

WKU Public Broadcasting 2016 EEO Report

This Report covers full-time vacancy recruitment data for the period March 23, 2015 – March 22, 2016.

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
Bowling Green KY 42101

Telephone Number: (270) 745-6140

Contact Person/Title: David Brinkley, 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. Reporter/Afternoon Anchor (998272)	WKU Website (Interview Exchange)
2. CATV Engineer (999052)	WKU Website (Interview Exchange)
3. Development Manager (996008)	WKU Website (Interview Exchange)
4. Radio Station Manager (999070)	WKU Website (Interview Exchange)

Job Title: Reporter/Afternoon Anchor (998272)**Referral Source(s) of Hire: WKU 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)
HigherEdJobs	Jobsite	Higheredjobs.com	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
Inside Higher Ed	Jobsite	http://careers.insidehighered.com/	n/a	0	No
Bowling Green Daily News	Classifieds	813 College Street Bowling Green, KY	270-783-3232	0	No
Greater Public	Jobsite	www.greaterpublic.org	n/a	0	No
Corporation for Public Broadcasting	Jobsite	http://www.cpb.org/jobline/	n/a	0	No
Current	Jobsite	www.current.org	n/a	0	No

Job Title: CATV Engineer (999052)**Referral Source(s) of Hire: WKU 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)
HigherEdJobs	Jobsite	Higheredjobs.com	n/a	0	No
Western Kentucky University Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	1	No
Inside Higher Ed	Jobsite	http://careers.insidehighered.com/	n/a	0	No
Bowling Green Daily News	Classifieds	813 College Street Bowling Green, KY	270-783-3232	0	No
Bowling Green Chamber of Commerce	Jobsite	www.bgchamber.com	n/a	0	No

Job Title: Manager Development (996008)**Referral Source(s) of Hire: WKU 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)
Western Kentucky University Website (Internal ONLY)	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	1	No

Job Title: Radio Station Manager (999070)**Referral Source(s) of Hire: WKU 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)
HigherEdJobs	Jobsite	Higheredjobs.com	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
Inside Higher Ed	Jobsite	http://careers.insidehighered.com/	n/a	0	No
Bowling Green Daily News	Classifieds	813 College Street Bowling Green, KY	270-783-3232	0	No
NETA (trade pub)	Jobsite	www.netaonline.org	n/a	0	No
PRNDI (trade pub)	Jobsite	www.prndi.org	n/a	0	No
Corporation for Public Broadcasting	Jobsite	http://www.cpb.org/jobline/	n/a	0	No
Current	Jobsite	www.current.org	n/a	0	No

6) Total # of Interviewees Referred: For the period from March 23, 2015 to March 22, 2016, this Employment Unit interviewed 8 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.**(a) Initiative: Participation in Internship Program**

WKYU-FM & WKYU-TV operated a student internship program throughout the period covered in this report. This program is designed to give college students professional broadcast training and experience. We had 1(one) radio news intern.

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

WKYU-TV and WKYU-FM 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. The recent recipient received full tuition payment for the course during the fall 2015 semester, and received an hourly rate and a stipend while working within the radio department.

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

The WKU Public Radio News Director attended a gathering of the WKU Multicultural Journalism club on Dec. 2, 2015. He spoke with members about opportunities in public broadcasting, offered constructive critiques of resumes, and gave advice on getting internships ahead of graduating from WKU.

WKU NPR hosted Western Kentucky University students for career discussions on the following dates: April 16, 2015; April 17, 2015; November 20, 2015; November 23, 2015. The Interim Station Manager/News Director led the discussion.

WKU NPR and WKU PBS gave tours to about 40 young people attending a summer camp at WKU (Camp Big Red). That tour was on July 1, 2015.

Western Kentucky University Class Tours- Professor Dick Taylor Capstone Class (February 02, 2016). Discussion about broadcast operations, public files, and career opportunities.

Leadership Bowling Green. Station tours and career discussions (July, 2015). Hosted by General Manager, TV Operations Manager, Radio Station Manager, and TV Producer/Director.

(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 positions:

WKU Public Radio Morning Edition host Joe Corcoran attended the "Morning Edition Grad School" training conference featuring public radio hosts/executives in Los Angeles Feb. 19, 2016. He attended sessions on crafting newscasts and how to make the best out of the local breaks during the often most listened-to part of the day.

WKU Public Radio hosted radio news consultant Judith Smelser the week of Nov. 9, 2015. Judith led the radio news team through a series of discussions about how we could better organize the workflow of our newsroom, setting individual and staff expectations concerning story selection, productivity, etc., and how to properly edit scripts for both newscast stories and long-format feature reporting.

PBS Annual Meeting (May 11-13, 2015 Austin, TX) Attended by Program Operations Manager and Director of Public Broadcasting.

Public Radio Super-Regional Meeting (San Antonio, TX, November 17-19, 2015). Attended by Director of Educational Telecommunications.

Public Media Development and Marketing Conference/Training (Washington, DC, July 8-11, 2015) Attended by Director of Public Broadcasting and Corporate Support Coordinator.

Public Media Business Association Conference/Training (Washington, DC, May 27-30, 2015) Attended by the Business Manager, Director of Public Broadcasting.

Association of Public Television Stations- Public Media Summit (February 21-25, 2016 Washington, DC) Attended by Director of Public Broadcasting, Vice-President for Public Affairs

Corporation for Public Broadcasting Training Webinars (December 3-4, 2015) CPB:ISIS, Radio SAS, TV SAS, AFR/FSR (both radio and tv). Attended by Business Manager

PBS Technology Conference/Leadership Training (April 08-12, 2015) Las Vegas and Henderson, NV. Attended by Director of Public Broadcasting.

PBS Regional Meeting (March 26, 2015) Nashville, TN. Attended by Assistant Producer and Director of Public Broadcasting.

National Educational Telecommunications Association Meetings (October 05-07, 2015) Tampa, FL. Attended by Producer/Host and Director of Public Broadcasting.

PBS Leadership Training (April 2015-January 2016) began in Henderson, NV—ended in San Bernardino, CA Attended by Director of Public Broadcasting.