

# **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing**

**Account number: 338433**

**Description: WFDD 2011 LICENSE RENEWAL - EEO PROGRAM REPORT**

**Application Reference Number: 20110801AQH**

**Successfully filed at Aug 1 2011 8:02PM**

**Based on the information supplied, no fee is required.**

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Federal Communications Commission Washington, D.C. 20554  <p style="text-align: center;"><b>FCC 396</b></p>	Approved by OMB 3060-0113 (March 2003)  FOR FCC USE ONLY
<b>BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT</b> (To be filed with broadcast license renewal application)  Read INSTRUCTIONS Before Filling Out Form	FOR COMMISSION USE ONLY FILE NO. - 20110801AQH

**Section I**

Legal Name of the Licensee WAKE FOREST UNIVERSITY			
Mailing Address WFDD 1834 WAKE FOREST RD #8850			
City WINSTON-SALEM		State or Country (if foreign address) NC	Zip Code 27109 -
Telephone Number (include area code) 3367588849		E-Mail Address (if available) FRANKLID@WFU.EDU	
Facility ID Number 70708			Call Sign WFDD
<b>TYPE OF BROADCAST STATION:</b> (if applicable)	Commercial Broadcast Station <input type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International		Noncommercial Broadcast Station <input checked="" type="radio"/> Educational Radio <input type="radio"/> Educational TV

**Application Purpose**

New Program Report  
 Amendment to Program Report

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through II should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. 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.

[Stations Locations]

**Station List**

List call sign and location of all stations included on this statement. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. 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.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)

WFDD

70708

 AM  FM  TV

WINSTON-SALEM, NC

 Yes  No**CONTACT PERSON IF OTHER THAN LICENSEE**

Name FRANK R. JAZZO, ESQ.		Street Address 1300 NORTH 17TH STREET 11TH FLOOR	
City ARLINGTON	State VA	Zip Code 22209-	Telephone Number 7038120400

**FILING INSTRUCTIONS**

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

**DISCRIMINATION COMPLAINTS.** Have any pending or resolved complaints been filed during this  Yes  No license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

[Exhibit 1]

Does your station employment unit employ fewer than five full-time employees?  Yes  No

Consider as "full-time" employees all those permanently working 30 or more hours a week.

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

**CERTIFICATION.**

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

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).

**I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.**

Signed	Name of Respondent WAKE FOREST UNIVERSITY
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Title VICE PRESIDENT AND GENERAL COUNSEL	Telephone No. ( include area code) 3367598849
Date 8/1/2011	

**The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.**

## **GENERAL POLICY**

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

## **RESPONSIBILITY FOR IMPLEMENTATION**

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: DENISE FRANKLIN	Title: GENERAL MANAGER
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

<b>I. EEO PUBLIC FILE REPORT</b> Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 2]
<b>II. NARRATIVE STATEMENT</b> Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.	[Exhibit 3]

## **FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT**

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. We have estimated that each response to this collection of information will average 5 hours. 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 [jboley@fcc.gov](mailto:jboley@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 PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

## **Exhibits**

**Exhibit 2****Description:** EEO PUBLIC FILE REPORTS

ATTACHED ARE THE TWO MOST RECENT PUBLIC FILE REPORTS FOR WFDD.

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**Attachment 2**

Description
<a href="#">2010 Public File Report</a>
<a href="#">2011 Public File Report</a>

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**Exhibit 3****Description:** NARRATIVE STATEMENT

WFDD HAS BEEN AND CONTINUES TO BE COMMITTED TO ITS COMMUNITY.

THE STATION IS THE OLDEST CONTINUOUSLY OPERATING PUBLIC RADIO STATION IN NORTH CAROLINA AND ITS OUTREACH IS PART OF THE STATION'S VISION STATEMENT. WFDD STAFF MEMBERS ATTEND CAREER FAIRS, LEAD TOURS AND PARTICIPATE IN PANEL DISCUSSIONS.

WFDD HAS A MULTI-TIERED INITIATIVE THAT INCLUDES TEACHING MIDDLE SCHOOL STUDENTS DURING A SUMMER RADIO CAMP AND HIGH SCHOOL STUDENTS IN FORSYTH AND GUILFORD COUNTIES DURING A SEMESTER-LONG RADIO COURSE. THE MULTI-TRACK COLLEGE INTERNSHIP PROGRAM CONTINUES TO BE ROBUST - ATTRACTING COLLEGE STUDENTS FROM SEVERAL UNIVERSITIES FROM AROUND THE AREA. THERE ARE MORE SECTIONS IN THE EDUCATIONAL INITIATIVE SCHEDULED TO BE ROLLED OUT IN THE FUTURE.

ADDITIONALLY, WFDD COMPLETED ITS FIRST COMMUNITY CONVERSATION IN JANUARY OF 2011. THE SUBJECT WAS OUR STATE AND AREA'S HIGH SCHOOL DROPOUT RATE. THE PANELISTS AND INVITED GUESTS INCLUDED THE NORTH CAROLINA STATE SUPERINTENDENT OF SCHOOLS, VARIOUS ASSISTANT COUNTY SUPERINTENDENTS, PRINCIPALS, TEACHERS, VOLUNTEERS AND STUDENTS WHO HAD DROPPED OUT AND WERE BACK IN SCHOOL. NEARLY 200 PEOPLE ATTENDED THE COMMUNITY EVENT.

WFDD'S VISION IS TO BE A TRUSTED PLACE FOR EDUCATION AND CONVERSATION WHICH IS IN ALIGNMENT WITH THE ORIGINAL MISSION OF PUBLIC BROADCASTING.

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**Attachment 3**

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## Equal Employment Opportunity Report

The WFDD EEO Public File Report contains information regarding full time positions hired during fiscal year 2008, **(July 1, 2009 – June 30, 2010)**; the recruitment sources used to fill the vacancies, including contact information; and a description of supplemental initiatives implemented during this reporting period.

### Full-Time Positions Filled:

One full time position was filled during the above reporting period:

- Arts program reporter/host

Posting sources: WFDD's website - [www.wfdd.org](http://www.wfdd.org), Wake Forest University Human Resource department website – [www.wfu.edu](http://www.wfu.edu), Winston-Salem Journal, Greensboro News & Record.

The reporter/host who was hired was already working for WFDD as an independent contractor. He had previously held the position as WFDD's arts host/ producer.

### Contact Information on Typical Recruitment Sources:

Wake Forest University: 1834 Wake Forest Road Winston-Salem, NC 27109 (336)758-5000

88.5 WFDD 1834 Wake Forest Road #8850 Winston-Salem, NC 27109 (336)758-8850

Winston-Salem Journal 418 N. Marshall Street Winston-Salem, NC 27101

Greensboro News and Record 200 E. Market Street, Greensboro, NC 27401

Current Newspaper: 1612 K. Street, NW, Suite 704, Washington, DC 20006

Public Radio Newslink Digest: [Public Radio Newslink digest](mailto:PublicRadioNewslinkdigest@listserve.mpr.org) newslink@listserve.mpr.org

North Carolina Public Radio Association – Distribution via Content Depot

Corporation for Public Broadcasting 401 9<sup>th</sup> Street NW Washington, DC (202) 879-9600

### Additional EEO Activities

College Internship Program

88.5 WFDD has a college level internship program, in cooperation with Triad area colleges and universities. The internship program provides practical experience in the radio broadcasting and non-profit industry, and teaches skills that can only be learned on the job.

WFDD offers four tracks for internships:

1. Development and fundraising
2. Journalism
3. Operations and production
4. Marketing and public relations

### **Educational Appearances**

WFDD personnel make classroom appearances; participate in panels and other educational forums to speak to students and other groups about career opportunities in public radio.

(See attachment.)

***Questions related to this report or WFDD may be directed to: Denise Franklin, General Manager, 88.5 WFDD. 1834 Wake Forest Road #8850 Winston-Salem, NC 27109***

<u>Date</u>	<u>Fiscal Year</u>	<u>Station Representative</u>	<u>Organization</u>	<u>Description</u>
11/17/2009	FY10	Greg Keener	Cub Scouts	Gave tour of station for Tiger Cub Group
3/23/2010	FY10	Greg Keener	Cub Scouts	Gave tour of station for Tiger Cub Group
5/11/2010	FY10	Greg Keener	Cub Scouts	Gave tour of station for Tiger Cub Group
Spring 2010	FY10	Greg Keener	UNCG	Spoke to 'History of Radio' class on public radio and WFDD
Spring 2010	FY10	Greg Keener	N.C. A&T State University	Attended Communications Career Day to interview potential
4/1/2010	FY10	All Staff	community	Job shadowing in all departments by high school senior Mar

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The WFDD EEO Public File Report contains information regarding full time positions hired during fiscal year 2008, **(July 1, 2010 – June 30, 2011)**; the recruitment sources used to fill the vacancies, including contact information; and a description of supplemental initiatives implemented during this reporting period.

There were no vacancies during the above reporting period.

### Information on Typical Recruitment Sources:

Wake Forest University: 1834 Wake Forest Road Winston-Salem, NC 27109 (336)758-5000

88.5 WFDD 1834 Wake Forest Road #8850 Winston-Salem, NC 27109 (336)758-8850

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WFDD offers four tracks for internships:

1. Development and fundraising
2. Journalism
3. Operations and production
4. Marketing and public relations

### **Educational Appearances**

WFDD personnel make classroom appearances; participate in panels and other educational forums to speak to students and other groups about career opportunities in public radio.

(See attachment.)

### **Additional Outreach/Educational Activities:**

WFDD currently conducts a radio camp for middle school students, a training program for high school students, and community forums.

***Questions related to this report or WFDD may be directed to: Denise Franklin, General Manager, 88.5 WFDD. 1834 Wake Forest Road #8850 Winston-Salem, NC 27109***

<u>Date</u>	<u>Fiscal Year</u>	<u>Station Representative</u>	<u>Organization</u>	<u>Description</u>
7/13/2010	FY11	Greg Keener	Summit School	Gave tour of station to Summit School Students
12/17/2010	FY11	Lynn Harvey-Akan	Kiser Middle School	Career Fair
9/17/2010	FY11	Greg Keener	Wake Forest University	Spoke to Communications class
9/23/2010	FY11	Greg Keener	Wake Forest University	Gave tour to Journalism class
10/15/2010	FY11	Leah Roy	Arts based Elementary School	Gave tour to students
10/19/2010	FY11	David Ford	Jazz for Kids	David presented at music event for kids