

WKU Public Media 2025 EEO Report

This Report covers full-time vacancy recruitment data for the period **March 23, 2025 – March 22, 2026**.

**1) Employment Unit: Western Kentucky University Public Media**

**2) Unit Members (Stations and Communities of License):**

- WKYU-FM, Bowling Green, KY
- WDCL-FM, Somerset, KY
- WKPB-FM, Henderson, KY
- WKUE-FM, Elizabethtown, KY
- WKYU-TV, Bowling Green, KY

**3) EEO Contact Information for Employment Unit:**

Mailing Address:

WKU Public Media  
 Western Kentucky University  
 1906 College Heights Boulevard #11034  
 Bowling Green KY 42101

Telephone Number: (270) 745-6140

Contact Person/Title: Jordan Basham, Executive Director, Interim, WKU Public Media  
 E-mail Address: Jordan.Basham@wku.edu

**4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
Associate Producer 994850	Permanent Waiver

**5) Job Title: Referral Source(s) of Hiree:**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)

**6) Total # of Interviewees Referred:** For the period from **March 23, 2025 – March 22, 2026**, this Employment Unit interviewed zero (0) interviewees for full-time job vacancies.

## 7) Supplemental Recruitment Initiatives.

### (a) Initiative: Participation in Internship Program

WKYU-FM & WKYU-TV maintained a student internship program throughout the period covered in this report. This program is designed to give college students professional broadcast training and experience in roles across our operation.

### (b) Initiative: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

WKYU-TV and WKYU-FM co-sponsor the Charles Anderson Public Broadcasting Fellowship Program, a program which provides a scholarship funding the tuition for a 3-credit hour college internship course for Western Kentucky University students interested in careers in broadcasting. Recipients receive full tuition payment for the course during the spring or fall semesters and receive an hourly rate and a stipend while working within the radio and television department.

### (c) Initiative: ASD Brinkley Student Fellowship Program

WKYU-TV and WKYU-FM recruited and employed six (6) college students with Autistic Spectrum Disorder. This is an endowed fellowship that employs college-aged ASD individuals to assist them in developing workforce transitional skills while simultaneously studying methods to raise employment percentages nationally. This program is supported by an endowed fellowship and was previously awarded an Education Innovation Grant from the Corporation for Public Broadcasting.

### (d) Initiative: Events or programs relating to career opportunities in broadcasting.

**WKU Take Your Kid To Work Day.** Station tours and career discussions (**April 24, 2025**). Hosted by Executive Director, News Director, Manager Member Services, Reporter, and Programming/Operations Manager.

### (e) Initiative: EEO Training

#### **ALL Staff (Part-time & Full-Time)**

Harassment Prevention Training Completion for station employees through 8/27/2024. There were 73 participants; the average amount of time for completion is 1.0 hour. An additional 16 part-time student employees completed the training on 2/3/2025.

### (f) Initiative: Training Programs for Station Personnel

The employment unit continues an ongoing commitment to enable station personnel to attend training programs and seminars designed to enhance their work and acquire skills that could qualify them for higher positions:

#### **ALL Staff (Part-time & Full-Time)**

9/15-9/17/2025 NETA Annual Conference

#### **Operations/Programming Staff Trainings:**

4/13/2025 sIX User Forum

9/8/2025 Kelley Autism Program Orientation

#### **Engineering Staff Trainings:**

3/31/2025 – PBS sIX Webinar

4/24/2025 – PBS Webinar: Nielsen TV Dashboard

5/06/2025 – PBS sIX Webinar

8/05/2025 – PBS sIX Webinar

2/19/2026 – NETA Cyber PLC webinar

**Business Office/ General Staff / Compliance Training:**

5/19-21/2025 – PBS Annual Meeting

5/27/2025-5/30/2025 – PMBA Conference: CPB and PMBA sessions

08/15/2025 TopperFest – Community and student focused fair style event with info booth

8/27/2025 – PMBA Webinar: Pivoting in the New Fiscal Year: Navigating Uncertainty in Public Media

01/21/2026 – PMBA Webinar: Taking Care of You While You Take Care of Others

**Television and Radio Content Staff:**

4/14/25 Kentucky Public Radio training session on how to get the most out of your recording equipment

5/13/25 AMSN how to write and produce great audio features

6/17/25 AMSN basics of public records requests and how to negotiate when an agency resists

7/22/25 AMSN Being a better editor & how to help edit your peers

7/23/25 AMSN KPR Newscast Production Training

7/30/25 Presentation to Bowling Green Kiwanis Club about participation in One Small Step program

8/27-28/25 AMSN Summit

9/16-18/25 Presentations to classes about participation in One Small Step program

9/30/25 AMSN Training on covering Arts, Culture, & Music

1/27/26 AMSN Training on vertical video production

2/24/26 AMSN Training on SEO