

WKU Public Broadcasting 2019 EEO Report

This Report covers full-time vacancy recruitment data for the period March 23, 2019 – March 22, 2020.

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. Creative Content Producer (995602) Fry` [800952407]	WKYU website

5) Job Title: News Anchor/Reporter (995602)

Referral Source(s) of Hiree: 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)
Sportsvideo.org	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	13	No
ProductionHub.com (and related net.)	Jobsite		n/a	0	No

CoSIDA	Jobboard		n/a	0	No
NACDA	Jobboard		n/a	0	No
NETA	Jobboard		n/a	0	No
NACMA	Jobboard		n/a	0	No
WKYU (Twitter/Facebook)	Job Board/social		n/a	0	No

6) Total # of Interviewees Referred: For the period from March 23, 2019 to March 22, 2020, this Employment Unit interviewed 13 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 three (3) television production interns and one (1) radio 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. 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.

(c) Initiative: ASD Brinkley Student Fellowship Program

WKYU-TV and WKYU-FM recruited and employed five (5) college students with Autistic Spectrum Disorder. This is an endowed fellowship that will employ 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.

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

Radio Talent Institute (July 22-Aug. 1) attended by two-dozen college students interested in radio. Presentations were made by WKYU-FM staff and management.

Leadership Bowling Green. Station tours and career discussions (July 16, 2019). Hosted by Development Manager, Radio Station Manager, Radio Reporter, Television Operations Assistant Manager, Television Host, and TV Producer/Director.

WKU TOP student recruitment events:

101 Honors Friday, April 12, 2019

102 Double Saturday, April 13, 2019

103 Double Saturday, April 13, 2019

104 Double Friday, April 19, 2019

105 Double Friday, April 19, 2019

106 Double Saturday, April 27, 2019

107 Double Saturday, April 27, 2019

108 Double Friday, May 3, 2019

109 Double Friday, May 3, 2019

201 Double Thursday, June 13, 2019

202 Double Thursday, June 13, 2019

301 Single Thursday, July 11, 2019

302 Summer Scholars Friday, July 12, 2019

303 Single Thursday, July 25, 2019

400 Single Thursday, August 8, 2019

We collected contact info from 258 individuals interested in part-time employment. Approximately 7,500 individuals attended these 15 events.

(e) 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; National Association of Broadcasters DC Fly-in with Kentucky Broadcasters Association (February 24-March 01, 2020 Washington, DC) Attended by Director of Public Broadcasting

Operations/Programming Staff Trainings:

WKU Supervisor's meeting (1)

May 1, 2019

PBS sIX User Webinars (3)

The following date for 2019:

August 13

PBS Annual Meeting (2)

May 30-31, 2019

LLS Webinars (3)

The following dates for 2019

July 19

August 7

September 25

A+ Functionality (ProTrack) training (1)

August 22, 2019

HA Design Training (2)

October 24-25, 2019

3 different webinars: 12/16/19 sIX Project Update Webinar; 1/28/2020 Interconnection sIX system user forum;

1/30/2020 sIX Project Update webinar

1 training: 11/6/19 ProTrack/BXF walk through/training

Engineering Staff Trainings:

Five (5) Webinars – PBS Passport Onboarding for PDP Stations
Eleven (11) Webinars – sIX Monthly Update Webinar
Twelve (12) Webinars – sIX System User Forum Webinars
Two (2) Webinars – PBS-Local Livestreaming Initiative Update Webinar
Livestream – TechCon 2019 Opening session
Webinar – ATSC 3 CPB Webinar
Webinar – Promo Automation Webinar
Training Webinar – sIX ProTrack A+ Training
Training Webinar – sIX Vigor Updates Training
Webinar – PBS Brand Refresh Webinar

Business Office/Compliance Training:

(GENERAL) 9/30/2019 – NAVEX/CPB Harassment Training (completed by this date, all employees)
8/12/2019 – CPB Webinar: 2019 Harassment Prevention
9/17/2019 – CPB Webinar: CSG Requirements and Resources
11/7/2019 – PMBA Webinar: Common Findings and Trends in CPB Inspector General Audit Reports and What You Can Do to Prepare for an Audit
11/18/2019 – CPB Webinar: Radio CSG Review
11/21/2019 – Conference Call: University Licensee Assoc. – Ideas for Partnering with University
03/19/2020 – PMBA Coronavirus Webinar

Development or Production Staff:

PBS Annual Meeting, May 29-31, Nashville, TN (5)
NETA (National Educational Telecommunications Association, January 26-30, 2020 (4)
April 16, 2019 – Greater Public Webinar: FYE and Fall On-Air Fundraising
June 26, 2019 – PBS Webinar: Staffing for Success: Digital Fundraising in the Era of PBS Passport
July 9-12, 2019 – PMDMC Annual Conference (Dallas)
August 19, 2019 – Greater Public Webinar: The Fall 2019 On-Air Fundraising Kick-Off
September 16, 2019 – Greater Public Webinar: Get Reenergized About On-Air Drives
October 24-25, 2019 – College Inclusion Summit Conference (Nashville)
November 13, 2019 – Greater Public Webinar: Converting the Converted: Strategies for Upgrading Sustainers
November 14, 2019 – Greater Public Webinar: Results of the Fall Drive Station Survey
December 2019 – January 2020 – Responsible Conduct in Research & IRB CITI Training (for grant compliance)
March 9, 2020 – Greater Public Webinar: Spring On-Air Fundraising Kick-Off