

2024 ANNUAL EEO PUBLIC FILE REPORT

Wichita Public Radio

Stations: KMUW
Community of Licensee: Wichita, KS

Reporting Period: January 22, 2023 – January 21, 2024

No. of Full-time Employees: More than 10
Small Market Exemption: No

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

1. Participated in the following job fairs by station personnel who have substantial responsibility in making hiring decisions:
 - a. KMUW's Business Manager and Executive Administrative Assistant to the General Manager:
 - i. 2/15/23: participated in WSU's Shocker Career Accelerator job fair co-hosted by WSU's Fairmount College of Liberal Arts and Sciences. The job fair was open to all, featuring employers targeting students majoring in areas such as communication and writing, amongst others.
 - ii. 4/3/23: participated in the Newman University Career Fair, targeted to students and open to all jobseekers.
 - iii. 4/6/23: participated in the Hutchinson Community College Job Fair, a community-wide career fair co-hosted by KHCC Radio Kansas.
 - b. 9/21/23: KMUW's Archivist, Engineer, and Producer participated in WSU's Fine Arts Career Mixer co-hosted by Shocker Career Accelerator for students, a networking event for recent graduates and alumni.
2. Establishment of internship programs designed to assist members of the community to acquire skills needed for broadcast employment:
 - a. Spring, Summer, and Fall semesters, 2023: Four individuals held paid News Lab and/or Marketing and Engagement intern positions for at least one semester,



sponsored by WSU's Elliott School of Communication (ESC). (An additional student was selected to intern but instead accepted an editorship at *The Sunflower*, WSU's student newspaper.) These interns experienced all aspects of programming and production, from research and interviews, to writing, editing and announcing news, current events, and public affairs on-air and online. One intern focused on *Radio Real*, KMUW's weekly Spanish-language podcast which began in the Fall of 2021. KMUW's work in this area is included amongst WSU's qualifications to be ranked as an Hispanic Serving Institution.

- b. Summer, 2023 semester: KMUW hosted its fourth annual paid Korva Coleman Diversity in Journalism Internship (KCDJI), sponsored by the Society of Professional Journalists (SPJ) Pro Kansas chapter, with additional support from WSU Housing & Residence Life.
 - c. Spring, Summer, and Fall semesters, 2023: four paid Archives Interns continued to assist our Digital Archivist and Engineer with the "Save the Waves" Kansas Public Media Preservation Project (KPMPP), made possible by a grant from the Council on Library and Information Resources. Programming is being archived in collaboration with the American Archive of Public Broadcasting and available through the Library of Congress.
 - d. Beginning 11/18/23, KMUW began advertising nationally for its fifth annual paid KCDJI for the summer of 2024. Special care was taken to get the word out to many Historically Black Colleges and Universities, as well as colleges with high diversity and ethnicity rankings.
 - e. Ongoing: multiple former KMUW interns and staff continue to visit, volunteer at the station, and receive references from current KMUW colleagues.
 - f. Ongoing: volunteer recruitment and active participation of dozens of community members in community engagement and outreach initiatives, programming events, archives transcription repair, and broadcast hosting (i.e. local commentary segments).
3. Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e. that are not primarily directed to providing notification of specific job vacancies):
- a. In 2020, KMUW was a founding partner of the Wichita Journalism Collaborative. In 2023 KMUW continued to provide paid work opportunities for several journalists and reporters, in support of WJC's goal of meeting urgent information needs. This collaborative is made up of a diverse group of eleven partners including local print publications (from a student-run newspaper, to a nonprofit monthly providing Kansas news for ages 55 and up), a commercial television station, bilingual radio, the public library, and WSU's ESC. Starting in June, 2023, the collaborative began hosting open office hours at the Wichita Public Library



- Advanced Learning Library in the form of a weekly “pop-up newsroom” in a community outreach effort to offer presentations and discussions; KMUW staff members rotated shifts with other WJC participants.
- b. In 2023, KMUW’s Director of Organizational Culture:
 - i. joined Greater Public’s Diversity, Equity, Inclusion, Ability, and Belonging (DEIAB) Cohort, an affinity group for DEIAB practitioners and consultants working in public media.
 - ii. continued to serve as a steering committee member for The Gathering, which connects Black professionals in Wichita.
 - c. November, 2023: KMUW’s newsroom began hosting a visiting journalist from The Beacon, a regional nonprofit news network. He was invited to work in our newsroom with some of our news team members. Normally their journalists work from home, but we wanted to provide this opportunity for him to be exposed to a news environment. The Wichita Beacon is a contributing partner of the Wichita Journalism Collaborative.
 - d. KMUW continues to be a member of the Kansas Association of Broadcasters (KAB), which offers several scholarships and multiple connections and resources for those seeking employment in the telecommunication industry.
4. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting:
- a. KMUW’s Director of News & Public Affairs continues to serve on the Kansas Pro Chapter of the SPJ board, which provides multiple scholarships each year to college students planning careers in journalism, as well as educational, training, and networking resources.
 - b. In March, 2023, KMUW’s Senior News Reporter focusing on Education participated in SPJ Kansas’s primary scholarship fundraising event, Gridiron, as a writer, promoter, and performer in multiple shows for live audiences both in-person and online. An additional colleague worked backstage during the events. This was Gridiron’s sixth year to include KMUW representatives.
 - c. On 9/7/23, KMUW hosted the Wichita Professional Communicators annual communications scholarship fundraising event. KMUW’s Community Engagement Manager served on the WPC volunteer board as the 2023 VP of Membership and has been asked to serve again in that position in 2024, and a KMUW Community Business Advancement executive began serving on the WPC scholarship committee in January, 2024.
5. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting. Notable such examples include:



- a. KMUW’s Director of News & Public Affairs:
 - i. served as a judge for several 2023 educational award events, including Kansas Scholastic Press, Kansas Collegiate Media, Society of Professional Journalists, Radio Television Digital News Association, and the Public Media Journalists Association (PMJA).
 - i. throughout the calendar year, completed serving his term as a small station representative board member for PMJA. In late June, 2023 he attended and participated in PMJA’s annual conference, which he helped plan.
 - ii. 6/3/23: participated in Wichita Public Schools USD 259 Career and Technical Education (CTE) Pathways meeting. CTE pathways provide relevant, hands-on experiences to High School students focused on high-skill, high-wage, and high-demand careers.
 - b. Four KMUW News team members served multiple roles at the Kansas Collegiate Media conference, mid-April, 2023:
 - i. KMUW’s Director of News & Public Affairs:
 1. met with students to critique resumes, cover letters, and publications work.
 2. led a session on ethics in journalism.
 - ii. KMUW’s Senior News Reporter focusing on Education was a panelist for a presentation on “Covering Higher Ed Policy & Administration.”
 - iii. KMUW’s Directors of Engagement and Marketing served as keynote panelists for a presentation on Audience Engagement.
 - c. KMUW’s Director of Marketing and Digital Content served as a judge on 3/25/23 for the Sunflower State Spelling Bee sponsored by the Kansas Press Association.
6. Provided training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. KMUW is a public service of WSU, which takes pride in being an organization that reflects and promotes the evolving diversity of society, and has a public-facing DEI plan. WSU’s office of Human Resources works with hiring managers to decrease possible barriers in job requirements in order to appeal to underrepresented applicants. KMUW routinely reviews and maintains a published diversity statement on our website, also meeting a requirement for the Corporation for Public Broadcasting (CPB). Notable events include:
- a. KMUW’s Business Manager and Executive Administrative Assistant to the General Manager:
 - i. On 2/16/23: attended an EEO policy webinar sponsored by the KAB and presented by an FCC legal specialist.
 - ii. On 2/23/23: attended “Being Part of a Multigenerational Team,” presented by ComPsych and Kansas WISE (Women in State Employment).



- iii. 3/29/23: attended a DEI session presented by the Public Media Business Administration featuring panelists from NPR and PBS. She shared key takeaways and resource links with colleagues via staff meeting notes.
 - iv. 4/4/23: attended an Indeed webinar entitled “How to make Pay Transparency Work” which encourages employers to include pay ranges in job postings, and shared highlights with KMUW’s GM.
 - v. 7/26/23: successfully completed WSU’s Human Resource Management, Diversity at Work, “Age at Work” .5 credit badge course with a perfect score. She encouraged her colleagues to consider taking one of WSU’s badge courses covering many professional development topics, including diversity, professional and grant writing, employee management and recruitment, and job designing.
 - b. KMUW’s Director of News and Public Affairs participated in a PMJA conference session entitled “Finding ourselves in Translation: Creating a Daily Spanish video and audio newscast.”
 - c. KMUW’s Director of Organizational Culture and host of “Soulsations” R&B and gospel music program:
 - i. 4/25/23 – 4/26/23: attended the Tilford DEI Symposium, presented by WSU’s Office of Vice President and Chief Diversity Officer.
 - ii. 11/14/23: attended Public Media for All’s fourth Annual Day of Action & Education webinar: “Reignite the Flame: Renewing Your Commitment to Equity in Public Media” presented to 400 attendees from stations around the country.
 - d. By 4/7/23: All KMUW personnel completed WSU’s mandatory, annual Title IX/Preventing Harassment & Discrimination training. The course touches upon the importance of anti-discrimination efforts, recognizing bias, federally protected characteristics, and scenarios encouraging creating a safe and respectful work environment. It also meets a CPB requirement by covering what constitutes acceptable and unacceptable workplace behavior; how to recognize harassment and bias when it occurs; and how to report and respond to violations.
 - e. On 2/7/23, multiple KMUW staff members, including managers and team members in the areas of content, community engagement, and marketing, attended an NPR Station Community showcase. The presentation included topics such as the challenges of staffing and talent development, experience in surveying Spanish speaking community members, and an example of calculated risks taken to expand a newsroom with more diverse reporters.
- 7. Participated in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting. Multiple KMUW staff members have been interviewed by, shadowed by, provided educational station tours, given presentations, or provided assistance to community members and students of all ages interested in potential



future employment in broadcasting, communication, journalism, mass media, public relations, or related fields. Notable such events include:

- a. KMUW’s General Manager and Director of Broadcasting:
 - i. Throughout the academic year: continued to serve on WSU’s Student Publications Board, which she joined in Fall of 2022.
 - ii. 4/20/23: along with Vera Bothner [co-founder of public relations firm Bothner & Bradley] and Shelby Kellerman [Wichita Business Journal Managing Editor] answered questions for WSU’s Media and Politics class.
 - iii. Fall, 2023: along with other station managers and supervisors, contributed to WSU’s Market-Based Compensation review process. This process intends to maintain a uniform system of job descriptions and a competitive salary structure for employees, amongst other equity-focused measures. Our department provided a broadcast industry viewpoint to an otherwise primarily academic focus.
 - iv. 10/5/23: at the invitation of StoryCorps, began meeting with the One Small Step Wichita community advisory group. The initiative brings strangers with different political views together to record a conversation—not to debate politics, but to learn who we are as people. Audio recordings of each interview are archived at the Library of Congress. Wichita was one of four “anchor communities” to launch OSS in 2020, with the partnership of KMUW. It has grown to include multiple community partners and civic leaders including Kansas Leadership Center, Wichita Public Library, and WSU’s Ulrich Museum of Art.
- b. KMUW’s Director of News and Public Affairs:
 - i. Spring 2023: taught COMM 510, “Editing for Print and Web,” offered to graduate students and undergraduates through WSU’s ESC.
 - ii. 2/1/23: spoke to a WSU Advanced Reporting class.
 - iii. 7/19/23: hosted a University of Missouri—Kansas City (UMKC) public history and storytelling student as a shadow in the newsroom.
 - iv. August, 2023: was a search committee member for a Kansas News Service managing editor position to be hosted by KCUR (a licensee of UMKC) and stationed in Topeka.
 - v. 8/28/23: spoke to WSU ESC’s “Principles of Journalism” class.
 - vi. 11/16/23: spoke to Sunrise Rotary.
 - vii. 11/21/23: spoke to Derby Middle School students.
- c. KMUW’s Director of Organizational Culture and host of “Soulsations” R&B and gospel music program:
 - i. 1/25/23: at the invitation of WSU’s Office of Diversity and Inclusion presented a Black Excellence Masterclass workshop on the topic of Cultural Restoration.



- ii. 3/31/23: emceed the Know Your Worth Women’s Leadership Conference in Wichita. She serves as a conference planning team member. KMUW is a Media Sponsor of this educational professional development event.
- iii. 4/11/23: spoke to WSU’s Media and Politics class.
- iv. 5/19 and 5/20/23, for the National Association of Black Journalists Region II Conference:
 - 1. served on conference panels discussing longevity in journalism and valuable perspectives, and
 - 2. hosted a reception for the Kansas Association of Black Journalists
 - 3. KMUW was a Media Sponsor for the conference.
- v. 6/23/23: along with KMUW’s music producer and host of “Strange Currency,” was featured in the WSU Foundation and Alumni Engagement’s “Viewpoints” video touring WSU’s off campus facilities.
- d. KMUW’s Director of Community Engagement, throughout the spring and summer, spoke to several groups about civil dialogue, sharing examples from the StoryCorps “One Small Step” (OSS) initiative, in which KMUW had been an active participant for several years. Groups included a WSU class, the League of Women Voters state convention, a local Rotary Club, and WSU’s Women in Public Service conference.
- e. Multiple bilingual KMUW colleagues participated in Wichita Festival’s Riverfest mercado/mercadito (Hispanic market) talking to community members and hosting an info table about *Radio Real*.
- f. KMUW’s news team members participated in a News Producer Training Camp hosted by the KAB.
- g. 7/14/23: KMUW hosted an ARTS MIXR, an event partnership between the Wichita Arts Council and the City Arts and Cultural services. These gatherings are open to artists and art lovers of all ages and abilities who are interested in learning more about the arts in Wichita. The goal is to connect creatives throughout our community and spark conversations and collaboration.
- h. Several other KMUW staff members served as adjunct instructors and/or speakers at WSU throughout the year for courses in Communication, Journalism, Mass Media, English, Writing, Music, Audio and Video production, and more.

LIST OF FULL-TIME POSITIONS FILLED

Date of Hire, Job Title, and Recruitment Source Referring Hire:

- 7/9/2023: Business Sponsorship (Corporate Support, Underwriting) Account Executive, LinkedIn.
- 8/14/2023: Business Technology and Data Analyst (Development), Search Waiver for a former employee, upon sudden departure of a Development team member, as approved by the WSU Vice President of Academic Affairs and WSU Director of Equal Employment Opportunity.



INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 4 (four)

Recruitment sources referring interviewees # Persons interviewed that source referred

| | |
|--|---------|
| Hutchinson Community College | 1 (one) |
| KMUW Development Department | 1 (one) |
| LinkedIn | 1 (one) |
| Wichita State University Human Resources | 1 (one) |

RECRUITING SOURCES USED

The following sources were notified of the open Account Executive position filled during the Reporting Period:

| Organization | Contact/Department | Address or website | Phone or email |
|--|--|--|------------------------|
| Alabama A&M University | Angel Lee, Asst Dir, Career Svcs | 4900 Meridian St N, Normal, AL 35762 | 256-372-8220 |
| Alabama State University | Candice Stinchcomb, Coord Career Prog | 915 S Jackson St, Montgomery, AL 36104 | 334-229-4156 |
| American Marketing Association, AMA Wichita | Melissa Smith, Dir Job Postings | PO Box 48492, Wichita, KS 67201 | info@amawichita.org |
| Claflin University | Carolyn Snell, Dir. Career Development | 400 Magnolia St, Orangeburg, SC 29115 | 803-535-5338 |
| Corporation for Public Broadcasting (CPB) | Administrator, stations.cpb.org/jobline | 401 9th St NW, Washington, DC 20004 | 202-879-9600 |
| Dillard University | Dwanna Toney, Director Career Ctr | 2601 Gentilly Blvd, Gentilly, LA 70122 | 504-816-4222 |
| Direct Employers Association, Inc. | DE Jobs | 7602 Woodland Dr Ste 200, Indianapolis, IN 46278 | 866-268-6206 |
| Fisk University | L. Griffin, Leadership & Service Coord | 930 17th Ave N, Nashville, TN 37208 | 615-329-8500 |
| Florida A&M University | Mia Zeigler, Career Center | 1735 Wahnish Way, Tallahassee, FL 32310 | 850-599-3700 |
| GlassDoor LLC/Glassdoor Inc | Jobs | 300 Mission St 16th Fl, San Francisco, CA 94105 | 415-339-9105 |
| Greater Public | Public Media Jobs | PO Box 303279, Austin, TX 78703 | 800-454-2314 |
| Handshake / Stryder Corp (incl. posts to dozens of colleges) | Alexis, Team Member | PO Box 40770, San Francisco, CA 94140 | team@joinhandshake.com |
| Haskell Indian Nations University | Janet White, Prog. Support Asst. | 155 Indian Ave, Lawrence, KS 66049 | 785-749-8445 |
| Howard University (HU) | Kaleab Debebe, Prog Coord, Ctr for Career Excellence | 2397 6th St NW, Washington, District of Columbia 20001 | 202-806-7513 |



| | | | |
|---|--|---|------------------------------|
| iHireBroadcasting.com | Broadcasting Jobs | 41 E All Saints St, Frederick, MD 2170 | 877-433-8860 |
| Indeed, Inc. | Client Onboarding | 6433 Champion Grandview Way #1 Austin, TX 78750 | 800-462-5842 |
| Jackson State University (JSU) | Lashanda Jordan, Exec. Dir., Careers | 1400 J R Lynch St, Jackson, MS 39217 | 601-979-2477 |
| Kansas Association of Broadcasters (KAB) job bank | Alison Mazzei, President | 214 SW 6th Ave Ste 300, Topeka, KS 66603 | 785-235-1307 |
| Kansas Leadership Center | Chris Green | 325 E Douglas Ave, Wichita, KS 67202 | 316-712-4950 |
| KansasWorks.com & KansasWorks-veterans.jobs | Workforce Centers | 1000 S Jackson St Ste 100, Topeka, KS 66612 | 877-509-6757 |
| KMUW-FM (89.1 FM, kmuw.org, "Tune In" e-blast, Facebook, Instagram, LinkedIn, and Twitter pages, and multiple staff/teams) | Beth Golay, Dir Marketing & Digital Content | 121 N Mead St Ste 200, Wichita KS 67202 | 316-978-6789 |
| LinkedIn Corporation | Jobs / Careers | 1000 W Maude Ave, Sunnyvale, CA 94085 | 650-687-3600 |
| * McConnell Airman & Family Readiness Center | Dale Johnson, Consultant | 53147 Kansas St Ste 105, McConnell AFB KS 67221 | 316-759-6020 |
| Morehouse College | Mecca Holts-Caldera, Recruiting Coord | 830 Westview Dr SW, Atlanta, GA 30314 | 470-639-0999 |
| O*Net / US Dept of Labor / NLx | CareerOneStop / Employment & Training Admin. | 200 Constitution Ave NW, Washington, DC 20210 | 877-US-2JOBS |
| Public Media Business Association (PMBA) | Industry Jobs | 1300 Piccard Dr, Ste LL 14, Rockville, MD 20850 | 240-844-3600 |
| * SER Corp (Service, Education & Re-Training Corp) of KS | Carolyn Benitez, NFJP Exec | 1020 N Main Ste D, Wichita KS 67203 | 316-264-5372 |
| Spelman College | Jennifer James, Career Ctr | 350 Spelman Ln SW, Atlanta, GA 30314 | 404-270-5278 |
| Talent.com | Careers | 5800 Saint Denis St, Montreal, Quebec | hello@talent.com |
| Tougaloo College | Career Services | 500 W County Line, Tougaloo, MS 39174 | 601-977-7783 |
| Wichita Professional Communicators (WPC) | Kylie Cameron, 2023 Newsletter Editor | PO Box 48012, Wichita, KS 67201 | wichitaprocom@gmail.com |
| Wichita Rotary Women / Rotary Club of Wichita | Maddie Nevins-Butler | 100 N Main St #1003, Wichita, KS 67202 | wichitarotarywomen@gmail.com |
| WSU Elliott School of Communication (ESC) | Jessica Newman, Asst. Teaching Educator | 207 Elliott Hall, 1845 Fairmount, Wichita KS 67260 | 316-978-6066 |
| WSU Office of Human Resources (HR) | Lana Anthis, Business Partner | 1845 Fairmount Box 15, Wichita KS 67260 | 316-978-3065 |
| Xavier University of Louisiana | Marian Minnard, Career Services | 1 Drexel Dr, New Orleans, LA 70125 | 504-486-7411 |

* Indicates organizations who have requested that the station provide it with notice of all full-time job vacancies.

