

Ball State University
Annual EEO Public File Report

March 22, 2019 – March 21, 2020

This report covers the following Indiana Stations: WIPB-TV and WBST-FM in Muncie, Indiana; WBSB-FM, Anderson, Indiana; WBSH-FM Hagerstown, Indiana; WBSJ-FM Portland, Indiana; and WBSW- FM Marion, Indiana. The report includes:

1. A list of all full-time vacancies filled by the stations during the past year (Appendix 1, first column);
2. The recruitment sources used to fill each vacancy including, if applicable, organizations that have requested and are therefore entitled to notification. We have broadcast announcements and posted a notice on our websites soliciting interest by community organizations in receiving notification of job openings. (Appendix 1, column 2);
3. The recruitment source that referred the person hired for each full-time vacancy (Appendix 1, Column 3);
4. Data reflecting the total number of persons interviewed for full-time vacancies and the number of interviewees referred by each recruitment source used in connection with vacancies (Appendix 2);
5. A list and brief description of recruitment / outreach initiatives (Appendix 3).

Note that the numbers listed in Appendix 2 under the column “Positions for Which the Source Was Utilized,” refer to the number of job positions listed in Appendix 1.

For purposes of the report, a vacancy was deemed “filled” not when the offer was extended but when the person reported to work. A person was deemed “interviewed” whether in person or over the telephone.

WBSJ has been silent since October 25, 2019. WBSJ-FM was also silent for the period between January 4, 2019 and October 23, 2019.

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APPENDIX 1. VACANCY LIST

See Appendix 2 for Master Recruitment Source List

POS	Job Title	Recruitment Sources (RS) Used to Fill this Vacancy	RS Referring Hiree
1	WIPB-TV and Indiana Public Radio Membership and Individual Giving Manager	RS1, RS2, RS3, RS4, RS5, RS10, RS13, RS14, RS16,RS17, RS23, RS25, RS26, RS27, RS28	RS 1
2	WIPB-TV Master Control Operator and Program Assistant	RS1, RS2, RS3, RS4, RS5, RS14, RS25, RS27, RS28	RS 1
	Ball State University uses the following standard on line advertising package for all vacancies: America's Job Exchange, Chronicle of Higher Education, HigherEdJobs.com, Higher Education Recruitment Consortium (HERC), Indeed.com, hipsanicoutlookjobs.com, diverseeducation.com		

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APPENDIX 2. MASTER RECRUITMENT SOURCE LIST

Source Entitled to Vacancy Notification	No. of Interviewees Referred by Recruitment Source over 12 months	Positions for Which This Source Was Utilized	RS#	Organization & Address
No	Position #1: 3 Position #2: 2	1 & 2	1	Ball State University Human Resources Employment Opportunities Web Site https://bsu.peopleadmin.com Ball State University Human Resources 2000 University Ave, AD350 Muncie, IN 47306 765-285-1834
No		1 & 2	2	WIPB-TV Web Site www.wipb.org Ball State University - BC 206 Muncie, IN 47306 765-285-1249
No		1 & 2	3	Indiana Public Radio Web Site www.indianapublicradio.org Ball State University - LB 128 Muncie, IN 47306
No		1 & 2	4	Indiana Public Broadcasting Stations, Inc. (IPBS) www.ipbs.org

Source Entitled to Vacancy Notification	No. of Interviewees Referred by Recruitment Source over 12 months	Positions for Which This Source Was Utilized	RS#	Organization & Address
No		1 & 2	5	Corporation for Public Broadcasting Job Line www.cpb.org Corporation for Public Broadcasting Job Line 401 Ninth Street, NW Washington, DC 20004-2129 202-879-9600
No			6	Current Magazine Classifieds 1612 K Street, N. W. Suite 704 Washington, DC 20006 292-463-7055
No			7	Public Broadcasting Service Connect http://connect.pbs.org PBS Connect Forums/System wide Information/Job Board Public Broadcasting Service Connect 1320 Braddock Place Alexandria, VA 22314-1698 703-739-5000
No			8	National Academy of Television Arts & Sciences http://jobbank.emmyonline.org The Cleveland Chapter 3511 Center Road Brunswick, OH 44212
No			9	Indiana Broadcasters Association Web Site www.indianabroadcasters.org Indiana Broadcast Association 3003 East 98th Street, Suite 161 Indianapolis, IN 46280 800-342-6276
No		1	10	Glassdoor Job Search https://www.glassdoor.com

Source Entitled to Vacancy Notification	No. of Interviewees Referred by Recruitment Source over 12 months	Positions for Which This Source Was Utilized	RS#	Organization & Address
No			11	TV Jobs Web Site www.tvjobs.com TVJOBS Broadcast Employment Services admin@tvjobs.com
No			12	The Muncie Star Press www.thestarpress.com 345 South High Street Muncie, IN 47302 765-213-5700
No		1	13	Hispanic Outlook Jobs https://www.hispanicoutlook.com/
No		1	14	Simply Hired.com http://www.simplyhired.com
No			15	Anderson Herald Bulletin www.heraldbulletin.com 1133 Jackson Street Anderson, IN 765-622-1212
No		1	16	LinkedIn https://www.linkedin.com
No		1	17	The Chronicle of Higher Education www.chroniclevitae.com

Source Entitled to Vacancy Notification	No. of Interviewees Referred by Recruitment Source over 12 months	Positions for Which This Source Was Utilized	RS#	Organization & Address
No			18	Indiana Workforce Development 222 East 10th Street Anderson, IN 765-642-4981
No			19	Indiana Black Expo, Inc. 3145 North Meridian Street Indianapolis, IN 46208 317-925-2702
No			20	NAACP 1015 West 15th Street Anderson, IN 765-649-4231
No			21	National Educational Telecommunications Association http://www.netaonline.org/jobs.htm
No			22	Public Broadcasting Management Association http://www.pbma.org/jobs.htm P. O. Box 50008 Columbia, SC 29250 803-799-5517
No		1	23	HigherEdJobs www.higheredjobs.com
No			24	Higher Education Recruitment Consortium (HERC) www.hercjobs.org Office of the Provost, The University of Iowa 111 Jessup Hall Iowa City, IA 52242

Source Entitled to Vacancy Notification	No. of Interviewees Referred by Recruitment Source over 12 months	Positions for Which This Source Was Utilized	RS#	Organization & Address
No	Position #2: 1	1 & 2	25	Indeed www.indeed.com
No		1 & 2	26	America's Job Exchange www.AmericasJobExchange.com
No		1 & 2	27	WIPB-TV 4 weeks of ROS spots announcing Vacancy
No		1 & 2	28	Indiana Public Radio 4 weeks of ROS spots announcing vacancy
Total Interviews for Full- Time Open Positions	Position #1: 5 (2 word of mouth) Position #2: 4 (1 word of mouth)			

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APPENDIX 3. RECRUITMENT INITIATIVES

WBSJ has been silent since October 25, 2019. WBSJ-FM was also silent for the period between January 4, 2019 and October 23, 2019.

#	Type of Recruitment Initiative Activity (Menu Selection)	Brief Description of
1	Participating in at least four (4) events or programs sponsored by educational institutions relating to career opportunities in broadcasting;	<p>(2) Participated in two individual semester opportunity fairs for the College of Communication Information and Media. Over 400 students attended and 25 students stopped by the WIPB and IPR table to discuss student position openings and possible careers in public media broadcasting. Five students signed up for tours the following week. Participating Master Control Operator for WIPB and Producer Director for WIPB.</p> <p>News Director--TCOM 422 class is all about training for careers in broadcasting. Areas of importance are news reporting and writing. The class assists Indiana Public Radio in news coverage during elections and special assignments.</p> <p>Operations and Production Manager for Indiana Public Radio and the School of Music lecturer lead immersive learning production meetings with Ball State students for The Scene, an immersive learning partnership with the Ball State School of Music. This is a student produced 60 minute weekly radio program. Fall 2019 was the 10 year anniversary for this program. Every semester we have new students that are trained in audio venue recording. They are held to broadcast standards and are informed of broadcast and engineering audio recording careers through the School of Music, music engineering program and the Department of Telecommunications during class periods. Many of the students that excel in the course are employed by Indiana Public Radio for student on-air and production positions.</p> <p>Indiana Public Radio News Director mentors student who do 3 news briefs for WIPB and 3 Weather briefs for WIPB every Monday Wednesday and Friday. Our program director meets with the students and discuss the format of PBS news hour since the student news briefs lead into the PBS hour newscast. They get valuable experience as on-air anchors and reporters. This is an extracurricular experience that students volunteer for each semester. It is only offered Fall and Spring semesters.</p>

2	<p>Encouraged enrollment in training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions:</p>	<p>Over 18 staff for WIPB and IPR went to the Indiana Public Broadcasting Station annual conference held in Ft Wayne at WFWA fall of 2019. This conference is dedicated to every aspect of television and radio from fundraising to news programming to underwriting. Below see conference session listing.</p> <p>Women in Working in Technology Seminar—we had numerous staff sign up for the conference but it was changed to a virtual seminar due to the COVID-19 pandemic so only a few attended due to the change of date and program.: Sessions explored navigating roles within the technology sector and advocating for inclusion. Network and learn alongside a group of like-minded, inspiring individuals.</p>
3	<p>Participation in other activities designed by the station employment unit that are reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities</p>	<p>Immersive Learning Course called Cardinal Cinema for the past three years-over 130 students have participated in a real life situation for presenting scripts, production scripts and final edited broadcast projects ideas to management of public media specifically WIPB-TV. They are treated as independent writers, producers, videographers and directors pitching their ideas to WIPB. Those that are selected produce their documentary, short film or short fictional story and it is broadcast on WIPB and receive a modest budget from WIPB and the department. We have meetings periodically during the semester to review progress and talk about the budget process and the guidelines for PBS programming. Participating are the General Manager, Program Director and Director of Content for WIPB.</p> <p>We have been doing a last Friday program called “Coffee with Stan”. Our Morning Edition host Stan Sollars meets with community stakeholders, members and any student who sign up to have coffee and breakfast after Morning Edition. The topics run from the news local clock of ME, how Stan got started in broadcasting, how news stories are chosen to be on the air and what opportunities, for young journalist in broadcasting especially radio stations and any other news topics that come up during the 90 minutes of discussion.</p> <p>Cardinal Compass is a student produced monthly program Cardinal Compass will explore the connections between Muncie and Ball State University. Ball State President Geoffrey Mearns and his guests will take the audience behind the scenes of the evolving relationship by exploring the challenges and opportunities that exist. WIPB staff along with Department of Telecommunications are mentors for all of the production students. During training with WIPB production staff the students were taught broadcasting production techniques and our Indiana Public Radio News Director (faculty mentor) also mentored the students on the proper Interview techniques. Unfortunately we were only to do one episode this</p>

		<p>semester which aired March 20 on WIPB and IPR.</p> <p>Community Engagement and Grants manager had two interviews by students who asked questions about her job, her responsibilities and how she got into the broadcasting profession for a course about professions and leadership.</p> <p>General Manager participated in 2020 Indiana Broadcasters Foundation Scholarship program. Indiana Public Radio ran spots to encourage students to submit applications. Our stations financially supported the scholarship. The general manager reviewed over 35 applications and selected the top 10 who presented themselves as top applicants. See certificate of participation at the end of report.</p> <p>Administrative Assistant for WIPB and IPR was asked to be guest lecture in the Honors College. Topics were traditional arts depicted in the world and classic literature. Also discussed my position as a woman in a nonprofit industry and the role of IPR and WIPB on campus and in our community.</p>
4	Tour of facilities program for all community groups and school corporations in our listening and viewing areas.	<p>Wide range of Tours for local community school systems, university students and organizations</p> <p>Tour of IPR Studios, meeting and lunch- Brian Garrity -4 hours</p> <p>Tour of WIPB and IPR Studios. Bob Rector: 2 hours</p> <p>Tour of WIPB and IPR Studios and. Recording sessions in IPR Studio , How to operate camera and How green screens work.- Rotary Youth Exchange students; 5 high school students (12th grade) & 2 adults December 6, 2019 1.5 hours</p> <p>Presentation: 1/9/20: PBS & NPR programming, history of WIPB and IPR: BNI – 25 adults</p> <p>April 9 - Tour of IPR for Burriss Laboratory School music students; students were able to practice station IDs in recording studio</p> <p>April 24 - Tour of both stations for Selma Elementary School. 90 fifth grade students and chaperones; students able to work with cameras and experience green screen at WIPB and record voiceovers in IPR studio.</p> <p>May 20 - Tour of both studios for Northside Middle School eighth-graders; students worked with green screen, cameras at WIPB and recorded station IDs at IPR.</p> <p>Oct. 10 - Tour of both studios for Winchester High School students; 30 students ages 14-16. Students worked with cameras and green screens.</p> <p>Tours of Now Entering Storytellers for each NE pledge night; about 20 adults each night.</p> <p>Offered several "walk-in" tours for Ball State University students (and parents) during the year.</p>



INDIANA BROADCASTERS FOUNDATION

CERTIFICATE OF PARTICIPATION ~ 2020 SCHOLARSHIP PROGRAM

This will certify that, **WBST-FM, Community of License Muncie, Indiana**

Successfully participated in the Indiana Broadcasters Association 2020
Scholarship program through the Indiana Broadcasters Foundation by:

- ❖ Making a specified contribution to the Indiana Broadcasters Foundation Scholarship Fund.
- ❖ Running Scholarship PSA's for the station's community of license,
- ❖ Judging Scholarship applications

This certificate of participation awarded this 17th Day of March 2020

Dave Arland, Executive Director



INDIANA BROADCASTERS FOUNDATION

CERTIFICATE OF PARTICIPATION ~ 2020 SCHOLARSHIP PROGRAM

This will certify that, **WBSB-FM, Community of License Anderson, Indiana**

Successfully participated in the Indiana Broadcasters Association 2020
Scholarship program through the Indiana Broadcasters Foundation by:

- ❖ Making a specified contribution to the Indiana Broadcasters Foundation Scholarship Fund.
- ❖ Running Scholarship PSA's for the station's community of license,
- ❖ Judging Scholarship applications

This certificate of participation awarded this 17th Day of March 2020

Dave Arland, Executive Director



INDIANA BROADCASTERS FOUNDATION

CERTIFICATE OF PARTICIPATION ~ 2020 SCHOLARSHIP PROGRAM

This will certify that, **WBSW-FM, Community of License Marion, Indiana**

Successfully participated in the Indiana Broadcasters Association 2020
Scholarship program through the Indiana Broadcasters Foundation by:

- ❖ Making a specified contribution to the Indiana Broadcasters Foundation Scholarship Fund.
- ❖ Running Scholarship PSA's for the station's community of license,
- ❖ Judging Scholarship applications

This certificate of participation awarded this 17th Day of March 2020

Dave Arland, Executive Director



INDIANA BROADCASTERS FOUNDATION

CERTIFICATE OF PARTICIPATION ~ 2020 SCHOLARSHIP PROGRAM

This will certify that, **WBSH-FM, Community of License Hagerstown, Indiana**

Successfully participated in the Indiana Broadcasters Association 2020
Scholarship program through the Indiana Broadcasters Foundation by:

- ❖ Making a specified contribution to the Indiana Broadcasters Foundation Scholarship Fund.
- ❖ Running Scholarship PSA's for the station's community of license,
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Dave Arland, Executive Director