

WKU Public Media 2024 EEO Report

This Report covers full-time vacancy recruitment data for the period March 23, 2024 – March 22, 2025.

1) Employment Unit: Western Kentucky University Public Media

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 Media
Western Kentucky University
1906 College Heights Boulevard #11034
Bowling Green KY 42101

Telephone Number: (270) 745-6140

Contact Person/Title: Jordan Basham, Executive Director, Interim, WKU Public Media

E-mail Address: Jordan.Basham@wku.edu

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Hiree
Broadcast Engineer	Other Internet Site – Facebook
Reporter	WKU Careers website
Director Of Creative Video, Athletics	Internal Referral
Reporter	Industry Referral

5) **Job Title: Broadcast Engineer Referral Source(s) of Hiree: Facebook.com**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Western Kentucky University Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	1	No
Current trade publication website	Job board	publicmediajobs.org	n/a	0	No
Corporation for Public Broadcasting Job Board (CPB Jobline)	Jobsite	cpb.org/jobline	n/a	1	No
NETA – Careers in Public Media	Jobsite	netaonline.org/careers-public-media	n/a	0	No
Facebook.com	N/A	N/A	N/A	1	No

Job Title: Reporter Referral Source(s) of Hiree: WKU Careers 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)
Western Kentucky University Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	2	No
Current trade publication website	Job board	publicmediajobs.org	n/a	0	No
Corporation for Public Broadcasting Job Board (CPB Jobline)	Jobsite	cpb.org/jobline	n/a	0	No
NETA – Careers in Public Media	Jobsite	netaonline.org/careers-public-media	n/a	0	No

Job Title: Director of Creative Video, Athletics **Referral Source(s) of Hiree:** Internal Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Western Kentucky University Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	0	No
Current trade publication website	Job board	publicmediajobs.org	n/a	0	No
Corporation for Public Broadcasting Job Board (CPB Jobline)	Jobsite	cpb.org/jobline	n/a	0	No
NETA – Careers in Public Media	Jobsite	netaonline.org/careers-public-media	n/a	0	No
Skullsparks	Jobsite	skullsparks.com/jobs/	n/a	0	No
College Sports Communicators	Job board	careercenter.collegesportscom municators.com/jobs/	n/a	0	No
Internal Referral	N/A	N/A	N/A	1	No

Job Title: Reporter **Referral Source(s) of Hiree:** External Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Western Kentucky University Website	Jo Ann Malott	Western Kentucky University Human Resources Department Bowling Green, KY 42101	(270) 745-5934	4	No
Current trade publication website	Job board	publicmediajobs.org	n/a	0	No
Corporation for Public Broadcasting Job Board	Jobsite	cpb.org/jobline	n/a	0	No

(CPB Jobline)					
NETA – Careers in Public Media	Jobsite	netaonline.org/careers-public-media	n/a	0	No
Industry Referral	N/A	N/A	N/A	1	No

6) Total # of Interviewees Referred: For the period from **March 23, 2024 – March 22, 2025**, this Employment Unit interviewed eleven (11) interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Participation in Internship Program

WKYU-FM & WKYU-TV maintained a student internship program throughout the period covered in this report. 61 students participated. This program is designed to give college students professional broadcast training and experience in roles across our operation.

(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. Recipients receive full tuition payment for the course during the spring or fall semesters and receive an hourly rate and a stipend while working within the radio and television department.

(c) Initiative: ASD Brinkley Student Fellowship Program

WKYU-TV and WKYU-FM recruited and employed eight (8) college students with Autistic Spectrum Disorder. This is an endowed fellowship that employs 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 previously awarded an Education Innovation Grant from the Corporation for Public Broadcasting.

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

Leadership Bowling Green. Station tours and career discussions (**April 13, 2024**). Hosted by Director of Development, Underwriting Manager, Reporter, and Programming/Operations Manager.

(e) Initiative: EEO Training

ALL Staff (Part-time & Full-Time)

CPB Harassment Training Completion for station employees through 8/27/2024. There were 73 participants; the average amount of time for completion is 1.0 hour. An additional 16 part-time student employees completed the training on 2/3/2025.

(f) 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:

Western Kentucky University Public Media is an Equal Opportunity Employer.

Operations/Programming Staff Trainings:

3/14/2024 sIX User Forum
8/19/2024 CPB Harassment and Bias training
9/6/2024 Kelley Autism Program Orientation
9/15-9/22/2024 NETA Annual Conference
9/16/2024 WKU Professional Development Day training

Engineering Staff Trainings (listed by date due to volume):

3/28/2024 – PBS sIX Webinar
4/10/2024 – PMBA Webinar, Start-Stop-Continue-Grow
4/11/2024 – ASD Training
4/25/2024 – PBS sIX Webinar
5/14/2024 – Cinegy Multiviewer Webinar
5/30/2024 – PBS sIX Webinar
6/6/2024 – PBS Webinar: Nielsen TV Dashboard
6/27/2024 – PBS sIX Webinar
6/28/2024 – PBS Webinar: YouTube Consolidation Project
7/9/2024 – BSW/WorldCast Systems Webinar: Building and FM Broadcast Operation
7/10/2024 – NPR Webinar: Press Forward / Local News initiative
7/25/2024 – PBS sIX Webinar
7/30/2024 – CPB / NGWS Webinar round 2
8/16/2024 – PBS sIX Phase 2 training
8/29/2024 – PBS sIX Webinar
9/10/2024 – PBS User forum Webinar
9/15-18/2024 – NETA Conference Virtual
9/26/2024 – PBS sIX Webinar
10/31/2024 – PBS sIX Webinar
11/19/2024 – PBS Webinar: Preserve your Station’s Legacy
11/21/2024 – NETA Webinar: Steal this (AI)dea
11/28/2024 – PBS sIX Webinar
2/11/2025 – PBS User forum Webinar
2/20/2025 – NETA Cyber PLC meeting
3/4/2025 – PBS/Edisen sIX Content Contribution Webinar
3/20/2025 – PBS Webinar: Key FCC Rules for Public Television

Business Office/ General Staff Compliance Training:

4/10/2024 – PMBA Webinar: Start-Stop-Continue-Grow
4/11/2024 – ASD Training (entire department)
5/28/2024-5/31/2024 – PMBA Conference: CPB and PMBA sessions (CPE credits attached)
9/12/2024 – CPB Webinar: CSG Requirements and Resources
9/18/2024 – CPB Webinar: CSG Certification of Eligibility
9/24/2024 – PMBA Webinar: How Finance and Sales Can Work Together to Grow and Protect Revenue
1/22/2025 – CPB Webinar: Completing the Station Activities Benchmarking Study (SABS) Survey
1/23/2025 – CPB Webinar: Completing the Station Activity Survey (SAS)
2/4/2025 – CPB Webinar: What is NFFS?

Television and Radio Content Staff:

3/24 – 3/25 Monthly ESPN/NPR/PBS Webinars
3/24 – 9/24 Public Media Awards – Steering Committee
5/22 PBS Annual Meeting, Virtual Attendees
6/22 Mental Health First Aid Training from the National Council for Mental Wellbeing
9/24 NETA Conference & CPB Public Media Thought Leader Forum

10/24 American Folklore Conference – Presenter & Attendee

Development Staff:

January 29: PMGD 2025

February 4: “Move to Include” Gives Visibility to Disability Inclusion, Representation and Accessibility

February 11-12: Greater Public’s Audience Development Summit

February 13: NETA Community Engagement Open Forum

March 6: NPR End of Year Fundraising Recap & Spring Drive Best Practices