

## **Ball State University**

### **Annual EEO Public File Report**

March 22, 2020- – March 24, 2021

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

No staff vacancies between March 22, 2020 and March 24, 2021

#### **RECRUITMENT INITIATIVES**

- Participating in at least four (4) events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
  - a. News Director--TCOM 422 class provides training and education 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. These students also can turn in stories from class to air on WBST and if they make the cut can be submitted to other stations in Indiana and offer nationally.
  - b. Operations and Production Manager for Indiana Public Radio and the School of Music lecturer lead immersive learning production courses with Ball State students for The Scene. The Scene is an immersive learning partnership with the Ball State School of Music. It was a challenge this year due to COVID-19. The students were editing footage and learning to post audio for past video that had not been broadcast yet. We had three students who were mentored by the WBST-FM program and operations manager.
  - c. Indiana Public Radio News Director mentors students who do 3 news briefs for WIPB and 3 Weather briefs for WIPB every Monday Wednesday and Friday during the semester. 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 experience that students get each academic Semester and they use it for developing professional skills that they will use in the demo reel and resume.
  - d. In collaboration with the College of Communication Information and Media, Indiana Public Broadcasting Stations provided a virtual discussion with 6 station managers throughout Indiana with Ball State University students. We had approximately 38-40 students attend the virtual discussion that included discussions on what the managers look for in an entry level position, the type of positions, what represents a good cover letter and how hard work and passion will get you noticed in the industry. It was such a success that we are planning to do four of these a year so that more students from all universities that have telecommunications programs can have the benefit of the general manager discussion. It was very successful. See the one page description of the event attached at the end of the report.

2. Encouraged enrollment in training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions:
  - a. Since Covid 19 has changed the way we participate in conferences WIPB and WBST had several staff join in the Third annual IPBS all state conference. We had a large group participate from each station. The program related to all areas of public media and the idea behind the conference is to allow station staff to learn more about areas within public media that gives them ideas on where they may want to gain skills for future positions within public media/broadcasting. See attached program guide for the virtual event.
  - b. Our financial coordinator participated in 10 hours of CPB training in SAS, and SABS preparation for the station's Community Service Grant program. This is training needed for her to becoming involved in preparing for the grant process which will lead to a more inclusive and improved job position once the full training is complete. She also had 7 hours of attending a PMBA virtual conference and 8 hours over three days attending the IPBS conference. All of this is to better prepare her to move into a more important role with the Budget Director of the stations.
3. 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
  - a. 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. We had over 25 students participate this 20-21 academic year and they are producing for the first time 2 animation shorts. Each student team is treated as independent writers, producers, videographers and directors pitching their ideas to WIPB-TV. Those that are selected produce their documentary, short film or short fictional story and it is broadcast on WIPB. This year we decided to only select 2 teams and awarded a budget of \$3,000 to each team. the WIPB staff require each team to work on budgets and turn in reimbursement just as if they were sponsored by a live production company. The students have to abide by PBS content guidelines and then each film is approved or not approved in the first edit. Advice is giving to the student by the General Manager, Programming Manager and the Content Director for WIPB Ball State PBS.
  - b. The General Manager participated in 2021 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 19 applications and selected the top 11 who presented themselves as top applicants. See certificate of participation at the end of report.
4. Tour of facilities program for all community groups and school corporations in our listening and viewing areas.
  - a. Due to the COVID 19 pandemic tours and facilities were closed until early January for student productions only. No tours were allowed. We have started to shoot and edit a virtual tours but it was not completed in time for this report.



Monday March 22, 2021 @ 5pm

**Zoom Conference Information**

<https://bsu.zoom.us/j/91500233394>

Indiana Public Broadcast Station General Managers will be available for students to ask questions about Public Media. You can ask questions about how to prepare for entry level positions in production, news reporting, digital graphic design, membership and development. This will be an open question and answer session so be ready to have a great discussion.

Participants include

- Nichole Carie, General Manager, Vincennes PBS, WVUT, Vincennes University, Vincennes IN
- Greg Giczi, President and General Manager of Michiana Public Media, WNIT South Bend, IN
- Tim Black, President and General Manager (interim), Tri-State Public Media, WNIN, Evansville IN
- Brent Molnar, Station Operations Director, WTIU, Indiana University Bloomington, IN
- Bruce Haines, President and General Manager, PBS Ft. Wayne, WFWA, Ft Wayne IN
- Dan Lutz, General Manager, Ball State PBS, WIPB and Indiana Public Radio, Ball State University Muncie, IN

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Indiana Public Broadcasting Stations

<https://ipbs.org/>



# 2021 SCHOLARSHIP PROGRAM CONTRIBUTOR

## WBSB-FM

MUNCIE, IN

This certificate certifies that this organization successfully participated in the Indiana Broadcasters Association 2021 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, and judging Scholarship applications.

Executive Director, IBA



# 2021 SCHOLARSHIP PROGRAM CONTRIBUTOR

## WBSH-FM

MUNCIE, IN

This certificate certifies that this organization successfully participated in the Indiana Broadcasters Association 2021 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, and judging Scholarship applications.

Executive Director, IBA



# 2021 SCHOLARSHIP PROGRAM CONTRIBUTOR

## WBST-FM

MUNCIE, IN

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Executive Director, IBA



# 2021 SCHOLARSHIP PROGRAM CONTRIBUTOR

## WBSW-FM

MUNCIE, IN

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Executive Director, IBA



# 2021 SCHOLARSHIP PROGRAM CONTRIBUTOR

## WIPB-TV

MUNCIE, IN

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