

## 2022 ANNUAL EEO PUBLIC FILE REPORT

Wichita Public Radio

Stations: KMUW  
Community of Licensee: Wichita, KS

Reporting Period: January 25, 2021 – January 24, 2022

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. 4/14/21: KMUW’s Community Engagement Coordinator participated in Wichita State University’s (WSU’s) “Just in Time” Career Fair hosted by WSU’s Shocker Career Accelerator (previously referred to as the Career Development Center).
  - b. 7/22/21: KMUW’s Community Engagement Coordinator participated in WSU’s Virtual On-Campus Jobs Fair hosted by Shocker Career Accelerator.
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, 2021:
    - i. Three individuals held paid News Lab intern positions for at least one semester, sponsored by WSU Elliott School of Communication (ESC). 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.
    - ii. Two individuals held paid Marketing & Development intern positions for at least a semester, sponsored by WSU ESC. These students were integral to KMUW’s



- program information and promotion efforts, sharing timely and critical information with and about our community.
- iii. Two individuals held paid Community Engagement and Donor Services Internship positions for at least a semester, sponsored by WSU ESC. These students helped strengthen relationships with our supporters to ensure the sustainability of local public broadcasting.
  - b. Spring, 2021 semester: KMUW hosted one paid Student Assistant in the newsroom to provide support for the Wichita Journalism Collaborative (WJC), a coalition of local newsrooms and community institutions.
  - c. Summer, 2021 semester: KMUW hosted its second Korva Coleman Diversity in Journalism intern, sponsored by the Society of Professional Journalism Pro Kansas chapter, with additional support from WSU Housing & Residence Life.
  - d. Summer and Fall semesters, 2021: four paid Archives Interns assisted our Digital Archivist and Engineer with “Save the Waves” Kansas Public Media Preservation Project, 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.
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.
    - i. KMUW continued to provide paid work opportunities for several new freelance journalists and reporters in 2021, in support of WJC’s goal of meeting urgent information needs during the pandemic.
    - ii. KMUW provided marketing, engagement, and planning support for “MindFest” in July, 2021, a culmination event of WJC’s "Mindful Solutions" series focused on mental health. The event provided a safe space for attendees to get information from more than a half dozen mental health organizations. Additionally, attendees met representatives from all WJC media partners: *The Active Age*, *The Community Voice*, *The Journal* (Kansas Leadership Center), KMUW, KSN-TV, *The Sunflower* and *The Wichita Eagle*; as well as community partners: Wichita Public Library, AB&C Bilingual Resources, and WSU ESC.
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 Society of Professional Journalists (SPJ) board, which provides multiple scholarships each year to college students planning careers in journalism, as well as educational, training, and networking resources.



- b. KMUW’s Education News Reporter participated in SPJ Kansas’s primary scholarship fundraising event, Gridiron, as a writer, promoter, and performer.
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. continued to serve on Maize School District’s Audio/Visual Communications Advisory Task Force at the Maize Career Academy. Meetings include speakers (including students) discussing career pathways and media company involvement through providing shadowing and internships. Task force members talk to teachers about broadcast curriculum, industry trends, and opportunities for students.
    - ii. served as a judge for multiple 2021 award events, including:
      - 1. the Edward R. Murrow Awards from the Radio Television Digital News Association (RTDNA), whose mission is to provide visibility, advocacy, training, resources, networking and awards for broadcast and digital journalists.
      - 2. the Public Media Journalism Association (PMJA, formerly Public Radio News Directors, Inc.) competition.
      - 3. the Kansas Collegiate Media competition.
    - i. [Additional event participation as listed in the previous reporting period.]
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 values diversity of culture, thought and experience; WSU’s office of Human Resources provides contacts and opportunities to promote inclusion, diversity, and compliance. Notable events include:
- a. 10/4/21: KMUW’s Director of Cultural Diversity, News & Engagement (and host of ‘Soulsations’ weekly R&B and Gospel music show) attended “The What & Why of Diversity and Inclusion” workshop sponsored by the Kansas Association of Broadcasters Foundation.
  - a. KMUW’s General Manager:
    - i. Throughout 2021, was a member of WSU’s Hispanic Serving Institution Task Force.
    - ii. Throughout 2021, participated (and continues to participate) in WSU’s Latino/a/x/e Cohort.
  - b. March of 2021: KMUW’s Community Engagement Coordinator attended the Knight Media Forum, including these sessions:



- i. “Dismantling Systemic Racism: The Way Forward for Newsrooms and Funders:” how to best tackle inequities in the journalism industry, in part by allowing for diverse voices at higher, rather than entry level positions.
    - ii. “In Conversation: Author Isabel Wilkerson,” Author of *Caste: The Origins of Our Discontents*: about her experiences with racism in America, and a caste system as a bedrock of many American foundations.
  - c. KMUW’s Business Manager and Executive Assistant attended a 4/30/21 WSU panel presentation by Diversity, Equity and Inclusion (DEI) professionals about their experiences and the future of DEI work.
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 Radio:
    - i. 10/1/21: along with several other staff members, hosted a small group from WSU’s Widener Global Leaders Program, which incorporates business, communication and music, for a tour and discussions of fundraising, storytelling, and engagement.
    - ii. 11/19/21: spoke to a community college journalism class.
  - b. KMUW’s Director of News and Public Affairs:
    - i. 2021: spoke multiple times to college and high school journalism and communications classes and newspapers about writing, news releases, etc.
    - ii. 1/26/21: joined other local journalists on a media panel presentation at the Wichita Public Library to discuss the changing media landscape.
    - iii. 4/28/21: spoke to Wichita’s East Side Rotary group about public media.
    - iv. 5/5/21: spoke at a Wichita Professional Communicators public event about The Range, KMUW’s weekly Wichita-focused newsmagazine and podcast that began in 2020.
    - v. 8/24/21: served on a local media panel hosted by Public Relations Society of America (PRSA) Kansas about the importance of building relationships and having open lines of communication with members of our media.
  - c. KMUW’s Director of Community Engagement attended a Sustainable, Community-Driven Journalism’ webinar on 3/5/21.
  - d. KMUW’s Energy & Environment Reporter for the statewide Kansas News Service regional journalism collaboration was included in a 6/16/21 “Ask a Reporter Anything” SciLine panel briefing. Media representatives answered questions from scientists about how journalists do their jobs and how to work better with the media.
  - e. KMUW’s Digital Archivist and Engineer:



- i. is an instructor of several audio production and music media arts courses at WSU. His classes include station tours and hands-on training.
    - ii. serves as Vice President of the Arts Council of Wichita which strives to “educate and inform the community about the arts, including the business.” He served as a judge for their Scholastic award winners.
  - f. One of KMUW’s music show hosts/producers is an instructor in Fine Arts and English for several Wichita area colleges and universities, and is a consultant for local musical groups in areas such as publicity and radio campaigns.
8. On 3/16/21, the Corporation for Public Broadcasting approved KMUW’s most recent annual Station Activities Survey “Local Content and Services Report; Telling Public Radio’s Story.” This report is available for public viewing at <https://npr.brightspotcdn.com/b1/e4/1016493748ca17e013973b94bab/fy-2020-cpb-sas-sec-6-local-content-services-approved.pdf> and features a detailed summary of multiple station-wide outreach and engagement activities conducted within the community throughout the year.

**LIST OF FULL-TIME POSITIONS FILLED**

<u>Date of Hire</u>	<u>Job Title</u>	<u>Recruitment Source Referring Hire</u>
3/28/21	News Reporter (Gen Assign & Education)	KMUW (News Dept.)
9/5/21	Underwriting Account Executive	Indeed
9/19/21	News Reporter (General Assignments)	WSU ESC

**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Total Number of Persons Interviewed during the Reporting Period: 7 (Seven)

<u>Recruitment sources referring interviewees</u>	<u># Persons interviewed that source referred</u>
Indeed	1 (one)
LinkedIn	1 (one)
KMUW (News Dept.)	1 (one)
Tanya’s Tips Google Group	1 (one)
Wichita Journalism Collaborative	1 (one)
WSU Elliott School of Communications (ESC)	1 (one)
WSU Office of Human Resources	1 (one)

**RECRUITING SOURCES USED**



The following sources were notified of all open full-time positions at KMUW filled during the Reporting Period:

Organization	Contact/Department	Address or website	Phone or email
AMP Digital Innovations	Tommy Castor, Co-Owner	550 N 159th St E #205, Wichita KS 67230	316-737-2666
Bethel College: Career Services & KBCU-FM	Megan Kershner or Damon Klassen	300 E 27th St, North Newton KS 67117	316-284-5305
Black Women Empowered in Wichita, Inc.	Mary Dean	PO Box 21406, Wichita KS 67208	316-371-2253
Butler Community College Student Career Services	Aletra Chaney-Profit, Dir.	901 S Haverhill Rd, El Dorado KS 67042	316-322-3294
Emporia State University - Career Services	Robyn Macgregor	1 Kellogg Cir, Emporia KS 66801	620-341-5407
Fort Hays State Univ.: Career Svcs & Journalism Dept	Karen McCullough, Dir. Career Services	Sheridan Hall Rm 214 600 Park St, Hays KS 67601	785-628-4260
Friends University - Career Services	Carlene Crist, Specialist	2100 W University St, Wichita KS 67213	316-295-5832
Handshake / Stryder Corp (incl. posts to dozens of colleges)	Mallory Wheaton, VP Employer Customer Experience	PO Box 40770, San Francisco, CA 94140	team@joinhandshake.com
iHireBroadcasting.com / iHire Job Network	Mishanna Wood, Corp HQ	41 E All Saints St, Frederick MD 21701	877-433-8860 or -8865
Indeed, Inc.	Client Onboarding	6433 Champion Grandview Way #1 Austin, TX 78750	800-836-7897
Kansas Assoc of Broadcasters (KAB) Job Bank	Alison Mazzei or Michelle Richeson	214 SW 6th Ave Ste 300, Topeka KS 66603	785-235-1307
Kansas State University Career & Employment Services	Mary Ewing or Debbie Owens	705 N Martin Luther King Jr Dr, Manhattan, KS 66502	785-532-6506
KansasWorks.com	Willey Smith or Laurie Showell	1000 S Jackson St Ste 100, Topeka KS 66612	877-509-6757
KMUW-FM (kmuw.org, "Tune In" e-blast, Facebook, Instagram, LinkedIn, and Twitter pages)	Jordan Kirtley or Beth Golay	121 N Mead St Ste 200, Wichita KS 67202	316-978-6789
KS Pro Chapter: Society of Professional Journalists (SPJ)	Molly McMillin, President	PO Box 2853, Wichita KS 67201-2853	316-993-3929
* McConnell Airman & Family Readiness Center	Dale Johnson, Consultant	53147 Kansas St Ste 105, McConnell AFB KS 67221	316-759-6020
Nat'l Assoc for the Advancement of Colored People NAACP	Wichita #4043, Lavonta Williams	PO Box 8695, Wichita KS 67208	866-591-1196
Newman University Dept of Communication	Audrey Hane	3100 McCormick Ave, Wichita KS 67213	316-942-4291
* SER Corp (Service, Education & Re-Training Corp) of KS	Carolyn Benitez, NFJP Exec	1020 N Main Ste D, Wichita KS 67203	316-264-5372
Simply Hired Inc / SH Inc	Client Services Team	525 Almanor Ave, Sunnyvale CA 94085	408-747-0012
SouthKansasClassifieds.com / MarketPlace kssouth	Gannett / thekansan.com	7950 Jones Branch Dr McLean, VA 22107	703-854-6000



Organization (continued)	Contact/Department	Address or website	Phone or email
Tanya's Tips	Tanya Ott	twitter.com/tanyaott1, Birmingham AL	tanyaottmedia@gmail.com
Urban League of Wichita/Urban League of KS	Frankie Kirkendoll, Dir., Prog. Services	2418 E 9th St N, Wichita KS 67214	316-262-2463
Wichita Habitat for Humanity	Ann Fox or Laurie Walker	130 E Murdock Ste 102, Wichita KS 67214	316-269-0755
Wichita Prof. Communicators (WPC) & KS Prof. Comm.	Naomi Shapiro or Amy Geiszler-Jones	9824 E Boston Cir, Wichita KS 67207	316-558-0999
Wichita Rotary Women c/o Rotary Club of Wichita	Gayle Goetz, Coordinator	100 N Main St #1003, Wichita KS 67202	316-262-4375
Word Scout Communications Solutions	Deb Gruver, Founder	wordscout.biz, Wichita KS	316-992-9685
WSU Elliott School of Communications (ESC)	Eric Wilson, Outreach Coordinator	1845 Fairmount Box 31, Wichita KS 67260	316-978-3185
WSU Office of Diversity & Inclusion (ODI)	Alicia Sanchez or Quang Nguyen	1845 Fairmount Box 73, Wichita KS 67260	316-978-3034
WSU Office of Human Resources (HR)	Lana Anthis, Business Partner	1845 Fairmount Box 15, Wichita KS 67260	316-978-3065

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

