

## WKU Public Broadcasting 2017 EEO Report

This Report covers full-time vacancy recruitment data for the period March 23, 2016 – March 22, 2017.

**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](mailto:david.brinkley@wku.edu)

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. Multimedia Journalist (995751)	WKU Website (Interview Exchange)

**Job Title: Multimedia Journalist (995751)**

**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)
CareerBuilder	Jobsite	Careerbuilder.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	26	No
Inside Higher Ed	Jobsite	<a href="http://careers.insidehighered.com/">http://careers.insidehighered.com/</a>	n/a	0	No
Indeed	Jobsite	Indeed.com	n/a	13	No
Monster	Jobsite	Monster.com	n/a	0	No
Bowling Green Daily News	Newspaper	Bowling Green, KY bgdailynews.com	n/a	0	No
PRNDI	Jobsite	Prndi.org	n/a	0	No

**6) Total # of Interviewees Referred:** For the period from March 23, 2016 to March 22, 2017, this Employment Unit interviewed 2 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 social media intern and 1(one) television production social media intern.

**(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. There were two recent recipients that received full tuition payment for the course during the Fall 2016 and/or Spring 2017 semester, and received an hourly rate and a stipend while working within the radio and television department.

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

**WKU Multicultural Journalism Club:** The radio station manager spoke to WKU’s Multicultural Journalism Club on April 6, 2016. He spoke about career opportunities in broadcasting for soon-to-be college graduates. He also reviewed resumes of students in attendance and answered questions.

**WKU PBS presented a 10-day workforce development educational program to incarcerated youth at the Warren Regional Detention Center** from July 25, 2016 to August 3, 2016. Participants included: Director of Public Broadcasting, All Engineering Staff, TV Producer/Director, TV Host/Producer, TV Associate Producer, TV Production Assistants (4).

**WKU PBS and WKU NPR hosted the Society for Lifelong Learning** on March 31, 2016 for a discussion on station services.

**Western Kentucky University Class Tours- Professor Dick Taylor Capstone Class** (January 31, 2017).

Discussion about broadcast operations, public files, and career opportunities.

**Leadership Bowling Green.** Station tours and career discussions (July 19, 2016). Hosted by Development 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:

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

**Association of Public Television Stations- Public Media Summit** (February 25-March 01, 2017 Washington, DC) Attended by Director of Public Broadcasting, Vice-President for Public Affairs

#### **Operations/Programming Staff Training:**

Three PBS training webinars between March 23, 2016 and March 22, 2017-

Annual Audience Insights

PBS Kids Audience

Generation Gap (Millennials)

#### **Student Staff Production Workforce Development Training:**

Between March 23, 2016 and March 22, 2017, 23 part-time student employees completed 480 hours of related online career training.

#### **Engineering Staff Training:**

January 28, 2016 CPB/PBS/APTS Webinar – Spectrum Repacking Webinar

March 8, 2106 Webinar - Triveni Trained GuideBuilder PSIP & DVB-SI Applications for Broadband

March 30, 2016 PBS Webinar - Low cost automation using broadcast software and commodity IT hardware

April 14, 2016 PBS Techcon Web stream – PBS Technology update

June 30, 2016 Michigan Association of Broadcasters TV Channel Repacking Webinar

July 25-August 3, 2016 Provided support for the WRJDC Outlook training and record

August 10, 2016 Webinar – PBS Interconnection System Q3 Update

September 27, 2106 Webinar - CPB/PBS/APTS Spectrum Webinar – Communications

**Western Kentucky University is an Equal Opportunity Employer.**

November 2, 2106 Webinar – CPB Spectrum Auction Repacking

December 14, 2106 Webinar – PBS Interconnection Quarterly Update Q4

**Business Office/Compliance Training:**

5/31/2016 – 6/3/2016 – Public Media Business Association Conference

(9 CPE credit hours – 4.5 hours in Business Management & Organization and 4.5 house in Specialized Knowledge & Applications)

9/15/2016 – CPB Webinar: CSG Agreement & Certification of Eligibility

1/30/2017 – APTS Station Webinar: Compliance with CPB Requirements

**Development/Radio Staff Training:**

PBS Pledge Academy (St. Paul, Minn. September 19-22, 2016) Attended by Development Manager

PMDMC (Boston, August 10-12, 2016) Attended by Corporate Support Coordinator, Development Coordinator, & Radio Station Manager

Appleby & Arganbright On-Air Drive Workshop (Conference Call with KPRN Membership Group, July 19-21, 2016) Attended by Development Manager & Radio Station Manager

DonorPerfect Training (Conference Call, Aug. 23 & 30, Sept. 6) Attended by Development Manager, Corporate Support Coordinator, Development Coordinator, & Radio Station Manager

**Radio Staff Training:**

Public Radio Super Regional Conference (Pittsburgh, PA, Oct. 25-Oct. 27, 2016) attended by Radio Station Manager.

Boston University Narrative Conference (Boston, MA, April 1-3, 2016) attended by radio reporter.

Society of Environmental Journalist Conference (Sacramento, CA, September 20-24, 2016) attended by radio reporter.