

WKU Public Broadcasting 2018 EEO Report

This Report covers full-time vacancy recruitment data for the period March 23, 2018 – March 22, 2019.

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, 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. News Anchor/Reporter	WKYU website

5) Job Title: News Anchor/Reporter

Referral Source(s) of Hiree: WKYU 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)
Current	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
Corp for Public Broadcasting	Jobboard	http://careers.insidehighered.com/	n/a	0	No

Indeed	Jobsite	Indeed.com	n/a	0	No
Nat'l Asse of Hispanic Journalists	Jobsite		n/a	0	No
Nat'l Asse of Black Journalists	Jobsite		n/a	0	No
Bowling Green Daily News	Newspaper	Bowling Green, KY bgdailynews.com	n/a	0	No
Owensboro Messenger Inquirer	Jobsite		n/a	0	No
WKYU Website	Job Board		n/a	1	No

6) Total # of Interviewees Referred: For the period from March 23, 2018 to March 22, 2019, this Employment Unit interviewed 3 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 was one recent recipient that received full tuition payment for the course during the spring 2018 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.

Radio Talent Institute (July 23-Aug. 1) attended by 22 college students interested in radio, radio station manager was on-campus director

Welcome Back WKU (Aug. 29, 2018) - recruitment effort to attract student workers interested in broadcasting, attended by radio station manager, development manager, Lost River Sessions producer

High School Journalism Day (Dec. 16, 2018) Presentation on public radio made by radio station manager

Bowling Green Junior High School (January 07, 2019) – Television Producer and Radio Reporter/Host spoke to Ann Pollard’s (National Board Certified Journalism Teacher) 8th grade broadcast class. Thirty students.

Engineering hosted a tour for the students in the ME 496 System Reliability Engineering course. There were 8 students, plus the professor. Opportunities in equipment & infrastructure design careers were highlighted.

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:

Association of Public Television Stations- Public Media Summit (February 25-March 01, 2019 Washington, DC)
Attended by Director of Public Broadcasting

Operations/Programming Staff Training:

PBS Six (Service Interconnection) User Webinars

The following dates for 2018:

April 27

April 30

May 15

June 13

July 10

July 26

August 17

September 7

September 21

November 13

January 8, 2019

Sexual Harassment Training

June 28, 2018

NLVT Nielsen/EVIP Dashboard Training

The following dates for 2018:

May 16

August 22

PBS Passport Training

The following dates for 2019:

January 16

January 29

February 6

February 13

Engineering Staff Training:

ASD Training with Dr. Jane Thierfeld Brown: “College Students with Autism: An Expanding Frontier” (Dec 5, 2018) All Staff

April 27, 2018 - sIX PBS Interconnect webinar. Introduction to the sIX system and phase of deployment for Beta stations.

May 15, 2018 - sIX PBS Interconnect user bi-weekly meeting.

May 24, 2018 - sIX PBS Interconnect monthly meeting.

May 29, 2018 - sIX PBS Interconnect user bi-weekly meeting.

June 12, 2018 - sIX PBS Interconnect user bi-weekly meeting.

June 26, 2018 - sIX PBS Interconnect user bi-weekly meeting.

June 28, 2018 - sIX PBS Interconnect monthly meeting.
 July 10, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 July 24, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 July 26, 2018 - sIX PBS Interconnect monthly meeting.
 August 3, 2018 - sIX PBS Interconnect system training by Vigor and Myers.
 August 7, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 August 21, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 August 23, 2018 - sIX PBS Interconnect monthly meeting.
 August 30, 2018 - GatesAir webinar IP STL interconnect systems.
 September 11, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 September 21, 2018 - sIX PBS Interconnect system training by Vigor and Myers.
 September 25, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 September 27, 2018 - sIX PBS Interconnect monthly meeting.
 October 9, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 October 23, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 October 25, 2018 - sIX PBS Interconnect monthly meeting.
 November 13, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 November 27, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 November 29, 2018 - sIX PBS Interconnect monthly meeting.
 December 5, 2018 - autism spectrum disorder (ASD) training.
 December 11, 2018 - sIX PBS Interconnect user bi-weekly meeting.
 December 27, 2018 - sIX PBS Interconnect monthly meeting.
 January 8, 2019 - sIX PBS Interconnect user bi-weekly meeting.
 January 16, 2019 - PBS Passport training/onboarding for PDP stations.
 January 22, 2019 - sIX PBS Interconnect user bi-weekly meeting.
 January 24, 2019 - sIX PBS Interconnect monthly meeting.
 February 6, 2019 - PBS Passport training/onboarding for PDP stations.
 February 12, 2019 - sIX PBS Interconnect user bi-weekly meeting.
 February 13, 2019 - PBS Passport training/onboarding for PDP stations.
 February 26, 2019 - sIX PBS Interconnect user bi-weekly meeting.
 February 28, 2019 - sIX PBS Interconnect monthly meeting.
 March 11, 2019 - PBS-Local Live streaming Initiative webinar.
 March 12, 2019 - sIX PBS Interconnect user bi-weekly meeting.

Business Office/Compliance Training:

4/23/2018 – Banner 9 training w/ WKU ITS

7/16/2018 – NAVEX/CPB Harassment Training

8/27/2018 – CPB Harassment Prevention Training (PMBA Webinar “Toolkit”) – 1.0 CPE credit

9/18/2018 – CPB: State of the System – Public Media Financial and Operational Results (PMBA Webinar “Toolkit”) – 1.0 CPE credit

10/18/2018 – Completing the FSR – webinar w/ CPB

12/5/2018 – ASD Training w/ Dr. Jane Thierfield Brown

1/9/2019 – SABS (all sections) – webinar w/ CPB

1/23/2019 – SAS (all sections) – webinar w/ CPB

Development/Radio Staff Training:

- Bright Talk Webinar: Building a Sales Playbook that Sales People Will Really Use (May 10, 2018) Attended by Part-Time Corp Support Coordinator
- PBS Marketing Webinar: Station Anniversaries (June 6, 2018) Attended by Development Manager
- Public Media Development and Marketing Conference (Chicago – July 10-13, 2018) Attended by Development Manager & Radio Station Manager
- Foundation for a Healthy Kentucky Workshop: Nonprofits Working with the Media (Dec. 5, 2018) Attended by Part-time Corp Support Coordinator
- ASD Training with Dr. Jane Thierfeld Brown: “College Students with Autism: An Expanding Frontier” (Dec 5, 2018) All Staff
- Greater Public Webinar: Breaking Down Barriers Organizationally with an Audience-Centric Approach (Dec. 6, 2018) Attended by Part-Time Corp Support Coordinator
- Great Public Articles/Webinars (Dec 26 & 27, 2018) Attended by Part-Time Corp Support Coordinator
 - o Podcast Sponsorship for Public Media
 - o Evidence of Growing Audience Trust in Public Radio
 - o Five Steps to a Successful First Appointment
 - o Four Rules of Customer Service that Keep UWs Coming Back
 - o Writing Fast, Effective Sponsorship Proposals
- Webinar Series: PBS Passport Onboarding & Training (Jan. 16, Jan. 23, Jan. 30, & Feb. 6, 2019) Attended by Development Manager & Development Coordinator
- Greater Public Webinar: Spring 2019 On-Air Fundraising (Jan. 23, 2019) Attended by Development Manager & Radio Station Manager
- PBS MVAULT Online Tutorial Training for Passport (Feb. 14, 2019) Attended by Development Manager & Development Coordinator

Radio Staff Training:

Gerontological Society of America Conference and workshops for journalism fellows (Nov. 13 -17, 2018) Attended by News Reporter

Covering Jails Poynter Conference (March 26-28, 2018) Attended by Multimedia Journalist

AutoVision Conference (August 13-14, 2018) Attended by Multimedia Journalist

Future of Work Poynter Conference (Sep. 26-28, 2018) Attended by Multimedia Journalist

Kentucky Center for Economic Policy Conference (January 22, 2019) Attended by Multimedia Journalist

Ohio Valley ReSource professional development training (Jan. 29-30 2019) Attended by Multimedia Journalist