

EEO PUBLIC FILE REPORT

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

- 1) **Employment Unit: Brazos Valley Public Broadcasting Foundation**
- 2) **Unit Members (Stations and Communities of License): KWBU-FM, Waco, Texas**
- 3) **EEO Contact Information for Employment Unit:**

Mailing Address: KWBU-FM Baylor University One Bear Place #97296 Waco, TX 76798-7296	Telephone Number: (254) 710-3472
	Contact Person/Title: Carla Hervey, Business Affairs Manager
	E-mail Address: Carla_Hervey@baylor.edu

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

Job Title	Recruitment Source Referring Hiree
None	Not Applicable

5) **Total # of Interviewees Referred:** For the period from March 23, 2020 through March 22, 2021 there were no full-time vacancies and no referrals.

- 6) **Supplemental Recruitment Initiatives.**

(a) **Initiative: Internship Program**

Internship Program with Baylor University

A female Baylor University student completed her internship with KWBU-FM during the Fall semester 2020 (August 2020 – November 2020). The student, a Public Relations major, worked approximately 10 hours per week under the supervision of the KWBU President & CEO. Her ongoing assignment was as editor of KWBU's weekly e-newsletter. For this job, she selected relevant local, regional, and national stories from the previous week, wrote brief summary paragraphs, and selected appropriate photos or art. She assembled the newsletter to be distributed every Friday morning to KWBU's list of supporters.

In addition to the newsletter, she:

- Created promotional videos for KWBU's fundraising efforts, detailing the station's mission in the community and the importance of listener support
- Tracked KWBU's social media accounts (Facebook and Instagram)
 - Selected and posted timely news stories from NPR and KWBU local productions
 - Tracked audience engagement
 - Recommended types of posts and ideal time-of-day for social media posts
 - Polled students at Baylor University to learn their listening habits and knowledge of NPR and KWBU-FM

(b) Initiative: Participation in Programs Sponsored by an Educational Institution

1. On February 2, 2021, the KWBU Account Executive was a panelist (via teleconference) at 3 separate Career Day sessions with a group of approximately 45 high school students in each session. The students were from Bishop Kelley High School in Tulsa, Oklahoma. The Career Day sessions focused on broadcast communications and were designed to help the students understand the opportunities and challenges found in the broadcast communications field. Each session lasted approximately 45 minutes and was in an interactive format, allowing the students to ask questions.
2. The KWBU President & CEO worked with the Baylor University Advanced Public Relations class to evaluate student portfolios on December 2, 2020.

(c) Initiative: Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination

1. In September 2020, all staff completed the 2020 Workplace Harassment on-line training course provided through the Corporation for Public Broadcasting concerning harassment prevention.
2. During Fall 2020, the KWBU Business Affairs Manager completed Baylor University's 2020 on-line training for Preventing Harassment, Discrimination and Sexual Violence.