

## EEO PUBLIC FILE REPORT

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

**1) Employment Unit: Brazos Valley Public Broadcasting Foundation**

**2) Unit Members (Stations and Communities 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: <a href="mailto:Carla_Hervey@baylor.edu">Carla_Hervey@baylor.edu</a>

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

Job Title	Recruitment Source Referring Hiree
(a) Producer / On-Air Host	Word of Mouth

**5) Job Title: Producer / On-Air Host Referral Source(s) of Hiree: Word of Mouth**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
KWBU-FM Website	Brodie Bashaw	One Bear Place #97296 Waco, TX 76798-7296	254-710-3472	0	No
Waco Tribune Herald	Grace Allen	P. O. Box 2588 Waco, TX 76702-2588	254-757-5757	1	No
KWBU-FM On-Air Announcements	Brodie Bashaw	One Bear Place #97296 Waco, TX 76798-7296	254-710-3472	0	No
Wacotribjobs.com	N/A	<a href="mailto:email@thejobnetwork.info">email@thejobnetwork.info</a>	254-757-5757	0	No
TV & Radio Jobs.com	N/A	<a href="http://www.tvandradijobs.com">www.tvandradijobs.com</a>	N/A – website only No phone # available	0	No
Act Locally Waco	Ashley Thornton	AshleyT@actlocallywaco.org	N/A	0	No
Baylor University Office of Career & Professional Development	Marjorie Ellis	<a href="mailto:Marjorie_Ellis@baylor.edu">Marjorie_Ellis@baylor.edu</a>	254-710-8669	0	No
CPB Jobline	N/A	<a href="http://www.cpb.org/jobline">www.cpb.org/jobline</a>	N/A – online only	2	No
U. S. Army	Teresa Moss Shipman	<a href="mailto:Teresa.a.mosshipman.civ@mail.mil">Teresa.a.mosshipman.civ@mail.mil</a>	254-288-2089	0	No
McLennan Community College Job List	N/A	1400 College Drive Waco, TX 76701	N/A – Online only	0	No
iHireBroadcasting.com (not sent directly – reposted from other source)	N/A	iHireBroadcasting.com	N/A – Online only	0	No

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Cen-Tex African American Chamber of Commerce	N/A	801 Washington Avenue, Suite 602 Waco, TX 76701	254-235-3204	0	No
Cen-Tex Hispanic Chamber of Commerce	N/A	915 LaSalle Avenue Waco, TX 76701 <a href="mailto:Alfred@wacohispanicchamber.com">Alfred@wacohispanicchamber.com</a>	254-754-7111	0	No
Baylor University Arts & Sciences – Journalism, Public Relations & New Media	Sara Stone	One Bear Place #97353 Waco, TX 76798	254-710-6348	0	No
McLennan Community College	Director, Career Placement Services	1400 College Drive Waco, TX 76701	N/A	0	No
MCC Job Posting Board	N/A	<a href="http://www.collegecentral.com/mclennan">www.collegecentral.com/mclennan</a>	N/A	0	No
Texas State Technical College		3801 Campus Drive Waco, TX 76705	N/A	0	No
McLennan County Non-Profit Resources	N/A	<a href="http://www.Mclennannonprofits.org/post-employment-or-volunteer-opportunities/">www.Mclennannonprofits.org/post-employment-or-volunteer-opportunities/</a> 1227 N. Valley Mills Drive, Suite #235 Waco, TX	N/A	0	No
Word of Mouth	N/A	N/A	N/A	1	No

**6) Total # of Interviewees Referred:** For the period from March 23, 2018 through March 22, 2019 this Employment Unit interviewed 4 interviewees for one full-time job vacancy.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Internship Program**

Internship Program with Baylor University

During the Spring semester 2018 (January 2018 – May 2018), a male Marketing major from Baylor University completed his Advanced Public Relations internship. He worked approximately 10 hours per week under the supervision of the KWBU President & CEO, investigating possibilities for analytics for the KWBU website and mobile app, producing promotions for KWBU’s new mobile app, posting and tracking KWBU’s social media and assisting with the e-newsletter, including selecting stories for weekly distribution.

A female intern from Baylor University majoring in Journalism, Public Relations and New Media completed her Advanced Public Relations internship during the Fall 2018 semester (September 2018 – mid-December 2018). She worked approximately 10 hours per week, mainly under the supervision of the KWBU President & CEO. She assisted with preparing the KWBU-FM e-newsletter, including selecting stories, publishing and distributing the e-newsletter weekly. In addition, she was responsible for posting and tracking KWBU’s ongoing social media campaign, and producing pledge-drive promotions.

For the Spring semester 2019 (January 2019 – May 2019), KWBU-FM has a female intern from Baylor University who is majoring in Journalism, Public Relations and New Media. She is in the process of completing her Advanced Public Relations internship and works approximately 10 hours per week under the supervision of the KWBU President & CEO. She assists with preparing the KWBU-FM e-newsletter, including selecting stories, publishing and distributing the e-newsletter weekly. In addition, she is responsible for posting and tracking KWBU’s ongoing social media campaign and producing pledge-drive promotions.

Beginning in January 2019, a female, majoring in Journalism (with a minor in Leadership) at Baylor University began her internship at KWBU and will continue to work with the station through the end of the spring 2019 semester. She works approximately 10 hours per week under the supervision of the KWBU Station Manager and the KWBU Producer/Host. She has received instruction and guidance in editing audio and producing with Adobe Audition, NPR style for audio writing and editing, and an introduction into radio journalism recording equipment and interviewing techniques. As of this writing, she has completed one story for air on KWBU-FM and is currently working on two others.

**(b) Initiative: Disseminate Broadcast Career Information**

KWBU prepared flyers containing broadcast career information and links to various information sources. These flyers were available to guests during the following events:

- KWBU Mug Shot Sessions, week of August 21, 2018
- KWBU Open House, September 28, 2018
- Krys Boyd Breakfast, October 26, 2018

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

- i. The KWBU President & CEO was the guest speaker for the Baylor University Journalism Department Exit Exam on December 5, 2018. He spoke about the history of KWBU-FM and the importance of public radio to the local community. During his informal presentation, Mr. Riley had a back and forth discussion with the students in which he discussed the various career opportunities in broadcasting and what someone might expect from career in broadcasting. The audience consisted of two classes combined – one journalism majors and the other business majors. There were approximately 25 students in attendance.
- ii. The KWBU President & CEO also worked with the Baylor University Advanced Public Relations class to evaluate student portfolios in December 2018.