

# EEO Public File Report

**88.5 WFDD – Greensboro, Winton-Salem, NC**  
**Facility ID: 70708 a Non-Commercial FM Station**  
For the period ending July 31, 2020

This report contains information regarding full-time positions filled during the year of August 2019 thru July 2020; the recruitment sources used to fill the vacancies, including contact information; and a description of initiatives implemented during this reporting period.

**A. The following is a list of all vacancies for full-time jobs during the previous 12 months:**

Job Title	Date of Opening	Date Filled
Underwriting Sales Associate	12/31/2019	01/01/2020
Underwriting Sales Associate	02/01/2020	06/08/2020

**B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened. Those with an asterisk(\*) were organizations that requested to be contacted as job openings occurred:**

Recruitment Source	Address	Contact	Phone Number
Wake Forest University*	1834 Wake Forest Road Winston-Salem, NC	Sara Zakariah	336-758-4700
Current Newspaper*	6930 Carroll Avenue, Suite 625 Tacoma Park, MD 20912		301-270-7240
CPB.org Jobline	401 Ninth Street, NW Washington, DC 20004	--	202-879-9600
Prado Listserv ( <a href="mailto:PRADO@listserv.syr.edu">PRADO@listserv.syr.edu</a> )			
88.5 WFDD (announcement)	1834 Wake Forest Road Winston-Salem, NC	Tom Dollenmayer	336-758-8850

**C. The following is a list of the sources for full-time jobs shown in section A above and the recruitment source which provided the hires for that position:**

Job Title	Recruitment Source
Underwriting Sales Associate	Wake Forest Web Site: wfu.edu
Underwriting Sales Associate	88.5 WFDD on-air announcements

**D. During the 12 months, there were two vacancies for full-time positions. The following is a list of the total number of interviewees referred by each recruitment source shown in section B above:**

Recruitment Source	Total Number of Interviewees
Wake Forest Web Site: wfu.edu	7
Current.org	0
CPB.org Jobline	0
Prado Listserv ( <a href="mailto:PRADO@listserv.syr.edu">PRADO@listserv.syr.edu</a> )	0
88.5 WFDD on-air announcement	1

**E. During the last 12 months, the station employment unit engaged in the following initiatives:**


WFDD conducts numerous internship and training sessions to expose participants to careers in radio:\*

1. WFDD is beginning a for credit college level journalism course at Wake Forest University beginning in the Fall 2020 semester. This course is designed to train, equip and develop experience in creating content for broadcast radio and online platforms. Students have the opportunity to learn from broadcast professionals while working in our studios with broadcast equipment.\*\*
2. In-Person & Virtual Radio Camps were held online in the summers. In 2020 due to the pandemic, the online format has allowed students from all over the country to enroll and participate. Students learn how to use common devices to record audio while using editing software to build an audio story that is broadcast on WFDD. Students learn editing, recording, journalism, writing and storytelling. Advanced Radio Camp for returning students who have requested to learn more about radio is also held online. Student stories are broadcast every Saturday morning at 8:35 on 88.5 WFDD.\*\* During this reporting period 42 students participated Radio Camp.
3. Radio 101 is a semester long class where high school students are taught by WFDD staff how to create, write, voice and edit a radio editorial story that airs on WFDD. For part of this year, we have offered the Radio 101 class sessions online following school and CDC restrictions related to the Corona Virus pandemic. Radio 101 runs the entire school year while school is in session. This program is taught for credit, in partnership with a local high school. This year WFDD also held Radio 101 after school sessions for students attending high-school anywhere in our listening area. Six students participated and we are actively recruiting students for the upcoming school year. Radio 101 stories air on WFDD on Saturday mornings at 8:35 during news programming.\*\* During this reporting period 12 students participated Radio 101.
4. The station offers a formal radio internship program with Wake Forest University, and an informal internship program with other area colleges and schools to allow members of the community to work in the radio station and explore their interest in broadcasting. Tracks include: news production, reporting, operations/engineering, sales and marketing. This year WFDD hosted 3 internships.
5. We continue to work with Wake Radio, Wake Forest University's student run radio station. WFDD trained students in broadcasting and trained them in setting up their own web stream, this program provides students the opportunity to train & work with broadcast professionals. WFDD has been the guiding force to keep this service available to students and we are looking at ways to increase listening to the station.
6. WFDD hosts a January -Term intern from Salem Academy every year. This is a for-credit program for 11<sup>th</sup> - and 12<sup>th</sup>-grade girls at Salem Academy, a girls' college preparatory boarding and day school. Students select an area business where they serve as an intern over the course of three weeks in January, after which they create a presentation demonstrating what they learned during their internship.

**In addition to the above programs, the WFDD staff conducts tours, attends career fairs and participates in panel discussions throughout the year. WFDD Staff also participated in the following activities:**

1. Presentation – Wake Forest Journalism class – August 2019.
2. Guilford College Broadcast Journalism class – August 2019
3. UNCSA Career Development Presentation – October 2019
4. Internship – Salem Academy January term intern – January 2020 (shadowing in all areas of broadcasting / station operations).
5. Presentation / Q&A – Salem Academy - February 2020.
6. Presentation & Discussion – Wake Forest University communications class - February 2020.
7. Tours and presentations had to be put on hold due to social distancing and WFDD staff now working remotely outside of the station.

\*\* WFDD offers a robust radio education program for students: Radio Camp for middle school students, Radio 101 for high school students and Wake Forest Journalism class – for college students.

Signed: 

Typed Name: Tom Dollenmayer

Title: General Manager

Date: 9/01/2020