

2025 ANNUAL EEO PUBLIC FILE REPORT

Western North Carolina Public Radio, Inc.

d/b/a Blue Ridge Public Radio (BPR)

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| Stations and Communities of License: | WCQS (FM) Mars Hill, NC WFQS (FM) Franklin, NC WMQS (FM) Murphy, NC WNQS (FM) Sylva, NC WYQS (FM) Asheville, NC WZQS (FM) Cullowhee, NC |
| Reporting Period: | August 1, 2024 – July 31, 2025 |
| No. of Full-time Employees: | More than 10 |
| Small Market Exemption: | No |

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

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

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

In partnership with Report for America, our Rural Communities Reporter mentored journalism students at West Henderson High School, engaging weekly from August 2024 through the end of this reporting term (and ongoing). This program offered students hands-on newsroom, production, and studio experience that culminated in students recording station ID spots and their own stories that aired across BPR platforms.

*Participated in **job banks, internet programs**, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

BPR and its stations continuously conduct broad online outreach and promotes engagement by maintaining an active social media and web presence.

The Community Forum, BPR's Community Advisory Board (CAB), is a volunteer group that provides community input to the station about programming and public service. The CAB represents different professions, geographic regions, and individual needs and interests from the listeners and communities BPR serves.

BPR Reporters regularly engaged in NC Local and Report for America programs, extending networking and outreach beyond direct job vacancy postings.

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

Training opportunities are provided to BPR employees on an ongoing basis throughout the year. This training helps to enable station personnel to acquire skills that could qualify them for higher level positions. Examples for this current period's report included:

- Two Reporters and the News Director participated in the Public Media Journalist Association Conference (6/25–6/27/25)
- Six Reporters and the News Director participated in the NC News & Information Summit at North Carolina Central University Local News Summit on (3/12/2025).
- Two Reporters and our Audience Engagement attended the Online News Association Conference (9/18-21/2024).
- Two Reporters participated in the National Association of Hispanic Journalists Conference (7/8-12/2025)
- Two Reporters participated in Investigative Reporters & Editors Conference (6/19–6/22/25).
- A Reporter was the presenter and moderator for the WFAE Climate Summit (4/10/25)
- Two Reporters participated in the National Association of Science Writers Conference (11/8-11/24)
- A Reporter participated in the Investigative Reporters & Editors Total Newsroom Training (8/22/24)
- The News Director presented at the Logan Symposium - an investigative journalism conference at the University of California - Berkeley (5/2-4/2025)
- The News Director was a panelist at the Knight Media Forum (2/18-21/25)
- A Reporter attended the Carolinas Climate Summit in Charlotte, NC (4/10/25)

*Established a **mentoring** program for station personnel.*

BPR engaged a 3rd-party subject matter expert from a broadcast engineering firm to provide year-round mentorship to its Broadcast Manager. The mentorship includes weekly 1:1 meetings, in-person and hands-on educational opportunities in the technical aspects of broadcasting, and supportive guidance in specific areas of expertise. This mentorship continues beyond this reporting period.

BPR engaged a 3rd party subject matter expert in the field of Public Media Underwriting to provide extensive, 1-on-1 and team coaching and educational sessions for the Director of Business Sponsorship and the Account Executives. This included weekly meetings and educational webinars on market topics throughout the year. The mentorship concluded in December, 2024.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

Leadership Asheville Sponsorship/Partnership: Leadership Asheville (LA) is a program of the University of North Carolina – Asheville that seeks to foster an equitable, inclusive, sustainable, and collaborative community. As a Sponsor and Partner with LA, BPR staff attend special events and community briefings, and our company information is displayed prominently as a community partner on print and web media. BPR also sends one participant per year to a tuition-based, inclusive, and intense cross-sector training Program from September, 2024 through May, 2025. The program aims to promote collaborative community leadership and civic responsibility by developing, connecting, and engaging citizens throughout the region to address challenges and opportunities in the community. This also provides a unique opportunity to inform community leaders about the broadcast industry and various careers related to the industry in sectors including business, nonprofit, education, and government. This year's participant was a Business Sponsorship Account Executive.

*Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

The Corporation for Public Broadcasting (CPB) requires annual harassment and bias prevention training for public media stations receiving Community Service Grants (CSG) to help ensure compliance with EEO principles. This training was required of all employees, including management level personnel, to address discrimination prevention. All staff completed this training as of 09/30/2024. Our hiring process also incorporates elements to prevent discrimination.

Participated in **other** activities designed by the station employment unit 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.

BPR regularly conducts public outreach through community engagement events, panels, and town halls to provide opportunities for the public to learn about broadcasting and public media. Examples during this report period include:

- BPR sponsored and provided curtain speeches at a monthly speaker series highlighting creativity, lifelong learning, community engagement, life skills, and more called Creative Mornings Asheville, held at various locations in Asheville. That series continues beyond this reporting period.
- Sponsoring, tabling, and conducting a curtain speech about BPR at The Moth Asheville storySLAM series, a monthly storytelling showcase. Specifically at the curtain speech for the May 15, 2025 event, Business Sponsorship Account Executive called special attention to careers at BPR and encouraged attendees to be on the lookout for three upcoming positions to be filled. This series continues beyond the reporting period.
- On August 29, 2024, BPR hosted a “News & Brews” event that highlighted the station’s history, noting BPR’s 45th anniversary of its founding as a non-profit organization.
- BPR sponsored the Punch Bucket Literary Festival at the Wortham Cener for the Performing Arts on September 20

and 21, 2024 and had our logo and website prominently displayed

- On September 14, two BPR Reporters and Executive Coordinator tabled the Hispanic Heritage Day at the Hendersonville Farmers Market as a community agenda table to gather feedback and inform people of BPR's coverage in Henderson and Transylvania Counties.
- On September 15, three Reporters, a Business Sponsorship Account Executive, and an Operations Coordinator hosted a community agenda table in Sylva, NC at the Sylva Pride Festival.
- On November 3rd and 4th, BPR sponsored and did a curtain speech talking about BPR's work in the community at a performance entitled "An Evening with David Sedaris" at a 500-seat theatre, The Wortham Center for Performing Arts.
- On May 2, 2025 BPR sponsored an event at the Asheville Art Museum co-presented by Stanford Institute for Advancing Just Societies called Zócalo Public Square.
- BPR hosted two house parties on 2/27/25 and 4/15/25 at which BPR shared information about the station and encouraged community engagement.
- On April 15, BPR hosted a community gathering to welcome incoming CEO/GM Ele Ellis and host NPR executive Katherine Maher. At the event, the importance of public media was stressed and attendees were encouraged to engage with and support public media.
- On May 24-25, BPR Director of Donor Engagement, Membership Manager, and station volunteers tabled the White Squirrel Festival in Brevard, NC as outreach.
- On June 14, 2025 BPR Director of Donor Engagement, Membership Manager, and station volunteers tabled a "Music on Main" event in Weaverville to provide community outreach.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|--|------------------------------------|
| 09/13/2024 | Director of Donor Engagement | On-air Messaging |
| 03/03/2025 | Business Sponsorship Account Executive | On-air Messaging |
| 05/01/2025 | CEO/General Manager | Stanton Chase Research/Outreach |

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the reporting period: **19**

| Recruitment Sources Referring Interviewees during Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| Station Website | 4 |
| On-air Messaging | 2 |
| Word of Mouth / Friend of the Station | 9 |
| LinkedIn | 1 |
| Stanton Chase Research/Outreach | 8 |
| CPB Jobline | 1 |

RECRUITING SOURCES USED

POSITION FILLED

| Date of Hire | Job Title | Recruitment Source Referring Hiree |
|--------------|------------------------------|------------------------------------|
| 09/13/2024 | Director of Donor Engagement | On-air Messaging |

Total Number of Persons Interviewed: 4

RECRUITING SOURCES USED

List all recruiting sources used, noting contact at recruiting source, address, phone, e-mail, web address of posting, etc.

| Referral Source | Address of Source | Contact Person at Source | Phone and Email of Source | # of Persons Interviewed | * |
|--|--|--------------------------|--|--------------------------|---|
| Station Website | 73 Broadway St. Asheville, NC 28801 | HR Staff | 828-210-4800; hr@bpr.org | 1 | N |
| On-Air Messaging | 73 Broadway St. Asheville, NC 28801 | HR Staff | 828-210-4800; hr@bpr.org | 1 | N |
| Word of Mouth | N/A | N/A | N/A | 1 | N |
| Indeed | N/A – online only | N/A | www.indeed.com | - | N |
| Ziprecruiter | N/A – online only | N/A | www.ziprecruiter.com | - | N |
| Talent | N/A – online only | N/A | www.talent.com | - | N |
| LinkedIn | N/A – online only | N/A | www.linkedin.com | 1 | N |
| Public Media Jobs | N/A – online only | N/A | www.publicmediajobs.org | - | N |
| Association of Fundraising Professionals | N/A – online only | N/A | www.afpwn.org/jobs/ | - | N |

POSITION FILLED

| Date of Hire | Job Title | Recruitment Source Referring Hiree |
|--------------|--|------------------------------------|
| 03/03/2025 | Business Sponsorship Account Executive | On-air messaging |

Total Number of Persons Interviewed: 6

| Referral Source | Address of Source | Contact Person at Source | Phone and Email of Source | # of Persons Interviewed | * |
|------------------|--|--------------------------|--|--------------------------|---|
| Website | 73 Broadway St. Asheville, NC 28801 | Operations Staff | 828-210-4800; ops@bpr.org | 3 | N |
| On-Air Messaging | 73 Broadway St. Asheville, NC 28801 | Operations Staff | 828-210-4800; ops@bpr.org | 1 | N |
| Indeed | N/A – online only | N/A | www.indeed.com | - | N |
| Ziprecruiter | N/A – online only | N/A | www.ziprecruiter.com | - | N |
| Talent | N/A – online only | N/A | www.talent.com | - | N |
| LinkedIn | N/A – online only | N/A | www.linkedin.com | - | N |
| Word of Mouth | N/A | N/A | N/A | 2 | N |

POSITION FILLED

| Date of Hire | Job Title | Recruitment Source Referring Hiree |
|--------------|---------------------|------------------------------------|
| 05/01/2025 | CEO/General Manager | Stanton Chase Research/Outreach |

Total Number of Persons Interviewed: 9***RECRUITING SOURCES USED**

| Referral Source | Address of Source | Contact Person at Source | Phone and Email of Source | # of Persons Interviewed | * |
|---|--|--------------------------|---|--------------------------|---|
| Station Website | 73 Broadway St. Asheville, NC 28801 | HR Staff | 828-210-4800; hr@bpr.org | - | N |
| On-Air Messaging | 73 Broadway St. Asheville, NC 28801 | HR Staff | 828-210-4800; hr@bpr.org | - | N |
| Word of Mouth | N/A | N/A | N/A | 6 | N |
| Stanton Chase Research/Outreach | | Iris Drayton-Spann | 202-248-5088; i.draytonspann@stantonchase.com | 2 | N |
| Candidate Statistics: <ul style="list-style-type: none"> 129 potential candidates and sources contacted by Stanton Chase 10 sources spoke with Stanton Chase 30 interviewed by Stanton Chase 28 resumes received/submitted to Stanton Chase 17 candidates presented to BPR search committee 9 candidates interviewed with BPR search committee* 4 finalist candidates met with BPR search committee and staff Postings: BPR website & Corporation for Public Broadcasting (CPB) website | | | | | N |
| CPB Jobline | N/A – online only | N/A | www.cpb.org/jobline/ | 1 | N |