

WKU Public Broadcasting 2023-24 EEO Report

This Report covers full-time vacancy recruitment data for the period March 23, 2023 – March 22, 2024.

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 995506	Industry Referral
Manager, UW and Major Gifts 996051	WKU Website
Assistant Director of Creative Video	Twitter (X)

5) Job Title: Manager, Reporter (995506)

Referral Source(s) of Hiree: Public Media Industry Referral

(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	0	No
NETA Job Board (trade)	Job board	netaonline.org	n/a	0	No
Corporation for Public Broadcasting Job Board (CPB Jobline)	Jobsite	https://www.cpb.org/jobline	n/a	0	No
Radio INK (trade)	Jobsite	https://radioink.com/	n/a	0	No
Current Jobs (trade)	Jobsite	Publicmediajobs.org	n/a	0	No

Public Media Industry Referral	N/A	N/A	N/A	1	No
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Job Title: Manager, Underwriting and Major Gifts (996051)

Referral Source(s) of Hiree: Western Kentucky University Website (wku.edu)

(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
NETA Job Board (trade)	Job board	netaonline.org	n/a	0	No
Corporation for Public Broadcasting Job Board (CPB Jobline)	Jobsite	https://www.cpb.org/jobline	n/a	1	No

Job Title: Assistant Director of Creative Video (994975)

Referral Source(s) of Hiree: Twitter (twitter.com)

(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	0	No
Twitter (X)	Website	twitter.com (link to wku.edu)	n/a	1	No
Corporation for Public Broadcasting Job Board (CPB Jobline)	Jobsite	https://www.cpb.org/jobline	n/a	0	No
College Sports Video Group	Jobsite	https://www.sportsvideo.org/resources/job-board/	n/a	0	No
COSIDA (Sports Information Group)	Jobsite	https://careercenter.cosida.com/jobs/browse	n/a	0	No
Production Hub	Jobsite	https://www.sportsvideo.org/resources/job-board/	n/a	0	No

6) Total # of Interviewees Referred: For the period from March 23, 2023 to March 22, 2024, this Employment Unit interviewed 4 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) 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.

(b) Initiative: ASD Brinkley Student Fellowship Program

WKYU-TV and WKYU-FM recruited and employed six (6) 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.

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

Leadership Bowling Green. Station tours and career discussions (March 13, 2024). Hosted by Director of Development, Underwriting Manager, Student Reporting/Producing Specialist and All Things Considered Host, Programming & Operations Manager, Director of Finance, Associate Producer/Director – Sports, Production Manager, News Director.

WKU Student Employment Open House. Station Tour and career discussions open to enrolled WKU Students (September 7, 2023) Hosted by Producer/Director, Associate Producer/Director – Sports, Production Manager, members of current student production crew.

Clinical Education Complex board and staff tour- August 8, 2023- Hosted by Station Director, Development Director, Underwriting Manager, Development Coordinator, Approx 26 people participated in the tour.

BGHS broadcasting students- February 23, 2024- associated with the BG Chamber's SCK Career Shadow Day. Toured the Broadcasting/ Journalism area as well as participated in the News Chanel 12 Friday broadcast. Approx 10 students and faculty from BGHS participated.

(d) Initiative: EEO Training

ALL Staff (Part-time & Full-Time)

CPB Harassment Training Completion reports for station employees through 9.21.2023 (FY24 compliance certification) and through 2.22.2024 (FY25 compliance certification). There were 73 participants for FY24 and 60 participants thus far for FY25, the average amount of time for completion is 0.5-1.0 hours.

(e) 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 reports for station employees through 9.21.2023 (FY24 compliance certification) and through 2.22.2024 (FY25 compliance certification). There were 73 participants for FY24 and 60 participants thus far for FY25, the average amount of time for completion is 0.5-1.0 hours.

Operations/Programming Staff Trainings:

PBS sIX User Forums webinar: 4/11/23; 5/9/23; 6/13/23; 8/8/23; 10/10/23; 2/13/24
PBS sIX Monthly Updates webinar: 4/27/23; 5/25/23; 7/27/23; 11/30/23; 2/29/24
Myers Radio Overview webinar: 5/3/23
PBS Programming Advisory Council Quarterly Office Hour webinar: 6/21/23; 9/27/23; 11/29/23; 3/13/24
NETA Conference webinar: 9/11-9/13/23
PBS Traffic Advisory Council Quarterly Office Hour webinar: 9/1/23; 2/8/24
PBS Annual Meeting webinar: 10/24-10/26/23
PBS Hot Switching webinar: 11/9/23
WKU Professional Development Day training: 1/11/24
PBS Public Media Single Sign-On webinar: 1/23/24
PBS Public Media Professional Development Series webinar: 1/9/24; 1/17/24; 1/31/24; 2/6/24
CPB Harassment and Bias training: 5/3/23

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

3/23/2023 – NETA Webinar: Cyber Protection: The Security Issue of Our Time Session 2
3/28/2023 – PBS sIX User Forums
3/30/2023 – PBS sIX Monthly Update Webinar
4/4/2023 – NETA Webinar: No Limits: How to Blow the Top Off Your Capacity Session 1
4/6/2023 – Harmonic's Webinar: What's Up & What's New for ATSC 3.0
4/11/2023 – NETA Webinar: No Limits: How to Blow the Top Off Your Capacity Session 2
4/18/2023 – NETA Webinar: No Limits: How to Blow the Top Off Your Capacity Session 3
4/25/2023 – PBS sIX User Forums
4/27/2023 – NETA Webinar: Cyber Protection: The Security Issue of Our Time Session 3
4/27/2023 – PBS sIX Monthly Update Webinar
5/25/2023 – NETA Webinar: Cyber Protection: The Security Issue of Our Time Session 4
5/25/2023 – PBS sIX Monthly Update Webinar
6/8/2023 – NETA Webinar: Cyber Protection: The Security Issue of Our Time Session 5
6/29/2023 – PBS sIX Monthly Update Webinar
7/20/2023 – NETA Webinar: Cyber Protection: The Security Issue of Our Time Session 6
7/27/2023 – PBS sIX Monthly Update Webinar
8/8/2023 – PBS sIX User Forums
8/29/2023 – CPB NGWS Webinar
8/31/2023 – PBS sIX Monthly Update Webinar
9/28/2023 – PBS sIX Monthly Update Webinar
10/10/2023 – PBS sIX User Forums
10/12/2023 – RealVNC Webinar: Rethinking Enterprise Remote Access with Endpoint Management
10/24-26/2023 – PBS Annual Meeting, Virtual
11/28/2023 – PBS sIX User Forums
11/30/2023 – PBS sIX Monthly Update Webinar
12/12/2023 – PBS sIX User Forums
1/18/2024 – Current Webinar, Innovate with Current: A Live User's Guide to Generative AI Tools

1/23/2024 – PBS Webinar: Single Sign On
1/25/2024 – PBS sIX Monthly Update Webinar
2/13/2024 – PBS sIX User Forums
2/29/2024 – PBS sIX Monthly Update Webinar
3/12/2024 – PBS sIX User Forums

Business Office/ General Staff Compliance Training:

3/29/2023 – PMBA Webinar: DEI Session with NPR’s Keith Woods, PBS’ Cecilia Loving & Gina Leow
9/1/2023 – CPB Webinar: CSG Requirements and Resources
1/24/2024 – CPB Webinar: Completing the Station Activities Benchmarking Study (SABS) Survey
1/25/2024 – CPB Webinar: Completing the Station Activity Survey (SAS)

Television and Radio Content Staff:

June 21-23, 2023 Public Media Journalists Association Meetings
July 18-22, 2023 PMDMC
May 8, 2023, NETA Conference

Development Staff:

April 10: NETA Conference Committee Meeting—Station Advancement
April 12: Staff Leadership Institute
April 18: Staff Search and Screen Committee Training
April 19: Staff Leadership Institute—Rachel: Campus Involvement
April 25: JLG: Membership Models- Station Advancement
April 26: PMDLI—Station Advancement
May 8: 2023 NETA Conference Committee Meeting
May 10: ProTrac Training
May 12: Rotary State Conference
May 16: ProTrac Training
May 17: ProTrac Training
May 22: ProTrac Training
May 24: PMDLI
July 10: PMDMC Conference
July 11: PMDMC Conference
July 12: PMDMC Conference
July 13: PMDMC Conference
September 9: NETA Conference
September 10: NETA Conference
September 11: NETA Conference
September 12: NETA Conference
September 19: Work Smart: Sponsorship Training Class
September 26: Work Smart: Sponsorship Training Class
September 26: Greater Public Public Roundtable: Mid-Level Giving Officers
October 12: PMDLI Make Up Day
October 18: WKU Climb Higher Supervisor Training
October 25: WKU Climb Higher Supervisor Training
October 26: 2023 PBS Annual Meeting (virtual recording titled “Mystery Donor” Online Fundraising and Audit Results and Campaign Tips”)
November 8: KTIA Fall Conference
November 9: KTIA Fall Conference
November 10: KTIA Fall Conference