

WKU PUBLIC BROADCASTING 2017 EEO REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2017 – March 22, 2018.

- 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 & the recruitment source that referred the hiree:

Job Title	Recruitment Source Referring Hiree
Production Manager	Internal Transfer

- 5) The total number of persons interviewed for full-time vacancies
 One person.
- 6) Recruitment sources & total number of interviewees referred by each recruitment source utilized in connection with such vacancies. All recruitment sources direct applicants to the Western Kentucky University website.

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone No:	# 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
Bowling Green Daily News	Newspaper	Bowling Green, KY www.bgdailynews.com	n/a	0	No
Current	Jobsite	www.current.org	n/a	0	No

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone No:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
NETA	Jobsite	www.eteaonline.org	n/a	0	No
Kentucky Broadcasters Association	Jobsite	www.ba.org	n/a	0	No
Higher Ed Jobs	Jobsite	www.higheredjobs.com/	n/a	0	No
Internal Transfer				1	

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 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.**

Radio station manager, development manager and television producer took part in a student recruitment event "Welcome Back WKU" Aug. 30, 2017, which allowed students to familiarize themselves with public broadcasting working opportunities at WKU.

Radio station manager served as campus coordinator for National Radio Talent Institute, a 10-day workshop that brought in speakers from all aspects of the radio business to speak to 25 college students (or recent graduates) interested in a career in broadcasting. July 17-26, 2017.

8) 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:

- Operations/Programming Staff Training:
 - PBS Tech Con in Las Vegas (April 19-20, 2017)
 - Participated in Lakeland PTV site visit to discuss their Commodity IT option (June 6-8, 2017)

- Participated in Litewire site visit in McMinnville, TN (May 10, 2017) to discuss their JMC option and attended follow up meeting at WKU with Litewire staff (June 14, 2017)
- Engineering Staff Training
 - NETA webinar: Standards, AXF & Data Set Design (Apr. 6, 2017) Attended by TV Engineer
 - NETA Webinar: Centralized Master Control from the Traffic Perspective (July 18, 2017) Attended by Chief Engineer
 - PBS Webinar: Broadcast Migration to IT Infrastructure with Matthew Goldman (Aug. 16, 2017) Attended by TV Engineer
 - PBS Webinar: Broadcasting IP in the Woods (Oct. 11, 2017) Attended by TV Engineer
 - Webinar: AM Translator Considerations (Oct 18, 2017) Attended by Chief Engineer
 - Webinar: Getting Content to and from the Transmitter Site (Nov 1, 2017) Attended by Chief Engineer
 - CPB Webinar: ATSC 3.0 (Nov. 30, 2017) Attended by TV Engineer
 - PBS Webinar: ATSC 3.0 (Dec. 13, 2017) Attended by TV Engineer
- Business Office/Compliance Training:
 - Public Media Business Association Conference (May 30, 2017 – June 2, 2017) Attended by Finance & Compliance Manager, Radio Station Manager and Development Manager
 - SAS (TV & Radio) Webinar (January 23, 2018) Attended by Finance & Compliance Manager
 - SABS – All Sections Webinar (January 24, 2018) Attended by Finance & Compliance Manager
 - Introduction to Financial Reporting to CPB Webinar: (February 7, 2018) Attended by Finance & Compliance Manager
 - What is NFFS? Webinar (February 14, 2018) Attended by Finance & Compliance Manager
- Development/Radio Staff Training:
 - Webinar: How to Succeed with New Fall Membership Mail & Email Fundraising Materials (August 11, 2017) Attended by Development Manager
 - Webinar: How to Participate in Benchmarks to Meet Your Fundraising Potential (August 29, 2017) Attended by Development Staff
 - Webinar: WNET: One Year After Giving Back Primetime (September 11, 2017) Attended by Development Manager
 - Webinar: Season of Giving (October 18, 2017) Attended by Development Manager
 - Webinar: New Tax Code – New Opportunities! (January 10, 2018) Attended by Development Manager
 - Webinar: Understand Tax Law Changes That Will Affect Your Donors, Part 1 (February 13, 2018) Attended by Development Manager
 - Webinar: Understand Tax Law Changes That Will Affect Your Donors, Part 2 (February 27, 2018) Attended by Development Manager
 - Webinar: Planning for Education Innovation: A New CPB Grant Opportunity (March 15, 2018) Attended by Development Manager
- Radio Staff Training:

- Public Media Development and Marketing Conference (July 6-7, 2017) Attended by Radio Station Manager and Development Manager
- Public Radio Super Regional Conference (Sept. 26-28, 2017) Attended by Radio Station Manager
- Webinar: Covering Hate and Extremism, From the Fringes to the Mainstream(Feb. 14 2017) Attended by News Reporter
- Solutions Journalism Network training session (Apr. 17-18, 2017) Attended by Multimedia Journalist
- Watchdog Workshop (Oct. 21-22, 2017) Attended by Multimedia Journalist