

EEO PUBLIC FILE REPORT

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

- 1) **Employment Unit: Brazos Valley Public Broadcasting Foundation**
- 2) **Unit Member (Station and Community of License): KWBU-FM, Waco, Texas**
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address: KWBU-FM Baylor University One Bear Place #97296 Waco, TX 76798-7296	Telephone Number: (254) 710-3472
	Contact Person/Title: Carla Hervey, Business Affairs Manager
	E-mail Address: Carla_Hervey@baylor.edu

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

Job Title	Recruitment Source Referring Hiree
None	N/A

- 5) **Total # of Interviewees Referred:** For the period from March 23, 2016 through March 22, 2017 this Employment Unit interviewed 0 interviewees for 0 full-time job vacancies.

- 6) **Supplemental Recruitment Initiatives.**

(a) **Initiative: Internship Program**

Internship Program with Baylor University

A female intern who is a Journalism and Public Relations major at Baylor University worked at KWBU from January 2016 through May 2016. She worked between 10 – 12 hours per week under the supervision of both the Station Manager and the President & CEO to create a comprehensive list of non-commercial radio stations in Texas. She also worked on creating a template for a periodic newsletter to KWBU members.

A male intern who is a senior Political Science major at Baylor University completed his internship with KWBU from mid-February 2016 through mid-May 2016 under the supervision of the KWBU News Reporter. He came to KWBU with previous journalism experience and worked approximately 3 – 4 hours per week, producing on-air stories for KWBU.

A male intern who is a Journalism major at Baylor University began his internship in February 2016 and worked through mid-May 2016 through a formal Journalism and Communications Internship arrangement with Baylor's Department of Journalism, Public Relations and New Media. He worked 10 hours per week under the supervision of the KWBU News Reporter and produced six on-air stories during the spring 2016 semester.

A female intern from Baylor University majoring in Economics and Philosophy completed her summer journalism internship from June 2016 through August 2016. She worked approximately 10 hours per week,

mainly under the supervision of the KWBU News Reporter. The first part of the internship was spent learning the craft of news reporting and then she progressed to producing short stories for broadcast.

During the fall 2016 semester, a female Baylor University student majoring in Public Relations worked 10 – 12 hours per week to complete an internship focused on radio operations. She worked under the supervision of both the Station Manager and the News Reporter. Initially, she was trained in operations activities – editing, importing and working with the automation system. From there she progressed to learning how to do news reporting.

The same student is currently in the process of completing an additional internship for the spring 2017 semester. She was awarded the current internship through her Advanced Public Relations class in Baylor University's Department of Journalism, Public Relations and New Media. She works 10 hours per week under the supervision of the President & CEO and has helped to create, test and maintain the station's eNewsletter. She also maintains the station's social media presence (Facebook, Twitter, etc.), creates press releases and helps with membership campaigns.

(b) Initiative: Disseminate Broadcast Career Information

At three separate events, KWBU distributed information about broadcast careers and provided links to various information sources.

- KWBU “Mug Shot” photo sessions @ the KWBU studios – July 20, 2016 & July 21, 2016
- KWBU Open House – September 30, 2016
- KWBU Booth at Waco Downtown Farmers Market, October 1, 2016

(c) Initiative: Participation in Programs Sponsored by an Educational Institution

During the spring 2016 semester, the KWBU News Reporter worked with a Baylor University professor and his Methods in Oral and Public History class to create a 3 – 4 ½ minute segment radio series examining the context, events, and legacy of the lynching of Jesse Washington in 1916. The Reporter made class visits on January 29, 2016 and April 6, 2016 and held several meetings with individual students and small groups of students. On May 2, 2016, recording sessions with four students were held at the KWBU studios. The completed series contained three individual segments, which were aired over several days in May 2016.

On February 28, 2017, the KWBU President & CEO spoke to a Non-Profit Marketing class at Baylor University's Hankamer School of Business. He spoke about the history and mission of KWBU, his experience in the public broadcasting industry and the types of marketing campaigns and strategies that have been utilized by the station. There were approximately 20 students in attendance.

Beginning in March 2017 on ongoing until the end of the spring 2017 semester, the KWBU President and CEO is working with a team of students from the Non-Profit Marketing class at Baylor University's Hankamer School of Business. This team of five students will create a radio membership survey with the President & CEO's help, will distribute the survey, and produce information on the results.

During each of the above classes, KWBU personnel discussed career opportunities in broadcasting.