by IRE (Investigative Reporters & Editors) in New Orleans, LA (December 19, 2020).
- j) The VP, Development & Marketing, the Membership Director, the Director of Communications & Marketing and the Director of Corporate Support attended the Bizlab Seminar hosted by WBUR in Boston, MA (December 10, 2019).
- k) The CEO, the VP, Development & Marketing, the Director, Major & Planned Gifts and a Major Gifts Officer virtually attended the Major Giving Academy by Greater Public/Veritus throughout 2020.
- l) Development, Membership, Marketing and Underwriting staff virtually participated in the PMDMC20 Summer Series presented by Greater Public (July 14 through September 16, 2020).
- m) The Director, Major & Planned Giving, the Communications & Marketing Coordinator, the On-Air & Digital Fundraising Associate, the Membership Director, and the Fundraising Systems Manager virtually participated in BBCON20 presented by Blackbaud (October 6-8, 2020).
- n) Development, Membership, Underwriting and Human Resources staff virtually participated in the biweekly “Building Resilience” series presented by Greater Public, PMJA, PRPD and Current (May 6 - August 25, 2020).
- o) The VP, Development & Marketing, the Development Associate, Grants and Operations and the Membership Director participated in the “Leading and Managing Conversations on Race and Racism” webinar held by National Public Radio (June 22, 2020).
- p) The Development Associate, Grants and Operations participated in the “CASTE: The Underbelly of American Racism” webinar held by New England Blacks in Philanthropy (October 22, 2020).
- q) The Director, Major & Planned Gifts, the Development Associate, Grants and Operations and the Membership Director participated in webinar “What does it mean to be an Anti-Racist? With Professor Ibram X. Kendi held by New England Blacks in Philanthropy (June 30, 2020).
- r) Our Membership Director and the On-Air & Digital Fundraising Associate participated in webinars from Greater Public such as “Spring On-Air Fundraising Kick Off”, “Demystifying Nielson Ratings for Development Professionals”, “On-Air Fundraising During a Global Pandemic”, and “Resilience of Revenue”
- s) The Director, Communications & Marketing virtually attended the New Hampshire Businesses for Social Responsibility – Spring Conference held by NHBSR (June 1-3, 2020).

- t) The Director, Communications & Marketing virtually attended the Inbound 2020 Conference presented by Hubspot (September 7-10, 2020).
- u) The Corporate Relations Representatives, the Director, Communications & Marketing and our Communications & Marketing Coordinator virtually attended the New Hampshire Center for Nonprofit Conference and Expo (September 15-18, 2020).
- v) The Communications & Marketing Coordinator participated in the “Tackling Events During COVID-19” webinar held by PMDMC/Greater Public (October 20, 2020).
- w) Corporate Relations Representatives participated in a “Leading Through Change” webinar by Salesforce (March 30, 2020).
- x) Corporate Relations Representatives participated in several webinars given by BrightTalk including “Prospecting During Times of Uncertainty” (March 26, 2020), “LinkedIn Sales Tools” (April 2, 2020) and “Restoring Pipelines” (April 9, 2020).
- y) Corporate Relations Representatives participated in a webinar by the New Hampshire Business Review titled, “Navigating the Stimulus” What’s in This for My Business?” (April 9, 2020).
- z) The Director of Corporate Support and the Corporate Relations Representatives attended the webinar “Audience Insights on COVID-19: 2020 PPM Data” (July 22, 2020) by the Radio Research Consortium as well as “RRC Spring 20 Consult/Ratings Discussion” (September 4, 2020).
- aa) Corporate Relations Representatives attended the webinar “Breakthrough Women, Tech, Leadership” held by Public Media Women in Leadership (May 5, 2020).
- bb) The Chief Financial Officer and the Staff Accountant attended four Corporation for Public Broadcasting CSG Compliance Training webinars held by the CPB during the reporting period.
- cc) The Human Resources Associate attended the Annual Granite Workforce Program Employer Seminar in Concord, NH presented by New Hampshire Employment Security (March 9, 2020).
- dd) The Human Resources Associate attended the “Engaging Across Differences” annual conference organized by the Diversity Workforce Coalition (March 12, 2020).
- ee) The Human Resources Associate participated in the webinar “Reopening to a New Normal” by Pillsbury Law (May 12, 2020).
- ff) The Director, People and Culture participated in several webinars related to the impact of COVID-19 on work including “Telework during COVID-19 and Beyond” by Enquiron Insights (November 18, 2020) , “Managing a Safe Return to the Workplace” by Sheehan Phinney (September 9, 2020) and “Considerations for Reopening your Business” by McLane Middleton (May 27, 2020)
- gg) The Director, People and Culture participated in webinars by the Freedom Forum’s Power Shift Forum, including “Do you Qualify as an Ally?” (October 14, 2020) and “COVID-19: Taking Care of Journalists and Journalism” (April 8, 2020).

- hh) The Director, People and Culture attended the webinar “A Leader’s Perspective: Unconscious Bias” by the Diversity Workforce Coalition (July 22, 2020).
- ii) Twenty-eight staff members completed online anti-harassment training provided by the Corporation for Public Broadcasting.
- jj) Eighty-eight percent of staff completed 2020 Security Awareness training by Kevin Mitnick from KnowBe4.com.
- kk) Seven members of the Senior Team attended Diversity, Equity & Inclusion training by Visions, Inc. (October 20-21, 2020). An additional 24 staff members attended the same training (November 16-18 and November 30-December 1). The remaining staff are scheduled to attend this training in January 2021.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
07/13/2020	Communications & Marketing Coordinator	Indeed
10/18/2020	Customer Service & Underwriting Coordinator	Employee Referral
11/16/2020	Community Engagement Producer	NHPR Website

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 22

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
NHPR Website	2
Journalism Jobs	1
Poynter	1
Indeed.com	6
Facebook	1
Twitter	2
NH Works	1
Monster	1
Employee referral	4
Google	2
Craig Newmark School of Journalism at CUNY	1

RECRUITING SOURCES USED

Job Title: Communications & Marketing Coordinator

Date of Hire: 7/13/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
New Hampshire Works	N	45 South Fruit Street Concord NH 03301 www.nhworksjobmatch.nhes.nh.gov	n/a	603-224-3311 esinfo@nes.nh.gov
Indeed	N	Indeed.com	n/a	https://www.indeed.com/support/contact?zlang=
NHPR Twitter	N	2 Pillsbury Street, 6 th floor Concord, NH 03301 Nhpr.org	Rebecca Lavoie	rlavoie@nhpr.org 603-228-8910
NHPR Facebook	N	2 Pillsbury Street, 6 th floor Concord, NH 03301 Nhpr.org	Rebecca Lavoie	rlavoie@nhpr.org 603-228-8910
PRSA	N	53 Regional Dr. Ste.1 Concord, NH 03301	n/a	http://www.yankeeprsa.org/ 603-228-1231
NH Center for Nonprofits	N	84 Silk Farm Road, Suite 1 Concord, NH 03301 www.nhnonprofits.org	n/a	603-225-1947
NHPR.org	N	2 Pillsbury Street, 6 th floor Concord, NH 03301	Kelly Mahony	603-228-8910 kmahony@nhpr.org

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New Hampshire Works	N	45 South Fruit Street Concord NH 03301 www.nhworksjobmatch.nhes.nh.gov	n/a	603-224-3311 esinfo@nhes.nh.gov
New Hampshire Center for Nonprofits	N	84 Silk Farm Road, Suite 1 Concord, NH 03301 www.nhnonprofits.org	n/a	603-225-1947
Indeed.com	N	Indeed.com	n/a	https://www.indeed.com/support/contact?zlang=
Workplace Diversity	N	Workplacediversity.com	n/a	973-992-7311
Boston University	N	https://app.joinhandshake.com/jobs	n/a	https://support.joinhandshake.com/hc/en-us/categories/202707307-Employer
SNHU	N	https://app.joinhandshake.com/jobs	n/a	https://support.joinhandshake.com/hc/en-us/categories/202707307-Employer
UMASS-Lowell	N	https://app.joinhandshake.com/jobs	n/a	https://support.joinhandshake.com/hc/en-us/categories/202707307-Employer
Manchester Community College	N	https://www.collegecentral.com/mccnh/Employer.cfm	n/a	603-206-8171
Nashua Community College	N	https://www.collegecentral.com/nashuacc/	n/a	603-578-8906
NHPR.org	N	2 Pillsbury St., 6 th floor Concord, NH 03301	Kelly Mahony	603-228-8910 kmahony@nhpr.org
Monster.com	N	www.monster.com	n/a	https://candidatehelp.monster.com/s/contactsupport?language=en_US&brandtag=seeker

Job Title: Community Engagement Producer

Date of Hire: 11/16/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
New Hampshire Works	N	45 South Fruit Street Concord NH 03301 www.nhworksjobmatch.nhes.nh.gov	n/a	603-224-3311 esinfo@nhes.nh.gov
Corporation for Public Broadcasting	N	401 Ninth Avenue, NW Washington, DC 20004-2129 Cpb.org	n/a	202-879-9600
Current	N	4400 Massachusetts NW, Washington, DC 20016 https://current.org	clientserv@yourmembershhip.com	860-437-5700
Journalism Jobs	N	www.journalismjobs.com	n/a	info@journalismjobs.com 510-508-7386
Poynter	N	801 Third Street South St. Petersburg, FL 33701 http://careers.poynter.org	n/a	727-821-9494
PRNDI	N	PMJA PO Box 838 Sturgis, SD 57785	Christine Paige Diers	cpaigediers@gmail.com 605-490-3033
NHPR Twitter	N	2 Pillsbury Street, 6 th floor Concord, NH 03301 Nhpr.org	Rebecca Lavoie	rlavoie@nhpr.org 603-228-8910
NHPR Facebook	N	2 Pillsbury Street, 6 th floor Concord, NH 03301 Nhpr.org	Rebecca Lavoie	rlavoie@nhpr.org 603-228-8910
Native American Journalist Association	N	395 W. Lindsey St., Norman, OK 73019	Rebecca Landsberry	rebeccalandsberry@naja.com
National Association of Hispanic Journalists	N	NAHJ Career Center PO Box 117 Windsor, CA 95492	n/a	info@nahjcareers.org 626-792-3846
National Association of Black Journalists	N	1100 Knight Hall, Suite 3100 College Park, MD 20742	n/a	info@nabjcareers.org 626-792-3846

		Nabj.org		
South Asian Journalist Association	N	https://www.saja.org/	N/A	secretary@saja.org
Columbia University	N	https://app.joinhandshake.com/jobs/	n/a	https://support.joinhandshake.com/hc/en-us/categories/202707307-Employer
NHPR.org	N	2 Pillsbury St., 6 th floor Concord, NH 03301	Kelly Mahony	603-228-8910 kmahony@nhpr.org

* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies.