

**EQUAL EMPLOYMENT OPPORTUNITY
ANNUAL PUBLIC FILE REPORT
KMUW-FM WICHITA PUBLIC RADIO**

Wichita State University, licensee

February 1, 2012

In November 2002, the Federal Communications Commission (FCC) adopted new rules and policies to a) establish Equal Employment Opportunity (EEO) programs; b) provide vacancy notices to recruitment sources, and; c) undertake additional outreach measures as a part of filling job vacancies. These new rules became effective March 10, 2003.

To document its EEO efforts, KMUW is required to place an annual EEO report in the station's local public file and post the report to the station's website, on the station's broadcast license renewal filing anniversary date (February 1st).

1. List of full-time vacancies identified by job title (January 25, 2011 – January 24, 2012).

- A. News Reporter/Producer
- B. Director of Development
- C. Development Coordinator

2. List of recruitment sources used in filling each vacancy identified in section 1, including separate identification of recruitment organizations which have specifically requested to be notified of vacancies.

- A. News Reporter/Producer
See Attached Recruitment List, News Reporter/Producer - 2011
- B. Director of Development
See Attached Recruitment List, Director of Development - 2011
- C. Development Coordinator
Internal Search at Wichita State University

3. List of recruitment sources which referred the people hired for vacancies identified in section 1.

- A. News Reporter/Producer
Corporation for Public Broadcasting Website
- B. Director of Development
WSU PeopleAdmin Website
- C. Development Coordinator
WSU PeopleAdmin Website

4a. Data reflecting the total number of persons interviewed for each vacancy identified in section 1.

- A. News Reporter/Producer
Three persons were interviewed for this position
- B. Director of Development
Three persons were interviewed for this position
- C. Development Coordinator
One person was interviewed for this position

4b. Total number of interviewees referred by each recruitment source identified in section 2.

- A. News Reporter/Producer
Corporation for Public Broadcasting Website – 3
- B. Director of Development
KMUW Website – 3
- C. Development Coordinator
Wichita State University PeopleAdmin Website – 1

5. List and brief description of recruitment initiatives

A. Participation in four job fairs by station personnel with hiring responsibilities.

1. KMUW participated in the K-State Common Good Career Fair on March 4, 2011. Mark McCain, Director of Radio/GM, KMUW, represented the station at the Fair.
2. KMUW participated in the McConnell AFB Job Fair on March 10, 2011. Mark McCain, Director of Radio/GM, KMUW, represented the station at the Fair.
3. KMUW participated in the Wichita State University Career Fair on April 7, 2011. Mike Wood, Executive Director of the WSU Media Resources Center, represented the station at the Fair.

B. Participation in general outreach effort through job banks or Internet programs.

Search processes for KMUW full-time vacancies include posting of notices to the station's website, a variety of job banks and several Internet web sites. Also used was the People Admin site administered by Wichita State University, the station's licensee, plus a variety of other industry-related web sites.

C. Listing of each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities.

For upper-level vacancy recruitment efforts, KMUW posts vacancy notices on such online job banks as the Kansas Association of Broadcasters, National Public Radio, the Corporation for Public Broadcasting, Broadcast Employment Jobs, Public Broadcasting Management Association, Career Builder.com, the National Lesbian and Gay Journalists Association, the Development Exchange and Public Radio Association of Development Officers.

D. Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Chairs of search committees for KMUW vacancies have been provided training and mentoring in the search process from Wichita State University's Office of Human Resources and Office of Equal Employment Opportunity. EEO policies, guidelines and reference materials are kept up-to-date. Search committee members are apprised of EEO policies regarding the search process, applicant materials, candidate interviews and procedures designed to prevent discrimination. Management level personnel have also attended additional workshops and seminars on related topics such as sexual harassment and diversity in the workplace.

E. Establish an internship program designed to develop skills needed for broadcast employment.

KMUW has developed an internship program to provide entry-level employment opportunities for persons interested in learning more about and developing the skills of news reporting. The station has developed a course-like syllabus and training timeline to provide guidance and direction for employees as they gain new skills in news gathering, writing, voicing and recording. One student took part in this program during the period covered by this report.