

WKU Public Broadcasting 2022 EEO Report

This Report covers full-time vacancy recruitment data for the period March 23, 2022 – March 22, 2023.

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, Executive Director of WKU Public Broadcasting
 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
Reporter 998272	CPB Jobline

5) Job Title: Reporter (Reporter) (998272)

Referral Source(s) of Hiree: Corporation for Public Broadcasting Job Site (CPB Jobline)

(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	1	No
Current trade publication website	Job board		n/a	0	No
Corporation for Public Broadcasting Job Board (CPB Jobline)	Jobsite		n/a	1	No
Bowling Green Daily News	Jobsite	Bowling Green, Kentucky Newspaper	n/a	0	No

6) Total # of Interviewees Referred: For the period from March 23, 2022 to March 22, 2023, this Employment Unit interviewed two (2) interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Participation in Internship Program

WKYU-FM & WKYU-TV maintained a student internship program throughout the period covered in this report. This program is designed to give college students professional broadcast training and experience. The Covid-19 pandemic restricted our approach during this reporting period and we were unable to host interns. We are resuming in 2023.

(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 receive 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 seven (7) college students with Autistic Spectrum Disorder. This is an endowed fellowship that employs 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.

Leadership Bowling Green. Station tours and career discussions (March 15, 2023). Hosted by Development Manager, Development Coordinator, Radio Reporter and Television Operations Manager

Autism at Work: Creating an Inclusive Work Environment. (September 21, 2022) National Educational Telecommunications Association NETA Conference Presentation to attendees. Seminar presented employment options for organizations considering employing persons on the autistic spectrum as we have done.

Host/Reporter Alana Watson held a tour of WKU Public Radio facilities (June 16, 2022) as part of a program known as Summer Exposure. The program includes four days of workshops where Western Kentucky University School of Media students learn about professional development/employment opportunities at various professional media/journalism organizations.

A group of students studying journalism/media at the Governor's Scholars Program at Bellarmine University came to WKU Public Broadcasting (July 13, 2022) for a full-day event where they met radio/tv staff, toured our facilities, learned about issues concerning audio/visual content production, journalism ethics, etc., and participated in a panel discussion with staff from WKU Public Broadcasting and the WKU School of Media. They also learned about internship/employment opportunities at WKU Public Broadcasting.

On Oct. 18, 2022, Host/Reporter Dalton York was a guest speaker in a WKU School of Media class taught by Host/Reporter Alana Watson. As part of the discussion, Dalton talked about internship/employment opportunities at WKU Public Radio.

(e) Initiative: EEO Training

ALL Staff (Part-time & Full-Time)

CPB Harassment Training Completion for station employees through 9/13/2022. There were 56 participants; the average amount of time for completion is 1.0-1.5 hours.

(f) 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:

ALL Staff (Part-time & Full-Time)

CPB Harassment Training Completion report for station employees through 9/13/2022. There were 56 participants, the average amount of time for completion is 1.0-1.5 hours.

Operations/Programming Staff Trainings:

8/19/2022 CPB Harassment and Bias training
9/18-9/22/2022 NETA virtual Conference
9/28, 10/19, 11/9, 11/30/2022; 1/11, 2/1, 2/22, 3/22/2023 Staff Leadership Institute training
10/11, 10/18, 10/25, 11/15, 11/29, 12/13/2022; 1/31, 2/28/23 Excel & PowerPoint training
10/12/2022 PBS Editorial Standards and Practices online training
11/3/2022 Underwriting and Public Media—NETA webinar
1/12/2023 WKU Professional Development Day training
3/9/2023 Compassionate Dialogue Through the Lens of Diversity training
3/14/2023 sIX User Forum

Engineering Staff Trainings (listed by date due to volume):

3/23/2022 – Telos Webinar, Multicast, Unicast, & CODECs Connecting Virtual Broadcast Equipment
3/31/2022 – Harmonic Webinar, ATSC1.0 Retention and ATSC3.0 Deployment
3/31/2022 – PBS sIX Monthly Update Webinar
4/6/2022 – PBS ETAC ATSC3.0 Lessons Learned From the Ground
4/13/2022 – Telos Webinar, On-Prem, Data Center, or Cloud - Where is Your Virtualized Broadcast Neighborhood?
4/14/2022 – Nielsen Webinar, Local Market Watermarking Policy
4/19/2022 – Harmonic Webinar, Why ATSC Station Groups are Moving to the Cloud.
4/26/2022 – PBS sIX User Forums Webinar
4/28/2022 – sIX PBS Myers ProTrack Phase C Uploads Webinar 1
4/28/2022 – PBS sIX Monthly Update Webinar
5/18/2022 – Telos Webinar, Staying in Sync Without Losing Time
5/24-26/2022 – PBS Annual Meeting, Virtual
5/24/2022 – PBS Annual Meeting, ATSC 3.0/NEXT GEN TV - PBS System Status
5/26/2022 – sIX PBS Myers ProTrack Phase C Uploads Webinar 2
5/26/2022 – PBS sIX Monthly Update Webinar
6/15/2022 – Telos Webinar, Security vs. Convenience - Smart Network Planning Can Allow for Both
6/26/2022 – PBS ETAC Webinar, Finding and Acquiring Talent
6/30/2022 – PBS sIX Monthly Update Webinar
7/12/2022 – PBS sIX User Forums Webinar

7/14/2022 – PBS ETAC Webinar, Cloud Payout
 7/26/2022 – PBS sIX User Forums Webinar
 7/28/2022 – PBS sIX Monthly Update Webinar
 8/25/2022 – PBS sIX Monthly Update Webinar
 9/8/2022 – WKYU Staff ASD Training
 9/29/2022 – PBS sIX Monthly Update Webinar
 10/18/2022 – PBS ETAC Webinar, Station FCC Filings
 10/27/2022 – PBS sIX Monthly Update Webinar
 11/3/2022 – NETA Webinar: Underwriting and Public Media – Keeping it Legal
 12/8/2022 – PBS sIX Monthly Update Webinar
 12/14/2022 – PBS ETAC Webinar: Cybersecurity Incident Preparedness & Response with the FBI & CISA
 1/26/2023 – PBS sIX Monthly Update Webinar
 2/23/2023 – PBS NETA Webinar: Cyber Protection: The Security Issue of Our Time
 2/23/2023 – PBS Station Town Hall Webinar, updates on key projects, programming, and initiatives at PBS.
 2/23/2023 – PBS sIX Monthly Update Webinar
 2/28/2023 – PBS ETAC Webinar, Satellite 101, overview and status of the Satellite Migration Project
 3/2/2023 – NETA Webinar: Tech Specs: Making Your Media Broadcast-Ready
 3/14/2023 – PBS sIX User Forums Webinar

Business Office/ General Staff Compliance Training:

8/8/2022 – CPB Harassment Training
 9/8/2022 – ASD Training
 9/15/2022 – CPB Webinar: Completing the CSG Certification of Eligibility
 1/24/2023 – CPB Webinar: SAS (All Sections – TV and Radio)

Television and Radio Content Staff:

3/22 – 3/23 Monthly ESPN/NPR/PBS Webinars
 3/22 – 3/23 Public Media Awards – Steering Committee
 5/22 PBS Annual Meeting, Virtual Attendee
 6/22 Mental Health First Aid Training from the National Council for Mental Wellbeing
 8/22-12/22 Public Media Diversity Leaders Initiative via Riley Institute at Furman University, SCETV, & NETA
 9/22 2022 NETA Conference & CPB Public Media Thought Leader Forum
 11/22 Underwriting & Public Media – Keeping It Legal (NETA)
 1/23-3/23 NEXT LEVEL LEADERSHIP via Public Media Learns (NETA)
 2/23 Public Media, Music Copyrights, and You (NETA)
 3/23 Tech Specs: Making Your Media Broadcast-Ready (NETA)
 10/12-16/22 Attended American Folklore Conference
 3/2/23 Webinar-Tech Specs: Making Your Media Broadcast-Ready
 3/14/2023 NPR webinar, “How to Make Your Two-Way Interviews Great”.

Development Staff:

2022

March 29: Budget for Better Net (Gravyty) Station Advancement
 March 31: CRMs for PBS: Station Advancement
 July 18: PMDMC (Conference)—Amy: Station Advancement
 July 19: PMDMC: Station Advancement
 July 20: PMDMC: Station Advancement
 July 21: PMDMC: Station Advancement
 July 22: PMDMC: Station Advancement
 August 18: Between Business & Podcasting: Lessons Learned from Doing Both: Station Advancement
 September 8: ASD Training
 September 13: Greater Public CYE Webinar
 September 17-21 : NETA—Conference

September 28: Staff Leadership Training
November 3: Underwriting and Public Media
November 8: Greater Public/Getting Reader for Year End
November 9: Staff Leadership Training
November 14: Higher EDquity Symposium(Day 1)
November 15: Higher EDquity Symposium (Day 2)
November 15: Greater Public Small Station Membership (Day 1)
November 16: Greater Public Small Station Membership(Day 2)
2023
January 9: NETA Conference Committee
January 18: NPR Network Conversation
January 18: NPR Network Donation: Next Steps for Fundraising Teams
January 24: Integrated PBS Fundraising Webinar
February 1: Staff Leadership Institute
February 1: PMDLI—public media development training
February 14: “Share of Ear” Update/NPR
February 21: Dugas Park Fundraising Committee Mtg
February 22: Staff Leadership Institute
February 22: NPR Network Brand Rollout Webinar
February 23: PBS Town Hall Mtg
March 8: PMDLI
March 9: Leadership Through the Lens of Diversity
March 13: Interview Exchange Training
March 22: Staff Leadership Institute