

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2022 – March 22, 2023.

1) Employment Unit: Brazos Valley Public Broadcasting Foundation

2) Unit Members (Stations and Communities of License): KWBU-FM, Waco, Texas

3) EEO Contact Information for Employment Unit:

Mailing Address: KWBU-FM Baylor University One Bear Place #97296 Waco, TX 76798-7296	Telephone Number: (254) 710-3472
	Contact Person/Title: Carla Hervey, Business Affairs Manager
	E-mail Address: Carla_Hervey@baylor.edu

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

Job Title

Operations Assistant / Producer / Host

Recruitment Source Referring Hiree

KWBU Website

5) Total # of Interviewees Referred: 4

Job Title: Operations Asst / Producer / On-Air Host Referral Source(s) of Hiree: KWBU Website

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KWBU-FM Website	Brodie Bashaw	One Bear Place #97296 Waco, TX 76798-7296	254-710-3472	1	No
Waco Tribune Herald	Kristy Ferlet	215 S. 2 nd Street, Suite #310 Waco, TX 76701	254-757-5858	1	No
KWBU-FM On-Air Announcements	Brodie Bashaw	One Bear Place #97296 Waco, TX 76798-7296	254-710-3472	0	No
TV & Radio Jobs.com	N/A	www.tvandradijobs.com	N/A – website only No phone # available	1	No
Baylor University Career Center	Amanda Kuehl	Amanda_Kuehl@baylor.edu	254-710-3771	0	No
CPB Jobline	N/A	www.cpb.org/jobline	N/A – online only	1	No
McLennan Community College Career Placement Services	N/A	1400 College Drive Waco, TX 76701	254-299-8000	0	No

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
McLennan Community College Job Posting Board	N/A	1400 College Drive Waco, TX 76701 www.collegecentral.com/mclennan	N/A – Online only	0	No
Cen-Tex African American Chamber of Commerce	N/A	801 Washington Avenue, Suite 602 Waco, TX 76701	254-235-3204	0	No
Cen-Tex Hispanic Chamber of Commerce	Andrea Kosar or Dytrun Thirkill	510 Austin Avenue Waco, TX 76701 Andrea@wacohispanicchamber.com Dytrun@wacohispanicchamber.com	254-754-7111	0	No
Baylor University Arts & Sciences – Journalism, Public Relations & New Media	Lanisa Tovar	One Bear Place #97353 Waco, TX 76798 Lanisa_Tovar@baylor.edu	254-710-4350	0	No
Texas State Technical College		3801 Campus Drive Waco, TX 76705	N/A	0	No
McLennan County Non-Profit Resources	N/A	www.Mclennanonprofits.org/post-employment-or-volunteer-opportunities/ 1227 N. Valley Mills Drive, Suite #235 Waco, TX	N/A	0	No

6) Supplemental Recruitment Initiatives.

a) Initiative: Internship Program

Internship Program with Baylor University

- i) A female Public Relations major from Baylor University interned at KWBU during the spring 2022 semester (January 2022 – May 2022). The student worked approximately 10 hours per week under the supervision of the KWBU President & CEO. Her ongoing assignment was to assist with KWBU's weekly e-newsletter, provide regular updates to KWBU's social media (Facebook and Instagram), and monitor user engagement with the station's social media accounts. For this job she would select relevant local, regional, and national stories from the previous week, write brief summary paragraphs, create graphics and select appropriate photos or art. The newsletter was (and is) distributed every Friday morning to KWBU's list of supporters. KWBU's social media accounts are updated at least three times per day.
- ii) Another female Public Relations major from Baylor University worked with KWBU during the fall 2022 semester (September 2022 – December 2022). She spent approximately 10 hours per week at the station, working with the KWBU President & CEO. Her main job duty was to assist in editing KWBU's weekly e-newsletter. She would select relevant local, regional, and national stories from the previous week; write a brief summary; and select appropriate photos or art to illustrate the stories. She assembled the newsletter to be distributed every Friday morning to KWBU's list of supporters. In addition, she created graphic station and program promotions for both the web and print and tracked KWBU's social media accounts (Facebook and Instagram), selecting and posting timely news stories from NPR and KWBU local productions, and tracking audience engagement.
- iii) KWBU hosted one male Film and Digital Media major from Baylor University as a production/operations intern during the fall semester of 2022 (September 2022 – December 2022) and again during the spring semester of 2023 (January 2023 – May 2023). He is working under the supervision of the KWBU Station Manager and his duties include recording, editing and posting on-air promos, voicing some promos, and participating in KWBU's on-air fund drives.

b) Initiative: Participation in Programs Sponsored by an Educational Institution

- i) On March 30, 2022, the KWBU President & CEO met with a group of five Baylor University Journalism students regarding their Public Relations Communications class project. He outlined the mission of KWBU and what KWBU provides to the Central Texas community and how the work is divided at the station. He described the different responsibilities of each area of the station – on-air, membership, corporate support, and administrative responsibilities. Additionally, a member/supporter of the station joined in the discussion and explained how important the service is to the community from a listener's perspective.
- ii) Through a new partnership with the Baylor University Department of Journalism, Public Relations and New Media, students in a broadcast reporting and writing class will be submitting original reports for possible broadcast during the spring 2023 semester. Approximately fifteen students from this class visited KWBU on February 9, 2023, to tour the station and learn more about public radio in preparation for their reporting assignments.

c) Initiative: Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination

- i) In Summer 2022, all KWBU staff completed the 2022 Preventing Harassment and Discrimination on-line training course provided through the Corporation for Public Broadcasting concerning harassment prevention.
- ii) On October 6, 2022, KWBU Business Affairs Manager completed Baylor University's on-line training course "Courageous Conversations: Belonging."
- iii) On January 12, 2023, KWBU Business Affairs Manager completed Baylor University's on-line Get Inclusive training course "Meridians: Title IX Course."