

WKU Public Broadcasting 2015 EEO Report

This Report covers full-time vacancy recruitment data for the period March 23, 2014 – March 22, 2015.

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:

Job Title	Recruitment Source Referring Hiree
1. Assistant Producer/Videographer (996091)	WKU Website
2. Manager Development (996008)	WKU Website
3. Director (999055)	Exigent Circumstances

Job Title: Assistant Producer/Videographer (996091)**Referral Source(s) of Hire: 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)
Western Kentucky University Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	5	No
HigherEdJobs	Jobsite	Higheredjobs.com	n/a	0	No
Inside Higher Ed	Jobsite	http://careers.insidehighered.com/	n/a	0	No
Bowling Green Daily News	Classifieds	813 College Street Bowling Green, KY	270-783-3232	0	No
Corporation for Public Broadcasting	Jobsite	http://www.cpb.org/jobline/	n/a	0	No

Job Title: Manager Development (996008)**Referral Source(s) of Hire: 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)
HigherEdJobs	Jobsite	Higheredjobs.com	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
Inside Higher Ed	Jobsite	http://careers.insidehighered.com/	n/a	0	No
National Educational Telecommunications Association	Jobsite	http://www.netaonline.org/jobs.htm	n/a	0	No
Bowling Green Daily News	Classifieds	813 College Street Bowling Green, KY	270-783-3232	0	No
Greater Public	Jobsite	www.greaterpublic.org	n/a	0	No
Corporation for Public Broadcasting	Jobsite	http://www.cpb.org/jobline/	n/a	0	No
Current	Jobsite	www.current.org	n/a	0	No

Job Title: Director (999055)

Referral Source(s) of Hiree: Exigent Circumstances

Due to exigent circumstances, full recruitment was not conducted for this position.

6) Total # of Interviewees Referred: For the period from March 23, 2014 to March 22, 2015, this Employment Unit interviewed 7 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 news intern and 1(one) television intern from Western Kentucky University.

(b) Initiative: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

WKYU-TV and WKYU-FM 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. The recent recipient received full tuition payment for the course during the summer 2014 semester, and received an hourly rate and a stipend while working within the television department.

WKYU-TV partnered with the Bowling Green Area Chamber of Commerce with a Scholarship Opportunity for three Western Kentucky University broadcasting students. Ten students competed for three awards in a video production contest where university students served as mentors in area elementary, middle and high schools.

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

WKU NPR hosted Western Kentucky University students for career discussions on the following dates: April 1, 2014; April 24, 2014; November 04, 2014; November 13, 2014, March 03, 2015 and March 20, 2015. The Interim Station Manager/News Director led the discussion.

Take Our Daughters and Sons to Work Day at WKU (April 24, 2014). Recruiting and tour opportunity for careers in radio and television offered to 2nd through 12th graders from the surrounding area (Included TV Station Manager and TV Associate Producer).

Western Kentucky University Class Tours- Professor Dick Taylor Capstone Class (February 03, 2014). Discussion about broadcast operations, public files, and career opportunities.

Western Kentucky University Instruction that included Basic TV Production class (August 2014-December 2014). Recruiting employees and career instruction by TV Associate Producer/Director. BCOM 326 Broadcast Performance Class instruction (January 2015-May 2015).

Leadership Bowling Green. Station tours and career discussions (July, 2014). Hosted by TV Station Manager, TV Operations 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:

PBS Annual Meeting (May 12-14, 2014 San Francisco, CA) Attended by Producer/Director, Reporter/Host and Director of Public Broadcasting.

National Association of Broadcasters Conference (April 2014, Las Vegas, NV) Attended by Chief Engineer

AVID Media Composer Training and Media Management Training (October 20-30, 2014) Attended by TV Engineer, Production Manager, Producer/Director, Associate Producer and Assistant Producer

Public Radio Super-Regional Meeting (Las Vegas, NV, November 19-21, 2014). Attended by Director of Educational Telecommunications.

NPR Digital Services Webinars (Attended by Radio News Director/Interim Station Manager)

Webinars related to Core Publisher, our website program, on 2/2/15, and another webinar about the file-sharing system offered by PRX (which we are now using) on 1/8/15.

Content Workflow Training (Attended by Assistant Chief Engineer) June 26, 2014 NRT Monthly Workflow Best Practices; July 17, 2014 NRT Monthly Workflow Best Practices; July 24, 2014 APTS/PBS Spectrum Auction and Repacking Plan Webinar; August 21, 2014 NRT Monthly Workflow Best Practices; October 13-17, 2014 Avid Interplay and ISIS Administration Training; October 16, 2014 NRT Monthly Workflow Best Practices

Corporation for Public Broadcasting Webinars (Attended by Business Manager)

CPB: ISIS Training Webinar; Updates to the AFR/FSR Webinar; Radio CSG Webinar; SABS: All Sections Webinar; How to Interpret and Maximize the SABS Reporting Information for Benchmarking and Analysis Webinar

Public Media Development and Marketing Conference/Training (Denver, CO, July 9-12, 2014) Attended by Director of Public Broadcasting, Corporate Support Coordinator and Development Coordinator

Public Media Business Association Conference/Training (Portland, OR, May 27-30, 2014) Attended by the Business Manager, Director of Public Broadcasting

AVID Online Editing Tutorial Sessions (Attended by TV Station Producer/Director) AVID FX, blurring, sharpening, audio manipulation, after effects (March 5-10, 2014)

PBS Webinars (Attended by Traffic Assistant) 5/27/14 NRT Monthly Workflow Best Practices webinar from PBS; 7/17/14 NRT Monthly Workflow Best Practices webinar from PBS

Association of Public Television Stations- Public Media Summit (February 22-24, 2015 Washington, DC) Attended by Director of Public Broadcasting, Vice-President for Public Affairs

PBS Leadership Training (February 25-27, 2015 Potomac, MD) Attended by Director of Public Broadcasting