

Ball State University
Annual EEO Public File Report

March 22, 2018 – March 21, 2019

This report covers the following Indiana Stations: WIPB-TV and WBST-FM in Muncie, Indiana; WBSB-FM, Anderson, Indiana; WBSH-FM Hagerstown, Indiana; WBSJ-FM Portland, Indiana; WBSW-FM Marion, Indiana; and WHHI-FM, Muncie, Indiana. The report includes:

1. A list of all full-time vacancies filled by the stations during the past year (Appendix 1, first column);
2. The recruitment sources used to fill each vacancy including, if applicable, organizations that have requested and are therefore entitled to notification. We have broadcast announcements and posted a notice on our websites soliciting interest by community organizations in receiving notification of job openings. (Appendix 1, column 2);
3. The recruitment source that referred the person hired for each full-time vacancy (Appendix 1, Column 3);
4. Data reflecting the total number of persons interviewed for full-time vacancies and the number of interviewees referred by each recruitment source used in connection with vacancies (Appendix 2);
5. A list and brief description of recruitment / outreach initiatives (Appendix 3).

Note that the numbers listed in Appendix 2 under the column “Positions for Which the Source Was Utilized,” refer to the number of job positions listed in Appendix 1.

For purposes of the report, a vacancy was deemed “filled” not when the offer was extended but when the person reported to work. A person was deemed “interviewed” whether in person or over the telephone.

WBSJ-FM Portland, Indiana went off the air in January 2019.

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APPENDIX 1. VACANCY LIST

See Appendix 2 for Master Recruitment Source List

	Job Title	Recruitment Sources (RS) Used to Fill this Vacancy	RS Referring Hiree
1	WIPB-TV and Indiana Public Radio Underwriting Advisor, November 2018	RS1, RS2, RS3, RS10, RS14, RS16, RS25,RS27, RS28	RS1
2	WIPB-TV and Indiana Public Radio Community Engagement and Grants Mgr, September 2018	RS1, RS2, RS3, RS10, RS14, RS16, RS25,RS27, RS28	RS1
Ball State University uses the following standard on line advertising package for all vacancies: America's Job Exchange, Chronicle of Higher Education, HigherEdJobs.com, Higher Education Recruitment Consortium (HERC), Indeed.com, hispanicoutlookjobs.com, diverseeducation.com			

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APPENDIX 2. MASTER RECRUITMENT SOURCE LIST

Source Entitled to Vacancy Notification	No. of Interviewees Referred by Recruitment Source over 12 months	Positions for Which This Source Was Utilized	RS#	Organization & Address
No	3	2	1	Ball State University Human Resources Employment Opportunities Web Site https://bsu.peopleadmin.com Ball State University Human Resources 2000 University Ave, AD350 Muncie, IN 47306 765-285-1834
No	0	2	2	WIPB-TV Web Site www.wipb.org Ball State University - BC 206 Muncie, IN 47306 765-285-1249
No	0	2	3	Indiana Public Radio Web Site www.indianapublicradio.org Ball State University - LB 128 Muncie, IN 47306
No			4	Indiana Public Broadcasting Stations, Inc. (IPBS) www.ipbs.org

Source Entitled to Vacancy Notification	No. of Interviewees Referred by Recruitment Source over 12 months	Positions for Which This Source Was Utilized	RS#	Organization & Address
No			5	Corporation for Public Broadcasting Job Line www.cpb.org Corporation for Public Broadcasting Job Line 401 Ninth Street, NW Washington, DC 20004-2129 202-879-9600
No			6	Current Magazine Classifieds 1612 K Street, N. W. Suite 704 Washington, DC 20006 292-463-7055
No			7	Public Broadcasting Service Connect http://connect.pbs.org PBS Connect Forums/Systemwide Information/Job Board Public Broadcasting Service Connect 1320 Braddock Place Alexandria, VA 22314-1698 703-739-5000
No			8	National Academy of Television Arts & Sciences http://jobbank.emmyonline.org The Cleveland Chapter 3511 Center Road Brunswick, OH 44212
No			9	Indiana Broadcasters Association Web Site www.indianabroadcasters.org Indiana Broadcast Association 3003 East 98th Street, Suite 161 Indianapolis, IN 46280 800-342-6276
No	0	2	10	Glassdoor Job Search https://www.glassdoor.com

Source Entitled to Vacancy Notification	No. of Interviewees Referred by Recruitment Source over 12 months	Positions for Which This Source Was Utilized	RS#	Organization & Address
No			11	TV Jobs Web Site www.tvjobs.com TVJOBS Broadcast Employment Services admin@tvjobs.com
No			12	The Muncie Star Press www.thestarpress.com 345 South High Street Muncie, IN 47302 765-213-5700
No			13	The Indianapolis Star 307 North Pennsylvania Street P.O. Box 145 Indianapolis, IN 46206-0146 317-444-4444
No	0	2	14	Career Builder http://www.careerbuilder.com
No			15	Anderson Herald Bulletin www.heraldbulletin.com 1133 Jackson Street Anderson, IN 765-622-1212
No	0	2	16	LinkedIn https://www.linkedin.com
No			17	The Chronicle of Higher Education www.chroniclevitae.com

Source Entitled to Vacancy Notification	No. of Interviewees Referred by Recruitment Source over 12 months	Positions for Which This Source Was Utilized	RS#	Organization & Address
No			18	Indiana Workforce Development 222 East 10th Street Anderson, IN 765-642-4981
No			19	Indiana Black Expo, Inc. 3145 North Meridian Street Indianapolis, IN 46208 317-925-2702
No			20	NAACP 1015 West 15th Street Anderson, IN 765-649-4231
No			21	National Educational Telecommunications Association http://www.netaonline.org/jobs.htm
No			22	Public Broadcasting Management Association http://www.pbma.org/jobs.htm P. O. Box 50008 Columbia, SC 29250 803-799-5517
No			23	HigherEdJobs www.higheredjobs.com
No			24	Higher Education Recruitment Consortium (HERC) www.hercjobs.org Office of the Provost, The University of Iowa 111 Jessup Hall Iowa City, IA 52242

Source Entitled to Vacancy Notification	No. of Interviewees Referred by Recruitment Source over 12 months	Positions for Which This Source Was Utilized	RS#	Organization & Address
No	0	2	25	Indeed www.indeed.com
No			26	America's Job Exchange www.AmericasJobExchange.com
No		2	27	WIPB-TV 4 weeks of ROS spots announcing Vacancy
No		2	28	Indiana Public Radio 4 weeks of ROS spots announcing vacancy
Total Interviews for Full- Time Open Positions	6			

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APPENDIX 3. RECRUITMENT INITIATIVES

WBSJ-FM Portland, Indiana went off the air in January 2019.

#	Type of Recruitment Initiative (Menu Selection)	Brief Description of Activity
1	Participating in at least four (4) events or programs sponsored by educational institutions relating to career opportunities in broadcasting;	<p>(2) Participated in two individual semester opportunity fairs for the College of Communication Information and Media. Over 400 students attended and 21 students stopped by the WIPB and IPR table to discuss student position openings and possible careers in public media broadcasting. Over 11 students signed up for tours the following week. Participating General Manager, Operations and Production Manager, Director of Content and Community Engagement and Grants Manager.</p> <p>7 hours of job shadowing by a local high school student pursuing education in marketing and promotion. Our marketing director spend time showing the type of tools we use, design, development and job opportunities for designers in broadcasting.</p> <p>2 hours of video interviews for BSU student project regarding careers in public broadcasting. (Operations and production manager)</p> <p>Sales Manager presented a class discussion on Advance Advertising Copy and Layout which also included a discussion on careers in public media underwriting and commercial broadcasting.</p> <p>News Director--classes taught in Telecommunications Dept over 150 students in one year in 10 classes. During those classes there is a minimum of 1 hour of class time per semester per class discussing career opportunities in broadcasting news and journalism.</p> <p>Operations and Production Manager led immersive learning production meetings with Ball State students for The Scene, an imerssive learning partnership with the Ball State School of Music. This is a student produced 60 minute weekly program. They are held to broadcast standards and are informed of broadcast and engineering audio recording careers through the School of Music during class periods.</p>

2	Encouraged enrollment in training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions:	<p>Employees attended 7 training sessions throughout the covered period that were provided by Ball State University's HR Learning and Development (total class hours 13) Three staff members attended the Women Working in Technology Workshop (24 hours).</p> <p>Experimenting with Digital Engagement Tools,- August, 1 hour Content, Marketing , and Fundraising, Oh My!- Fall 2018 1 hour Corporate Support-Teamwork Creates Partnerships that Benefit All -Fall 1 hour Articulating the Value of PBS in the Digital Age-March 12, 1 hour Multiplatform Marketing Plans for Brand Value Spots,- January , 1hour Showing the Value of PBS Local Stations with Digital First Content-Feb. 12, 1 hour Acquiring New Members with Social Media- Summer 2018 1 hour A Digital Twist to Traditional On-air Pledge, March, 2 hours Shafer Leadership Academy All Aboard: Board Leadership in Motion</p> <p>Jan 22 2019 Storytelling, Casting and Brand Voice for Value PBS Feb 12 2019 Showing the Value of PBS Local Stations with Digital First Content March 12 2019 Multiplatform Marketing Plans for Brand Value Spots</p>
3	Participation in other activities designed by the station employment unit that are reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities	<p>Immersive Learning Course called Cardinal Cinema--over 80 students have participated in a real life situation for presenting scripts, production scripts and final edited broadcast projects ideas to management of public media specifically WIPB-TV. They are treated as independent writers, producers, videographers and directors pitching their ideas to WIPB. Those that are selected produce their documentary, short film or short fictional story and it is broadcast on WIPB and receive a modest budget from WIPB and the department.</p> <p>Women Working in Technology Conference: Administrative Coordinator for WIPB and IPR, Financial Coordinator for WIPB and IPR: Women Working in Technology (WWiT) strives to promote and empower women in the field of technology. The foundations from which we operate are a focus on connecting, educating, and inspiring individuals in their educational and professional pursuits. WWiT's members (women and men) work with girls in middle school and high school to encourage them to study STEM related fields, and with college students to support, educate and inspire them as they enter professional careers. We seek to act out our foundational goals with community outreaches, an annual conference for professional development, and monthly educational sessions for college students. This is an all day conference.</p>
4	Tour of facilities program for all community groups and school corporations in our listening and viewing areas.	<p>Wide range of Tours for local community school systems, university students and organizations 28 college students 20 high school students 30 adults from the community</p> <p>6/16/18 Ball State Community Campus Experience for 100 year celebration. Large community turnout and 40 plus adults and children toured the WIPB and IPR studios.</p> <p>4/6/18 152 6th grade tour group incl. 12 chaperones (Hands-on) 4/27/18 100 Selma Elementary School - 90 2nd graders & 10 chaperones 5/3/18 30 Indiana Christian Academy - 30 6th graders & 2 chaperones (Hands-on) 5/15/18 6 adults from MutualWealth presentation 6/13/18 17 Girl Scouts/3rd-6th grade; 12 girls & 5 chaperones (3 Digital Corps) 7/16/18 Apple Tree/YMCA 2nd-3rd grade 22 students/3 chaperones 7/17/18 Apple Tree/YMCA 1st grade 23 students/3 chaperones 7/18/18 Apple Tree/YMCA Kindergarten 22 students/2 chaperones 7/19/18 Apple Tree/YMCA K-5 12 students/2 chaperones 7/20/18 Apple Tree/YMCA 4th-5th students/2 chaperones (Hands-on) 9/18/18 21 community WIPB-TV/IPR Tour 10/10/18 30 Winchester High School (Hands-on) 11/30/18 7 Rotary Youth Exchange students (2 adults)</p>