

## WKU Public Broadcasting 2020 EEO Report

This Report covers full-time vacancy recruitment data for the period March 23, 2020 – March 22, 2021.

1) Employment Unit: Western Kentucky University Public Broadcasting

2) Unit Members (Stations and Communities of License): WKYU-FM, Bowling Green, KY  
WDCL-FM, Somerset, KY  
WKPB-FM, Henderson, KY  
WKUE-FM, Elizabethtown, KY  
WKYU-TV, Bowling Green, KY

3) EEO Contact Information for Employment Unit:

Mailing Address:

WKU Public Broadcasting  
Western Kentucky University  
1906 College Heights Boulevard #11034  
Bowling Green KY 42101

Telephone Number: (270) 745-6140

Contact Person/Title: David Brinkley, Director of Educational Telecommunications

E-mail Address: [david.brinkley@wku.edu](mailto:david.brinkley@wku.edu)

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit and the recruitment source that referred the hiree:

Job Title	Recruitment Source Referring Hiree
News Reporter	Permanent Waiver/Exigent Circumstances
Development Coordinator	WKU Human Resources website

**5) News Reporter****Recruitment Source: Permanent Waiver/Exigent Circumstances****Development Coordinator****Recruitment Source Referring Interviewee: WKU HR Website**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Current	Jobsite		n/a	0	No
Western Kentucky University HR Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	2	No
Corp for Public Broadcasting	Jobboard	<a href="http://careers.insidehighered.com/">http://careers.insidehighered.com/</a>	n/a	0	No
Indeed	Jobsite	Indeed.com	n/a	0	No
Higher Ed Jobs	Jobsite		n/a	0	No
NETA	Jobsite		n/a	0	No
WKYU Website	Job Board		n/a	0	No

**6) Total # of Interviewees Referred:** For the period from March 23, 2020 to March 22, 2021, this Employment Unit interviewed 2 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.****(a) Initiative: Participation in Internship Program**

WKYU-FM & WKYU-TV operated a student internship program throughout the period covered in this report. This program is designed to give college students professional broadcast training and experience. We had one (1) radio social media intern and six (6) television production interns.

**(b) Initiative: Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.**

WKYU-TV and WKYU-FM co-sponsor the Charles Anderson Public Broadcasting Fellowship Program, a program which provides a scholarship funding the tuition for a 3-credit hour college internship course for Western Kentucky University students interested in careers in broadcasting. There was a hold placed on this program due to Covid-19. It will resume in August of 2021

**(c) Initiative: ASD Brinkley Student Fellowship Program**

WKYU-TV and WKYU-FM recruited and employed three (3) college students with Autistic Spectrum Disorder. This is an endowed fellowship that will employ college aged ASD individuals to assist them in developing workforce transitional skills while simultaneously studying methods to raise employment percentages nationally. This program is supported by an endowed fellowship and was recently awarded an Education Innovation Grant from the Corporation for Public Broadcasting.

**Western Kentucky University Public Broadcasting is an Equal Opportunity Employer.**

**(d) Initiative: Events or programs relating to career opportunities in broadcasting.**

**WKU Virtual Job Fairs:** (8/21/20) attended by 150 participants; (10/14/20) attended by 350 participants; (10/21/2020) attended by 240 participants.

**WKU Virtual & In Person In-Class Recruitment Events:** (8/31/20 – 9/4/20)) - recruitment effort to attract student workers interested in broadcasting. There were 10 presentations to approximately 250 participants.

**(e) Initiative: Training Programs for Station Personnel**

The employment unit continues an ongoing commitment to enable station personnel to attend training programs and seminars designed to enhance their work and acquire skills that could qualify them for higher positions:

**Television Production**

(9/7/20 – 11/16/20) held weekly job skills training sessions with a group of 36 participants  
NETA Virtual Conference January 26-30, 2021. All station employees participated.

**Operations/Programming Staff Training:**

CPB/NAVEX: 2020 Workplace Harassment (8), General Edition Training (1) 9/6/20  
Cinegy Training (1) 8/27/20  
NETA Mental Health Series: Webinar (4)  
The New Normal: What to Expect When We Return to Work in a Different World 9/22/20  
Mental Health Intersections 10/13/20  
Emotional Impact of Covid-19: How to be a Helpful Resource to Your Community 11/10/20  
Impact of Race and Trauma on Black Mental Health 12/8/20  
KABHE and CPAK Make Me Wanna Holla Series: Professional Development Webinar (1)  
    Being Black in the Ivory Tower 6/24/20  
InterConnected: A Design Lecture Series Webinar with Britt Davis (1) 10/15/20  
Empire Streaming Webinar: Remote Work—Strategies and Best Practices (1) 10/15/20  
TIAA Global Lookout: When is it Safe to Come Out Webinar (1) 3/25/20  
NETA 2020 Conference and CPB Public Media Thought Leader Forum (24 sessions over 4 days) 1/25-1/28/21  
Metadata 102: Learning the Metadata Model Webinar (1) 10/13/20  
sIX User Forum Webinar (2) 9/29/20; 1/26/21  
sIX Monthly Update Webinar (1) 2/25/21  
sIX Phase C Training Webinar (1) 8/18/20

**Engineering Staff Training:**

3/26/2020 – PBS sIX Webinar  
4/17/2020 – PBS sIX Phase C Training  
4/21/2020 – PBS Webinar - Engineering, IT, & Operations: Working Remotely  
4/23/2020 – Harmonic Webinar ATSC 1.0 & 3.0  
4/30/2020 – PBS sIX Webinar  
5/7/2020 – Sencore Webinar; ATSC 3.0  
5/14/2020 – Sencore Webinar; Signal Acquisition  
5/20/2020 – PBS ETAC Webinar; How Do We Go Back? Challenges of working remotely during the COVID-19 crisis.  
5/28/2020 – PBS sIX Webinar  
5/28/2020 – NETA Webinar; Return to Field & Studio Productions  
6/3/2020 – Triveni Digital Webinar; ATSC 3.0 Broadcast Technology  
6/5/2020 – PBS sIX Phase C Training

6/9/2020 – PBS Interconnection sIX System User Forum  
 6/11/2020 – GatesAir Webinar; Using Contact Closures in Streaming Workflows  
 6/17/2020 – Pearl TV; Entry-Level ATSC 3.0 Implementation Requirements and Capabilities: ATSC 3.0 Layered Structure  
 6/24/2020 – PBS ETAC Event Fixing it in POST,” NOW & FUTURE  
 6/25/2020 – PBS sIX Webinar  
 7/1/2020 – Pearl TV; Entry-Level ATSC 3.0 Implementation Requirements and Capabilities: ATSC 3.0 Encoding and Packaging  
 7/8/2020 – PBS sIX Phase C Training  
 7/15/2020 – Pearl TV; Entry-Level ATSC 3.0 Implementation Requirements and Capabilities: Encapsulation, Signaling and Gateway  
 7/29/2020 – Pearl TV; Entry-Level ATSC 3.0 Implementation Requirements and Capabilities: HELD and NRT, Application, & Framework  
 7/30/2020 – PBS sIX Webinar  
 8/12/2020 – Pearl TV; Entry-Level ATSC 3.0 Implementation Requirements and Capabilities: Content Security  
 8/19/2020 – Pearl TV; Entry-Level ATSC 3.0 Implementation Requirements and Capabilities: Service Protection  
 8/27/2020 – KBA/Alabama Broadcasters Association; C-Band Repack Webinar  
 8/27/2020 – PBS sIX Webinar  
 9/1/2020 – PBS sIX Phase C Training  
 9/16/2020 – PBS ETAC Webinar; NextGen TV – ATSC 3.0  
 9/18/2020 – CPB Training; Harassment Prevention Training  
 9/22/2020 – Neta Webinar: The New Normal  
 9/23/2020 – Telos Webinar; Broadcasting from Home  
 9/24/2020 – PBS sIX Webinar  
 10/6/2020 – Fraunhofer Webinar; Next Generation Audio and Video Technologies Webinar  
 10/7/2020 – LTN Webinar; How to Launch a New Television Network on IP  
 10/7/2020 – PBS Webinar; Introduction to EIDR  
 10/22/2020 – PBS ETAC Webinar; Indoor Ventilation - What stations are doing to mitigate COVID & improve air quality  
 10/27/2020 – PBS sIX User Forum  
 10/29/2020 – PBS sIX Webinar  
 11/24/2020 – PBS Webinar; New WARN Equipment Installation  
 12/3/2020 – PBS Webinar; New WARN Equipment Installation #2  
 12/10/2020 – PBS sIX Webinar  
 12/15/2020 – PBS sIX Phase C Training  
 2/10/2021 – Myers Webinar; ProTrack Phase B training  
 2/12/2021 – PBS Webinar: Talking Tech Transitions: Engineering New Paths for Public Media  
 2/17/2021 – Myers Training Webinar #1: ProTrack 7.0  
 2/18/2021 – Myers Training Webinar #2: ProTrack 7.0  
 2/23/2021 – PBS sIX User Forum  
 2/25/2021 – PBS sIX Webinar  
 3/16/2021 – KBA/Ohio Broadcasters Association Webinar; Lessons Learned: Columbus’s ATSC 3.0 Transition  
 In Station Training done by Engineering:  
 Cinegy Training for Operations staff: July 21, 22, 28, 29 and August 4, 2020  
 Cinegy Training for Traffic staff: 8/27/2020  
 Cinegy Training for Engineering staff: 1/12/2021

**Business Office/Compliance Training:**

3/25/2020 – Public Media Business Association: Watercooler on the Coronavirus  
 8/26/2020 – Public Media Business Association: Accounting Update  
 •staff received 1 CPE credit hours in Accounting  
 9/22/2020 – NETA: The New Normal: What to Expect When We Return to Work in a Different World  
 9/30/2020 – CPB Webinar: What is NFFS?  
 10/7/2020 – CPB: Indirect Administrative Support: New Method

1/26/2021 – Public Media Business Association: OIG Findings

•staff received 1 CPE credit hours in Specialized Knowledge and Communications

2/17/2021 – CPB: Indirect Administrative Support: Standard Method

2/23/2021 – Public Media Business Association: OIG Findings Lessons Learned from our Audits and Tips for Better Compliance Part 2

•staff received 1 CPE credit hours in Specialized Knowledge and Communications

**Development/Radio Staff Training:**

March 27, 2020 – Webinar: Students with Autism Moving Online

June 25, 2020 – Greater Public Webinar: Underwriting During COVID

July 15, 2020 – Greater Public Webinar: Leveraging “Grove” for Sponsorships

July 28, 2020 – Greater Public Webinar: Finding Success in the New Normal

August 4, 2020 – KPRN: Statewide Underwriting Meeting – New Underwriting Opportunities

August 13, 2020 – Greater Public Virtual Conference: Creating New Corporate Sponsorship Products

August 18, 2020 – Greater Public Virtual Conference: The Great Corporate Pivot of 2020

September 22, 2020 – NETA Webinar: The New Normal – What to Expect When We Return to Work

January 15, 2021 – Neilson Training by Don Eastman

January 25 - 27, 2021 – 2021 NETA Virtual Conference & CPB Public Media Thought Leader Forum

February 16 - 18, 2021 – WKYU/ProTrack 7.0 Training

**Radio Staff Training:**

Virtual Wharton Seminars for Business Journalists, held on Feb. 24, 2021.

Virtual HostCon event featuring NPR news magazine hosts, held Nov. 14 and 21, 2020.