EQUAL EMPLOYMENT OPPORTUNITY
ANNUAL PUBLIC FILE REPORT
KMUW-FM WICHITA PUBLIC RADIO
Wichita State University, licensee

January 25, 2019 – January 24, 2020

This EEO Public File Report is prepared pursuant to Section 73.2080 of the Federal Communications Commission’s requirements.

1. List of full-time vacancies filled by the station identified by job title:

Not applicable (N/A). Due to improved retention KMUW had no full-time vacancies during the referenced time period.

2. List of recruitment sources utilized in filling each vacancy, including separate identification of recruitment organizations which have specifically requested to be notified of vacancies:

KMUW had no full-time vacancies during the referenced time period. A detailed list of recruitment sources is available upon request regarding organizations notified by KMUW of student internship positions during that time.

Only one organization has specifically requested, in writing, to receive notice of full-time vacancies at KMUW: SER Corp (Service, Education & Re-Training Corporation) of Kansas, 1020 N Main Ste D, Wichita, KS, 67203; the request was made by Carolyn Benitez, NFJP Exec.

3. List of recruitment sources which referred the hirees for full-time vacancies:

N/A

4a. Data reflecting the total number of persons interviewed for each full-time vacancy:

N/A

4b. Total number of interviewees referred by each recruitment source utilized in connection with each full-time vacancy:

N/A
5. List and brief description of general recruitment and outreach initiatives undertaken:

A. Participation in the following job fairs by station personnel who have substantial responsibility in the making of hiring decisions:

   a. 3/19/19: KMUW’s Executive Administrative Assistant to the General Manager participated in WSU’s “Careers for a Cause” job fair and spoke with students and graduates interested in nonprofit work (including telecommunications).
   b. 7/19/19: KMUW’s Executive Administrative Assistant to the General Manager participated in WSU’s “On-Campus Jobs Fair.”
   c. 10/17/19: KMUW’s Community Engagement Coordinator participated in WSU’s “Careers for the Creative” fall job fair.
   d. [Participation in two additional career fairs in the previous reporting period.]

B. Establishment of internship programs designed to assist members of the community to acquire skills needed for broadcast employment:

   a. Spring, 2019: two paid News Lab interns, 10 hours/week for ten weeks, sponsored by WSU Elliott School of Communication (ESC).
   c. Spring, 2019: two paid Marketing & Engagement interns, sponsored by WSU ESC.
   d. Summer, 2019: one volunteer Engagement intern from Missouri Valley College.
   e. Summer, 2019: two paid News Lab interns, sponsored by WSU ESC.
   f. Fall, 2019: two paid News Lab interns, sponsored by WSU ESC.
   g. Fall, 2019: two paid two paid Marketing & Development (and engagement) interns, sponsored by WSU ESC.
   h. Advertising through diverse recruitment sources has recently concluded and interviews will soon commence for KMUW Summer 2020 Korva Coleman Diversity in Journalism Internship.
   i. Ongoing: volunteer recruitment and active participation of several dozen community members in community engagement and outreach initiatives, programming events, membership fundraising drives, and broadcast hosting (i.e. local commentary segments).
   j. [Internships during previous semesters as listed in the previous reporting period.]

C. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting. Notable such include:

   a. KMUW’s Director of Community Engagement, Dir. of Content Strategy, and Community Engagement Coordinator, along with several reporters and production staff members,
hosted multiple groups of Girl Scouts of Kansas Heartland for a “Surfing the Soundwaves” audio production project to explore career possibilities in radio.

b. KMUW’s Director of News & Public Affairs led a tour and production exercise, along with various members of KMUW’s programming team, for the Envision Broadcast Academy, whose goal is to expand the awareness of the broadcasting industry to people who are blind or visually impaired, so they can pursue careers in this field.

c. KMUW’s Director of News & Public Affairs continues to serve on Maize School District’s Audio/Visual Communications Advisory Task Force at the Maize Career Academy. Meetings include speakers (including students) discussing career pathways and media company involvement through providing shadowing and internships. Task force members talk to teachers about broadcast curriculum, industry trends, and opportunities for students.

d. KMUW’s Director of News & Public Affairs serves on the Kansas Pro Chapter of the Society of Professional Journalists board.

e. [Additional event participation as listed in the previous reporting period.]

D. Provided training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination. KMUW is a public service of Wichita State University, which takes pride in being an organization that values diversity of culture, thought and experience; WSU’s office of Human Resources provides contacts and opportunities to promote inclusion, diversity, and compliance. Notable events include:


b. August, 2019: Director of Cultural Diversity, News, and Engagement participated in WSU’s “Diversity in Action” training program, designed to develop and recognize commitment to the university’s diversity initiative. The program was presented by WSU’s offices of Human Resources, Diversity and Inclusion, and Institutional Equity and Compliance.

c. [Several additional training events listed in previous reporting period.]

d. Additionally,

i. The following statement is posted at kmuw.org/about: "KMUW Diversity Policy: KMUW is committed to ensuring a diverse staff reflecting the community. KMUW celebrates a diverse environment in which all individuals can achieve success and identify their potential. KMUW believes that diversity extends beyond race and gender to include religion, national origin, education and culture."

ii. KMUW is one of several stations in a Regional Journalism Collaboration, the Kansas News Service (KNS). The KNS is funded in part by the CPB, which establishes eligibility criteria that include diversity plans in order to receive funding. Prior to being formed, the KNS established hiring committees that included minority staff and recruited through a variety of sources including
organizations representing minorities. The KNS has committed to reporting on underserved communities, and has been testing a system for tracking the diversity of guests and interviewees.

iii. The following is posted at kmuw.org/employment (which provides general employment information year-round, even when there are no vacancies): "Notice of Nondiscrimination: KMUW is a service of Wichita State University, which does not discriminate in its employment practices, educational programs or activities on the basis of age, ancestry, color, disability, gender, gender expression, gender identity, genetic information, marital status, national origin, political affiliation, pregnancy, race, religion, sex, sexual orientation, or status as a veteran. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director - Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount, Wichita, KS 67260-0205, (316) 978-6791."

E. Multiple KMUW staff members have been interviewed by, shadowed by, and/or provided educational station tours or presentations to community members and students of all ages interested in potential future employment in broadcasting, communication, mass media, public relations, or related fields. Notable such events include:

a. KMUW’s Director of News and Public Affairs:
   i. hosted numerous station tours for journalism, communication, and related classes from several local colleges and universities.
   ii. served as a judge for:
       1. a Kansas Scholastic Press Association contest,
       2. the Wisconsin Broadcasters Association annual awards,
       3. a Kansas Collegiate Media competition,
       4. a Public Radio News Directors, Inc. (PRNDI, now the Public Media Journalists Association) competition,
       5. an LA Press Club Arts & Culture contest, and
       6. the Wichita Difference Makers Awards, which recognize businesses that enhance opportunities for employees and positively impact our community, as well as individuals who demonstrate excellence in leadership and volunteerism.
   iii. served on Wichita Public Schools/USD 259 Digital Media Advisory Board,
   iv. was a keynote speaker for Wichita Professional Communicators on the topic of "news deserts" and changes in the media industry,
   v. has spoken to various WSU classes including those studying communication, journalism, writing, marketing, and applied learning through the Flint Hills Media Project.
vi. attended “Journalism Mentorship Collaborative Workshop” and “How to Hire (and Invest in) Interns” sessions at fall journalism conference.

b. KMUW’s Production Manager hosted several WSU classes for station tours.

c. One of KMUW’s engineers taught and/or gave tours and presentation to several Wichita State University (WSU) “Shocker Studios” audio production classes.

d. One of KMUW’s producers gave tours to two WSU Elliott School of Communication (ESC) audio production classes.

e. One of KMUW’s music show hosts is an instructor in Fine Arts and English for several Wichita area colleges and universities, and is a consultant for local musical groups in areas such as publicity and radio campaigns.

f. One of KMUW’s engineers is an instructor in media production and music media arts at WSU.

g. Director of Membership and Director of Major & Planned Giving led discussion on “ensuring a successful sustained giving program” at an Association of Fundraising Professionals (AFP)-Greater Wichita Chapter roundtable event.

h. KMUW’s Director of Marketing and Digital Content was shadowed by a marketing/advertising student from Kansas State University.

i. KMUW sponsored the 2019 Girl Scouts of Kansas Heartland “Juliette’s Pearls” Leadership Society Luncheon, attended by our Director of Major and Planned Giving. This society works to ensure that girls have “the opportunity to participate in critical girl leadership experiences that help them thrive now and in the future.”

F. KMUW had no full-time vacancy notices for upper-level positions in 2019. However, between mid-October, 2019, through mid-January, 2020, KMUW promoted an upcoming opportunity for summer of 2020 (the Korva Coleman Diversity in Journalism Internship), in job banks or newsletters of media trade groups with broad-based memberships (including substantial participation of women and minorities). Recruitment sources included: the Corporation for Public Broadcasting (CPB) Jobline, Houston Press Club, Kansas Association of Broadcasters (KAB) job bank, Kansas Pro Chapter of the Society of Professional Journalists, LA Press Club, Public Media Women in Leadership, Public Radio in Mid-America (PRIMA), and Women in Radio. Additionally, position postings were made on various social media sites and group pages including: National Association of Hispanic Journalists, Native American Journalists Association, NPR Jobs, Public Media Millenials facebook and/or twitter pages.

G. On 2/19/19, the Corporation for Public Broadcasting approved KMUW’s most recent annual Station Activities Survey “Local Content and Services Report; Telling Public Radio’s Story.” This report is available for public viewing at kmuw.org/sites/kmuw/files/2018_kmuw_station_service_to_the_community_report.pdf and features a detailed summary of multiple station-wide outreach and engagement activities conducted within the community throughout the year.