

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2005 – March 22, 2006.

1) **Employment Unit: Brazos Valley Public Broadcasting Foundation**

2) **Unit Members (Stations and Communities of License): KWBU-TV, Waco, Texas  
KWBU-FM, Waco, Texas**

3) **EEO Contact Information for Employment Unit:**

Mailing Address:  KWBU-TV 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@kwbu.org

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

	<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>	<b>Interviewees</b>
1.	President & CEO	Recruited by NETA Consulting	3
2.	Inside Baylor Sports Senior Producer	Word of mouth (referred by KWBU employee)	3
3.	Inside Baylor Sports Producer	Internet (tvjobs.com)	3
4.	Membership Director	Internal promotion	4
5.	Director of Corporate Support	Newspaper ad – Waco Tribune Herald	3
6.	Photographer/Editor	Newspaper ad – Waco Tribune Herald	5

**Stations KWBU-TV and KWBU-FM are Equal Opportunity Employers.**











**5) Job Title: Photographer/Editor**

**Referral Source(s) of Hiree: Newspaper Ad.  
(Waco Tribune Herald)**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Texas Tech University	School of Mass Communications	P. O. Box 450006 Lubbock, TX 79406	(806) 742-2210	0	No
McLennan Community College	Director, Career Placement Services	1400 College Drive Waco, TX 76701	(254) 299-8612	0	No
Texas A&M University	Department of Communications	4234 TAMU College Station, TX 77843		0	No
Temple College	Director, Career Placement Services	2601 South First Street Temple, TX 76501		0	No
Prairie View A&M College	College of Arts & Sciences	P. O. Box 4019 Prairie View, TX 77446-4019		0	No
University of Mary Hardin Baylor	School of Fine Arts	900 College Drive Belton, TX 76513		0	No
University of Texas	Radio/TV/Film Dept.	CMA 6,114 Austin, TX 78712-1091		0	No
University of Texas – Communication Career Services		<a href="mailto:ccs@uts.cc.utexas.edu">ccs@uts.cc.utexas.edu</a>		0	No
Texas State University	Communication Studies	112 Old Main 601 University Drive San Marcos, TX 78666-4616	(512) 245-2308	0	No
Texas Southern University	Department of Communications	3100 Cleburne Houston, TX 77004		0	No
Texas Christian University (TCU)	Radio/Film Department	2800 S. University Avenue Ft. Worth, TX 76129		0	No
Southern Methodist University (SMU)	Recruiting Director	P. O. Box 750113 Dallas, TX 75275-0113		0	No
Southwestern University	Theater/Communications	1001 E. University Georgetown, TX 78626		0	No
Baylor University	Communications Studies Dr. Michael Korpi	P.O. Box 97368 Waco, TX 76798	(254) 710-1621	0	No
Texas Woman's University	Dept. of Mass Communications	P. O. Box 425589 Denton, TX 76204	(940) 898-2000	0	No
University of Texas at Tyler	Department of Communication	3900 University Blvd. Tyler, TX 75799	(903) 566-7253	0	No
U. S. Army	Bob Oakes	<a href="mailto:Bob.oakes@us.army.mil">Bob.oakes@us.army.mil</a>		0	No
TV Jobs.com	Internet	<a href="http://jobs@tvjobs.com">jobs@tvjobs.com</a>		2	No
Texas State Technical College		3801 Campus Drive		0	No
KWBU Website	Michael Hagerty	<a href="http://www.kwbu.org">www.kwbu.org</a>	(254) 710-3472	1	N/A
KWBU-TV & FM		One Bear Place #97296 Waco, TX 76798	(254) 710-3472	0	N/A

Waco Tribune Herald	Classifieds	P. O. Box 2588 Waco, TX 76702-2588	(254) 757-5757	2	No
Production Hub.com	Internet	<a href="http://www.productionhub.com">www.productionhub.com</a>		0	No
Heart of Texas Workforce Commission	Jaynie Ballantine	<a href="http://www.workintexas.com">www.workintexas.com</a>	(254) 296-5207	0	Yes
U. S. Army	Adrienne Todd	<a href="mailto:Adrienne.Todd1@us.army.mil">Adrienne.Todd1@us.army.mil</a>		0	No
Oklahoma Baptist University	Roger Hadley	Shawnee, Oklahoma		0	No

6)

(a) **Total # of Interviewees Referred:** For the period from March 23, 2005 to March 22, 2006, this Employment Unit interviewed 21 interviewees for full-time job vacancies.

(b) **Total Interviewees Referred by Referral Source:**

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred*	Did Recruitment Source Request Notification? (Yes or No)
KWBU Website	Michael Hagerty	<a href="http://www.kwbu.org">www.kwbu.org</a>	(254) 710-3472	1	N/A
Waco Tribune Herald	Classifieds	P. O. Box 2588 Waco, TX 76702-2588	(254) 757-5757	6	No
Heart of Texas Workforce Commission	Jaynie Ballantine	<a href="http://www.workintexas.com">www.workintexas.com</a>	(254) 296-5207	1	Yes
NETA Consulting	Eric Smith	217 John Knox Road, Ste. 200 Tallahassee, FL 32303	(850) 414-9990, ext. 22	3	No
TVJobs.com	Internet	<a href="mailto:jobs@tvjobs.com">jobs@tvjobs.com</a>		6	No
KWBU-TV & FM		One Bear Place #97296 Waco, TX 76798	(254) 710-3472	4	N/A
<b>TOTAL</b>				<b>21</b>	

\*Certain of the interviewees were interviewed for more than one position.



## **7) Supplemental Recruitment Initiatives.**

### **(a) TV Work Study Program with Baylor University**

The station sponsors Baylor University work study students who are paid for working up to 20 hours per week in the various KWBU departments. Students in the KWBU-TV Production department get “hands on” experience writing promos, producing short video clips, and editing (linear and non-linear). They are also involved in graphic design and in shooting b-roll and lectures for airing on the College Channel (Time Warner Cable). These students also learn how to produce and direct live pledge drives. Christine Amerman participated in this program from 8/1/04 until May 2005. Elizabeth Duston worked from 1/23/05 to 7/31/05 with “Inside Baylor Sports.” In September 2005 Elisa Daniels started as the student worker for “Inside Baylor Sports.” Elisa is still currently working with KWBU. Christine worked under the supervision of KWBU-TV Production Supervisor Joani Livingston. Elizabeth and Elisa worked under the supervision of “Inside Baylor Sports” Senior Producer Michael Butler and later Robert Shiekh.

Mary Louise Bell (Burchard) began her association with KWBU as an intern with TV Station Manager Clare Paul in January 2005. Mary Louise is still an active student worker at this time. She helps Ms. Paul with organizing files, writing press releases, and beginning to learn the programming traffic system. She also works shifts as a Master Control Operator. She has been working approximately 20 hours per week since August 2005.

Chloe Pierce worked in the Membership Department of KWBU beginning 11/12/01. She performed clerical work including mailings (letters, thank-you gifts, etc.), answering telephones, sorting mail, ordering thank-you gifts for members, and other various office duties. Chloe was initially supervised by Membership Director Cathleen Rooney and then later by Membership Director Elizabeth Kelly. Upon her graduation in May 2005, Chloe’s association with the station as a student worker was terminated, but she continues to work shifts as a Master Control Operator.

### **(b) FM Work Study Program with Baylor University**

Baylor University telecommunications students work on various activities at the station. Students produce weekly audio spots and on-air audio membership appeals, work live on-air shifts and work on the daily program logs and automation system. Supervisors are Station Manager Brodie Bashaw and morning host and news person Michael Hagerty.

Natalie Cook has worked under the supervision of KWBU-FM News Director Michael Hagerty since 9/20/04. Working approximately 6 hours per week, she writes, edits, and records our Community Calendar segment which airs on KWBU-FM. This segment is updated on a daily basis, Mondays – Fridays.

On 6/1/05, Ashley Dawn Sheppard started as a student worker with KWBU-FM. Ashley Dawn writes and produces local news features, tags promos for national programming, works on air, and assists the News Director. She also works under the supervision of Michael Hagerty and works a total of approximately 11 hours per week.

### **(c) Internship Program with Baylor University**

Interns in the KWBU-TV Production Department assist in all aspects of production, including shooting, editing, production assistance in the field, logging tapes, organizing tape archives, etc. Students learn by participating in shooting b-roll and lectures for air on College Channel; writing promos; producing short video clips; and editing (linear and non-linear). They also learn graphic design, and how to produce and direct live pledge drives. To receive credit for the class, students must complete 100 hours per semester (hours vary per week). There are currently two interns working with the Production Department – Elizabeth Duston, who started in August 2005, and Stephanie

Thibodeaux, who started in January 2006. Both interns are supervised by Joani Livingston, Production Supervisor.

Both interns and work-study students participated (for hands-on experience) in the live remote broadcast of the October 29, 2005 Baylor University Homecoming Parade in Waco, Texas. They assisted as cable pullers for camera operators, helped to pre-produce and produce the parade, designed graphics, wrote copy, and assisted the producer and assistant producer in the production truck and with live streaming. Students set up for a technical run-through the day before, and assisted with set-up on the morning of the parade. This event was broadcast live on KWBU-TV and on the Baylor University web site. The students were supervised by Joani Livingston. Other KWBU-TV personnel involved were Polly Anderson, Kristen Butler, Tony Poole, and Jessica Denk.

**(d) Station Tours for Baylor University students**

A station tour is conducted for Baylor University students in Eric Abercrombie's Media Writing courses once each semester. Students learn how the station works and what makes public broadcasting unique from its commercial counterparts, and receive tips on starting a career in broadcasting.

**(e) Participation in events or programs sponsored by other educational institutions**

(i) "Inside Baylor Sports" Senior Producer Robert Shiekh spoke to University High School students in Waco, Texas on November 7, 2005 regarding potential careers in broadcasting. Robert made a video presentation, gave a brief history of his personal experiences and answered questions from students. Robert was requested to make this presentation by the Adopt-A-School program and Jennifer Jolly of University High School.

(ii) On 2/2/06 a student from AJ Moore Academy who is interested in a career in electronic media spent the day shadowing Michael Hagerty, KWBU-FM News Director and Web Content Manager. The student learned the ins and outs of a public radio station's daily operations.

(iii) On an annual basis, KWBU-FM facilitates the recording of "Voice of Democracy" essays written by students from Lorena High School. Each participant records his or her essay in the KWBU studio and the essays are submitted in the Voice of Democracy Essay Contest.

**(f) Community Outreach**

(i) On October 26, 2005, Polly Anderson, KWBU President & CEO, spoke to the Waco Lake Brazos Rotary Club in Waco, Texas regarding KWBU's role in the central Texas community and the future and potential of public broadcasting. Included in her presentation was information regarding careers in broadcasting and employment opportunities at KWBU.

(ii) Station tours were given to approximately 50 Teen Leadership Waco participants and to 2 local Boy Scout Troops during the period covered by this report.