

EEO Narrative Ball State University

Ball State University, licensee of WIPB-TV, WBSB(FM), WBSH(FM), WBSJ(FM), WBST(FM), and WBSW(FM), achieves broad and inclusive outreach by recruiting for vacancies from a wide variety of sources and through its community outreach. Among the sources Ball State uses for recruitment for vacancies include: the stations' website, Indiana Public Radio, the Ball State University Human Resources Employment Opportunities website, Indiana Public Broadcasting Stations, the Corporation for Public Broadcasting Jobline, Glassdoor.com, Hispanic Outlook Jobs, the Chronical of Higher Education, LinkedIn, and Indeed.com.

The stations' personnel are involved in numerous events and programs with local educational institutions. The stations participate in multiple opportunity fairs and a virtual discussion hosted by the College of Communication Information Media where BSU stations' staff, along with other Indiana Public Broadcasting stations' staff speak to college students about student position openings and careers in public media broadcasting.

Ball State University stations' managers teach university classes on news reporting and writing, and the stations' program director and other managers mentor students on news brief and weather brief production. Ball State University stations also run an immersive program where student teams learn audio recording and program production and write and produce animation shorts, documentaries, short films, and short fictional stories.

WIPB-TV and BSU radio stations participate in the Indiana Broadcasters Foundation Scholarship program. In addition to financially supporting the scholarship, the stations' General Manager participates in the reviewing and selection process for scholarship recipients.

Employees of the stations are encouraged to participate in training opportunities to further their careers and acquire skills to help them qualify for higher level positions. Among the trainings staff have attended in person and virtually include: the Indiana Public Broadcasting Stations Annual Conference, Women in Technology Conference, the Public Media Business Association, and the Corporation for Public Broadcasting's Community Service Grant program training.

The stations hold and participate in events focused on reaching diverse communities and individuals who might not otherwise learn about opportunities for careers in broadcasting. WIPB-TV hosts Cardinal Cinema, an immersive learning course where students pitch ideas and present scripts and broadcast project ideas to WIPB-TV management. The students who are selected produce short films, stories, or documentaries that are broadcast over WIPB-TV.

Prior to pandemic restrictions, Ball State University stations' staff provided many tours to students and people of all ages, and a wide variety of community groups, including: students from various local elementary, middle, and high schools, YMCA groups, and Rotary Youth exchange students. Station staff are currently producing virtual tours for future interested groups.