

WKU Public Broadcasting 2021 EEO Report

This Report covers full-time vacancy recruitment data for the period March 23, 2021 – March 22, 2022.

1) Employment Unit: Western Kentucky University Public Broadcasting

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 Broadcasting
Western Kentucky University
1906 College Heights Boulevard #11034
Bowling Green KY 42101

Telephone Number: (270) 745-6140

Contact Person/Title: David Brinkley, Executive Director of Educational Telecommunications

E-mail Address: david.brinkley@wku.edu

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

Job Title	Recruitment Source Referring Hiree
1. Associate Producer/Director	Station website (via Facebook)
2. Director of Creative Video	SkullSparks
3. Reporter (Morning Edition Host)	Employee Referral
4. Programming Coordinator	WKU/Human Resources Website

5) Job Title: Associate Producer/Director

Referral Source(s) of Hiree: Station website (via Facebook)

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Indeed	Jobsite		n/a	0	No
Western Kentucky University Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	2	No
Station website (via Facebook)	Jobsite		n/a	1	No
Other (listed as source)	Jobsite		n/a	2	No
Other Internet site (listed as source)	Jobsite		n/a	0	No

Job Title: Director of Creative Video

Referral Source(s) of Hiree: SkullSparks

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Western Kentucky University Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	0	No
WKYU website	Jobboard		n/a	0	No
Other (listed as source)	Jobsite		n/a	0	No
SkullSparks	Jobsite		n/a	1	No
Other Internet site (listed as source)	Jobsite		n/a	0	No

Job Title: Reporter (Morning Edition Host)**Referral Source(s) of Hiree: Employee Referral**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Western Kentucky University Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	0	No
WKYU website	Jobboard		n/a	0	No
Employee Referral	n/a		n/a	0	No
Other Internet site (listed as source)	Jobsite		n/a	1	No

Job Title: Programming Coordinator**Referral Source(s) of Hiree: WKU/Human Resources Website**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Indeed	Jobsite		n/a	0	No
Western Kentucky University Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	4	No
WKYU website	Jobboard		n/a	0	No
Other Internet site (listed as source)	Jobsite		n/a	0	No
Employee Referral	None		n/a	0	No

6) Total # of Interviewees Referred: For the period from March 23, 2021 to March 22, 2022, this Employment Unit interviewed 11 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) 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 received an hourly rate and a stipend while working within the radio and television department.

(b) Initiative: ASD Brinkley Student Fellowship Program

WKYU-TV and WKYU-FM recruited and employed eight (8) 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 recently awarded an Education Innovation Grant from the Corporation for Public Broadcasting.

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

Leadership Bowling Green. Station tours and career discussions (March 16, 2022). Hosted by Development Manager, Radio Station Manager, Radio Reporter, Television Operations Assistant Manager, Executive Director, and TV Producer/Director.

Autism at Work: Creating an Inclusive Work Environment. Community Seminars to present employment options for organizations considering employing persons on the autistic spectrum as we have done. We hosted two seminars (April and May of 2021) with 62 community participants.

(d) 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-level positions:

Operations/Programming Staff Trainings:

ProTrack Software Training – January 14, 18, 21 of 2022

NETA Virtual Conference – January 24-26, 2022

Radio Research Consortium Training Webinar – March 10, 2022

PBS Virtual Annual Meeting – May 11–12, 2021 & May 18–20, 2021

ProTrack Radio software demo- March 1, 2022

Several self-guided trainings on radio's Natural Log software- (April 2021-February 2022)

PBS Interconnection webinar- April 27, 2021

PBS Passport webinar -April 28, 2021

Phase B Myers software training -May 12, 2021

Preventing Harassment and Discrimination training- May 17, 2021

Cinegy software system training June 17 & 23, 2021

RRC webinar: Dismantling PPM Data: How to Do A "Book Breakout"- March 10, 2022

Engineering Staff Trainings:

4/8/2021 – NETA Webinar: Return to Studio and Field Productions Part 2

4/13/2021 – Webinar: Transmitter Site Cooling/Planning

4/14/2021 – PBS sIX Phase B-Content Discovery Training

4/15/2021 – PBS sIX EIDR Registry User Training

Western Kentucky University is an Equal Opportunity Employer.

4/21/2021 – Harmonic, ATSC3.0 Webinar
 4/21/2021 – PBS ETAC Webinar - FCC Policy Update for Stations
 4/27/2021 – PBS sIX User Forum Webinar
 4/29/2021 – PBS sIX Monthly Update Webinar
 5/4/2021 – Webinar: Lightning/Grounding
 5/10-12/2021 – PBS Annual Meeting - Pre&General Sessions Virtual
 5/18-20/2021 – PBS Annual Meeting - Breakout Sessions Virtual
 5/26/2021 – The Way We Work Now a Current/PBS Webinar
 5/27/2021 – PBS sIX Monthly Update Webinar
 6/4/2021 – PBS sIX Phase C Contribution EIDR Training Webinar 1 of 6
 6/8/2021 – PBS sIX User Forum Webinar
 6/9/2021 – Triveni Digital Webinar - MPEG101 - Practical Aspects of MPEG-2 Transport Streams
 6/22/2021 – PBS sIX Phase C Contribution EIDR Training Webinar 2 of 6
 6/24/2021 – PBS sIX Monthly Update Webinar
 6/29/2021 – Webinar: You've Been Breached, The What, When & How, Responding to a Data Security Incident.
 6/29/2021 – PBS sIX Phase C Contribution EIDR Training Webinar 3 of 6
 6/30/2021 – PBS ETAC Webinar - Planning and Executing Big Facility Projects
 7/9/2021 – PBS sIX Phase C Contribution EIDR Training Webinar 4 of 6
 7/13/2021 – PBS sIX Phase C Contribution EIDR Training Webinar 5 of 6
 7/20/2021 – PBS sIX Phase C Contribution EIDR Training Webinar 6 of 6 & EIDR validation
 7/27/2021 – PBS sIX Phase C Contribution OneVigor Training 1 of 3
 7/29/2021 – PBS sIX Monthly Update Webinar
 8/3/2021 – PBS sIX Phase C Contribution OneVigor Training 2 of 3
 8/18/2021 – PBS sIX Phase C Contribution OneVigor Training 3 of 4
 8/25/2021 – PBS ETAC Webinar - Cybersecurity Basics
 8/26/2021 – PBS sIX Monthly Update Webinar
 8/26/2021 – PBS sIX Phase C Contribution OneVigor Training 4 of 4 & UAT
 9/30/2021 – PBS sIX Monthly Update Webinar
 10/12/2021 – PBS sIX User Forum Webinar
 10/18-21/2021 & 10/25-28/2021 – PBS TechCon Conference virtual
 10/28/2021 – Webinar: Power Supplies
 10/28/2021 – PBS sIX Monthly Update Webinar
 11/9/2021 – Burk Technologies Webinar - Automating Remote Site Control with Jet™ Active Flowcharts
 11/10/2021 – PBS ETAC Webinar - A Day in the Life of Traffic
 11/10/2021 – Webinar: Automating Remote Site Control with Jet™ Active Flowcharts
 12/9/2021 – PBS sIX Monthly Update Webinar
 1/11/2022 – PBS sIX User Forum Webinar
 1/18/2022 – Webinar: Transmitter Site Networking
 1/19/2022 – PBS ETAC Webinar - Production in the Cloud
 1/24-26/2022 – NETA Conference – Virtual
 1/27/2022 – PBS sIX Monthly Update Webinar
 1/31/2022 – PBS sIX Phase E Training and Validation
 2/8/2022 – Triveni Webinar - ATSC3.0 Technology & Applications
 2/8/2022 – PBS sIX User Forum Webinar
 2/17/2022 – VisLink Webinar - Production with AI technology
 2/24/2022 – PBS sIX Monthly Update Webinar
 3/2/2022 – Telos Webinar - Hardware Requirements for Virtualized Broadcast Equipment
 3/8/2022 – PBS sIX User Forum Webinar
 3/10/2022 – Webinar: Dismantling PPM Data: How To Do A 'Book Breakout'

Development, Radio Content or Television Content Staff Trainings:

6/2/2021 - NPR Membership Partnership: An Announcer's Guide to Outstanding Sponsor Copy
7/13-22/21- Public Media Development and Marketing Conference (PMDMC)
9/2/2021 - Greater Public: Fall 2021 On-Air Fundraising Kick-Off
9/2021 & 10/2021 PBS Vigor & sIX training
10/2021 American Folk Society Conference (virtual)
10/12/2021 - WKU Higher EDquity Conference: Diversity, Equity, and Inclusion at WKU
10/26/2021 - ProTrack (Myers) 7.0 Training: Sales Modules
11/8-12/21- Training with Dr. Phil Hoffman: Underwriting, Media Measurement, PMDMC, Regulations, 3rd Party Fundraising, Local Productions
12/6-10/21- Training with Dr. Phil Hoffman: Technology resources, Development On-Air Importance, Fund Drives, Collaboration
1/11/22 - Crypto Donation Webinar—FreeWill
1/12/22 - Greater Public Webinar about Individual Giving
1/13/22 - PBS Passport Update
1/25/22 - 3 Ways the Pandemic Continues to Shape Fundraising in 2022—FreeWill Webinar
1/27/22 - NPR Member Analytics Webinar
2/4/22 - Allegiance Staff Augmentation CRM Webinar
3/3/22 - CDP Staff Augmentation CRM Webinar
3/7/22 - Greater Public Annual Giving Webinar
3/10/22 - NPR Brand Research Study Webinar
3/8/22 Secrets of Successful Podcasting webinar put on by NPR Digital Services
1/19/2022 CDP Webinar: State of the System – A Radio Roundtable
1/27/2022 NPR Member Analytics Webinar: Digital Analytics 101
3/10/2022 Radio Research Consortium: Dismantling PPM Data
3/22/22 Budget for Better Net – Conversational Texting: Growing This New Giving Channel

(e) Initiative: Training as to methods of ensuring equal employment opportunity and preventing discrimination

Business Office/ General Staff Compliance Training:

(GENERAL) 9/9/2021 – NAVEX/CPB Harassment Training (completed by this date, all FT & PT (62) employees
8/27/2021 – CPB Harassment Training
9/9/2021 – CPB Webinar: Requirements & Resources
1/27/2022 – CPB Webinar: SAS (All Sections – TV and Radio)

(f) Initiative: Participation in Internship Program

WKYU-FM & WKYU-TV operate a student internship program. This program is designed to give college students professional broadcast training and experience. Unfortunately, due to the COVID-19 pandemic, we had no television or radio interns during this cycle.