

2023 ANNUAL EEO PUBLIC FILE REPORT

Wichita Public Radio

Stations: KMUW
Community of Licensee: Wichita, KS

Reporting Period: January 22, 2022 – January 21, 2023

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):

1. Participated in the following job fairs by station personnel who have substantial responsibility in making hiring decisions:
 - a. In May, 2022, KMUW joined NPR's "Public Media Village" as a Lead Villager, allowing multiple NPR Diversity representatives (including NPR's Vice President of Facilities, Administration & Security, who led the creation of the Village) to promote employment opportunities at Wichita Public Radio at professional conferences and career fairs serving minority communities such as:
 - i. July, 2022: Asian American Journalists Association (AAJA),
 - ii. August, 2022: National Association of Black Journalists (NABJ), and National Association of Hispanic Journalists (NAHJ),
 - iii. September, 2022: The Association of LGBTQ Journalists (NLGJA), and the Online News Association (ONA).
 - b. 4/13/22: KMUW's Community Engagement Coordinator participated in the Wichita State University (WSU) Virtual "Just-In-Time Career Fair 2022."
 - c. 7/22/22: KMUW's Business Manager / Executive Administrative Assistant to the General Manager participated in WSU's Shocker Career Accelerator "On-Campus Job Fair."
 - d. 9/15/22: KMUW's Archivist, Engineer, and Producer participated in WSU's Fine Arts Career Mixer hosted by Shocker Career Accelerator.



2. Establishment of internship programs designed to assist members of the community to acquire skills needed for broadcast employment:
 - a. Spring, Summer, and Fall semesters, 2022: Five individuals held paid News Lab intern positions for at least one semester, sponsored by WSU's Elliott School of Communication (ESC). These interns experienced all aspects of programming and production, from research and interviews, to writing, editing and announcing news, current events, and public affairs on-air and online. One intern focused on *Radio Real*, KMUW's weekly Spanish-language podcast which began in the Fall of 2021.
 - b. Summer, 2022 semester: KMUW hosted its third annual paid Korva Coleman Diversity in Journalism Internship, sponsored by the Society of Professional Journalists (SPJ) Pro Kansas chapter, with additional support from WSU Housing & Residence Life.
 - c. Spring, Summer, and Fall semesters, 2022: four paid Archives Interns continued to assist our Digital Archivist and Engineer with the "Save the Waves" Kansas Public Media Preservation Project (KPMPP), made possible by a grant from the Council on Library and Information Resources. Programming is being archived in collaboration with the American Archive of Public Broadcasting and available through the Library of Congress.
 - d. Starting 1/27/22: five interns sponsored by WBGH also worked remotely on the KPMPP, as supervised by KMUW's Archivist, Engineer, and Producer.
 - e. Beginning 11/10/22, KMUW began advertising for its fourth annual paid Korva Coleman Diversity in Journalism Internship for the summer of 2023. Special care was taken to get the word out to many Historically Black Colleges and Universities, colleges with high diversity and ethnicity rankings, and individuals who joined NPR's Public Media Village during recent conferences indicating the Midwest amongst their geographic preferences.
 - f. Beginning 12/23/22, KMUW began advertising for a bilingual Spring, 2023 *Radio Real* Community Engagement Intern, sponsored by WSU ESC.
 - g. Ongoing: volunteer recruitment and active participation of dozens of community members in community engagement and outreach initiatives, programming events, archives transcription repair, and broadcast hosting (i.e. local commentary segments).

3. 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):
 - a. In May, 2022, KMUW joined NPR's "Public Media Village," which provides general employment information for Wichita Public Radio through the "Think.Public.Media" website and social media channels.



- b. In 2020, KMUW was a founding partner of the Wichita Journalism Collaborative. KMUW continued to provide paid work opportunities for several journalists and reporters in 2022, in support of WJC's goal of meeting urgent information needs.
4. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting:
 - a. KMUW's Director of News & Public Affairs continues to serve on the Kansas Pro Chapter of the SPJ board, which provides multiple scholarships each year to college students planning careers in journalism, as well as educational, training, and networking resources.
 - b. KMUW's Senior News Reporter focusing on Education participated in SPJ Kansas's primary scholarship fundraising event, Gridiron, as a writer, promoter, and performer.
5. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting. Notable such examples include:
 - a. KMUW's Director of News & Public Affairs:
 - i. continued to serve the Maize School District in 2022 by participating in Career Technical Education (CTE) meetings with the Maize Career Academy.
 - ii. served as a judge for several 2022 educational award events, including Kansas Scholastic Press Association, and Kansas Collegiate Media. Also judged contests for several professional organizations such as SPJ, Radio Television Digital News Association, and Public Media Journalism Association (PMJA).
 - i. was appointed as a small station representative board member for PMJA.
 - b. Three KMUW News team members served multiple roles at the Kansas Collegiate Media conference in April, 2022. The Director of News & Public Affairs as well as a News Reporter met with students to critique resumes, cover letters, and publications work. The Director of News & Public Affairs led a session on internships, and the Reporter participated in a panel about covering social justice issues and protests. KMUW's Senior News Reporter focusing on Education delivered a keynote presentation on the importance of journalism and covering education, particularly in the context of the pandemic.
6. Provided training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. KMUW is a public service of WSU, which takes pride in being an organization that values diversity of culture, thought and experience; WSU's office of Human Resources provides contacts and opportunities to



promote inclusion, diversity, and compliance. Notable events include:

- a. KMUW's General Manager and Director of Broadcasting:
 - i. in the Spring of 2022, served on WSU's Equity Task Force.
 - ii. in November, 2022, began serving on WSU's Student Publications Board.
 - iii. in December, 2022, began serving on WSU's Emerging Hispanic Serving Institution committee.
 - b. In February, 2022, KMUW's Director of Community Engagement, and Community Engagement Manager both attended multiple sessions of the Knight Media Forum which focused on Diversity, Equity, and Inclusion (DE&I).
 - c. In April, 2022, KMUW's Assistant General Manager and Director of Content, and Director of Development and Donor Relations both attended multiple sessions at the Public Radio Super Regional Meeting which focused on DE&I.
 - d. In July, 2022, five KMUW staff members in the areas of engagement, marketing, fundraising, and programming attended multiple sessions with DE&I content at Greater Public's annual Public Media Development and Marketing Conference.
 - e. In August, 2022, KMUW's Director of Cultural Diversity, News & Engagement (now named KMUW's Director of Organizational Culture) received a Wichita Business Journal Diversity and Inclusion Award in recognition of her outstanding work throughout Wichita, both within and beyond KMUW, serving underrepresented communities.
 - f. In September, 2022, KMUW's Archivist, Engineer, and Producer attended workshops at the International Association of Sound and Audiovisual Archives conference focused on representing persons with disabilities as well as people identifying as neurodivergent.
 - g. In October, 2022, KMUW's Director of Organizational Culture participated in the Wichita Regional Chamber of Commerce's DE&I Practitioners Workshop.
 - h. In November, 2022, four KMUW staff members in news, engagement, and development attended a Wichita Professional Communicators DE&I presentation entitled "Are You Talking to Me? Strategies to Enhance Inclusion in Marketing and Communications."
7. Participated in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting. Multiple KMUW staff members have been interviewed by shadowed by, provided educational station tours, given presentations, or provided assistance to community members and students of all ages interested in potential future employment in broadcasting, communication, journalism, mass media, public relations, or related fields. Notable such events include:

- a. KMUW's General Manager and Director of Broadcasting:



- i. 3/22/22: talked to an Applied Studies writing class instructed by WSU's Professor and Chair, Department of History.
 - ii. 9/1/22: gave a presentation to a WSU Principles of Journalism class on "Business Models and the future of journalism."
- b. KMUW's Director of News and Public Affairs:
 - i. Spring, 2022: taught an "Editing for Print" course at WSU for the ESC. He hosted a class session at the station to discuss broadcasting and participate in an exercise recording top-of-the-hour station IDs.
 - ii. 4/19/22: met with Envision's Vice President of Innovation, and Senior Vice President for Foundation and Mission Services, to learn about their work initiative program that trains employers to work with people with low vision.
 - iii. 4/25/22: spoke to a Derby High School class about his work in journalism (print media prior to KMUW, and broadcast media at the station).
 - iv. 9/9/22: spoke to the Wichita Regional Chamber of Commerce's "Leadership Wichita" cohort. Each year this program provides an immersive experience to several dozen local business, government, and military leaders who gain insight into local government, economic development, education, and media.
 - v. Spring and Fall semesters, 2022: spoke to multiple WSU classes in the Fairmount College of Liberal Arts & Sciences.
 - vi. 12/21/22: was shadowed by a Derby High School student, who assisted in producing the 12/23 episode of The Range, KMUW's weekly newsmagazine providing "a weekly look at where we live, and the people who live here."
 - vii. 1/17/23: began teaching "Editing for Print and Web" for WSU's ESC.
- c. KMUW's Archivist, Engineer, and Producer: Spring and Fall semesters, 2022 taught several undergraduate and graduate audio courses for WSU's School of Digital Arts at Shocker Studios. He resumed instruction again on 1/17/23 for the Spring semester.
- d. KMUW's Senior News Reporter focusing on Education:
 - i. 10/13/22: spoke to West Heights UMC Church Shepherd Center.
 - ii. 10/13/22: spoke to Derby High School's journalism class.
- e. KMUW's Director of Development and Donor Relations:
 - i. 2/23/24: served on a "Benefactor Relations & Stewardship" professional development panel for the Association of Fundraising Professionals—Greater Wichita chapter.
 - ii. 3/25/22: instructed an "Emerge and Lead" class through the Kansas Nonprofit Chamber at the Kansas Leadership Center.
 - iii. 10/14/22: along with the Director of Community Engagement, and Community Engagement Manager, hosted a small group from WSU's



Widener Global Leaders Program, which incorporates business, communication and music, for a tour and discussions of fundraising, storytelling, and engagement.

- f. KMUW's News Reporter focusing on city and county politics: 1/17/23: began teaching as an adjunct instructor for WSU's Department of Political Sciences, a "Media and Politics" course.

LIST OF FULL-TIME POSITIONS FILLED

Date of Hire, Job Title, and Recruitment Source Referring Hire:

- 07/10/2022, News Reporter (General Assignment): KMUW Twitter & Facebook
- 07/10/2022, News Reporter, Senior (Health Care): Corporation for Public Broadcasting (CPB) jobline
- 09/18/2022, Corporate Sponsorship Account Executive: Wichita State University Office of Human Resources

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7 (seven)

<u>Recruitment sources referring interviewees</u>	<u># Persons interviewed that source referred</u>
Corporation for Public Broadcasting (CPB) jobline	1 (one)
Current / PublicMediaJobs.org	1 (one)
Indeed.com	1 (one)
KMUW LinkedIn	1 (one)
KMUW News team	1 (one)
KMUW Twitter & Facebook	1 (one)
Wichita State University Human Resources	1 (one)

RECRUITING SOURCES USED

The following sources were notified of all open full-time positions at KMUW filled during the Reporting Period:

Organization	Contact/Department	Address or website	Phone or email
Alabama A&M University	Angel Lee, Asst Dir, Career Svcs	4900 Meridian St N, Normal, AL 35762	256-372-8220
Alabama State University	Candice Stinchcomb, Coord Career Prog	915 S Jackson St, Montgomery, AL 36104	334-229-4156



Alcorn State University	Carolyn Davis, Dir Career Services	1000 ASU Dr, Lorman, MS 39096	601-877-6100
Dillard University	Dwanna Toney, Director Career Ctr	2601 Gentilly Blvd, Gentilly, LA 70122	504-816-4222
Handshake / Stryder Corp (incl. posts to dozens of colleges)	Mallory Wheaton, VP Employer Customer Experience	PO Box 40770, San Francisco, CA 94140	team@joinhandshake.com
Howard University (HU)	Carol Dudley, Employer Relations	2397 6th St NW, Washington, District of Columbia 20001	202-806-7513
Indeed, Inc.	Client Onboarding	6433 Champion Grandview Way #1 Austin, TX 78750	800-462-5842
Jackson State University (JSU)	Lashanda Jordan, Exec. Dir., Careers	1400 J R Lynch St, Jackson, MS 39217	601-979-2477
Kansas Association of Broadcasters (KAB) job bank	Alison Mazzei, President	214 SW 6th Ave Ste 300, Topeka, KS 66603	785-235-1307
Kansas Nonprofit Chamber	Cindy Miles, CEO	ksnonprofitchamber.org	316-440-6744
KansasWorks.com	Workforce Centers	1000 S Jackson St Ste 100, Topeka, KS 66612	877-509-6757
Kentucky State University	Daryl Love, AVP of Career Services	400 E Main St, Frankfort, KY 40601	502-597-6700
KMUW-FM (kmuw.org, "Tune In" e-blast, Facebook, Instagram, LinkedIn, and Twitter pages)	Jordan Kirtley or Beth Golay	121 N Mead St Ste 200, Wichita KS 67202	316-978-6789
* McConnell Airman & Family Readiness Center	Dale Johnson, Consultant	53147 Kansas St Ste 105, McConnell AFB KS 67221	316-759-6020
Prairie View A&M University	Office of Career & Professional Dev't	pvamu.edu/careerservices	936-261-3570
* SER Corp (Service, Education & Re-Training Corp) of KS	Carolyn Benitez, NFJP Exec	1020 N Main Ste D, Wichita KS 67203	316-264-5372
Southern University and A&M College	Tamara Foster- Montgomery, Careers	subr.edu	225-771-2200
Tennessee State University (TSU)	Antoinette Duke, Dir., Career Dev't	3500 John A Merritt Blvd, Nashville, TN 37209	615-963-5981
University of Arkansas at Pine Bluff	Career Services	uapb.edu	870-575-8000
University of Kansas Journalism Career Center	Steve Rottinghaus	210 Stauffer-Flint Hall 1435 Jayhawk Blvd, Lawrence, KS 66045	785-864-7655
US Military Pipeline	Futures Inc.	624 Holly Springs Road, Suite 320, Holly Springs, NC 27540	1-844-USTALENT
Wichita Professional Communicators (WPC)	Kylie Cameron, Newsletter Editor	wichitaprofessionalcommunicators.com	wichitaprocom@gmail.com
WSU Elliott School of Communication (ESC)	Eric Wilson, Outreach Coordinator	1845 Fairmount Box 31, Wichita, KS 67260	elliott.school@wichita.edu
WSU Office of Human Resources (HR)	Lana Anthis, Business Partner	1845 Fairmount Box 15, Wichita KS 67260	316-978-3065
WSU & WSU Tech Career Development Center	Lori Godderz	1845 Fairmount Box 42, Wichita KS 67260	316-978-3688
Xavier University of Louisiana	Tracey Jackson, Dir. Career Svcs	1 Drexel Dr, New Orleans, LA 70125	504-486-7411

* Indicates organizations who have requested that the station provide it with notice of all full-time job vacancies.



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The following sources were notified of the open full-time News Reporter, Senior (Health Care) position at KMUW filled during the Reporting Period:

Organization	Contact/Department	Address or website	Phone or email
Association of Independents in Radio (AIR Media)	airmedia.org Jobs	PO Box 220400, Boston, MA 02122	617-825-4400
Asian American Journalists Association (AAJA)	Career Center	aajacareers.org	415-346-2051
Corporation for Public Broadcasting (CPB)	Administrator, stations.cpb.org/jobline	401 9th St NW, Washington, DC 20004	202-879-9600
Current / PublicMediaJobs.org	Amanda Iannuzzi, Career Services	Dept 3461, PO Box 123461, Dallas, TX 75312	888-575-9675
Greater Public	Leah Manners	PO Box 303279, Austin, TX 78703	888-454-2314
Kansas Leadership Center	Chris Green	325 E Douglas Ave, Wichita KS 67202	316-712-4950
Kansas News Service & NPR Midwest Newsroom	Blaise Mesa	KCUR, 4825 Troost St Ste 202, Kansas City, MO 64110	816-235-1551
National Association of Black Journalists (NABJ)	Eric, Career Center	8800 Lakewood Dr #117, Windsor, CA 95492	626-792-3846
National Association of Hispanic Journalists (NAHJ)	Career Center	PO Box 117, Windsor, CA 95492	626-792-3846
People of Color in Audio	twitter.com/POCinAudio	pocinaudio.com	pocradiohires@gmail.com
Public Media Journalists Association (PMJA)	Christine Diers	PO Box 838, Sturgis, SD 57785	605-490-3033

