WPM EEO Public File Report

I. FULL-TIME JOBS FILLED, RECRUITMENT SOURCE FOR PERSON HIRED, TOTAL NUMBER OF PERSONS INVERVIEWED FOR POSITION. June 1, 2023 – May 31, 2024

Stations in employment unit: KUWR, KUWL, KUWY, Laramie, WY, Licensee: University of Wyoming

A. Corporate Development Manager, 4068
Open: 11/4/2022
Filled: 8/29/2023
Recruitment Source for Person Hired: University of Wyoming Jobs

Total number of persons interviewed: 1

B, Journalist, Producer – WPM (Buffalo Bill Center of the West, Cody, WY), 5171
Open: 8/3/2023
Filled: 11/13/2023
Recruitment Source for Person Hired: Corporation for Public Broadcasting Jobs

Total number of persons interviewed: 3

C. WPM Journalist - WY State Government Digital Coordinator, 7739
Open: 10/24/2023
Filled: 1/30/2024
Recruitment Source for Person Hired: Wyoming Public Media Website and Word of Mouth, Howard Berkes, NPR Editor/Retired

Total number of persons interviewed: 2

D. WPM Journalist - Wyoming State Government, 7738
Open: 11/2/2023
Filled: 1/30/2024
Recruitment Source for Person Hired: University of Wyoming Jobs

Total Number of Persons Interviewed: 3

E. Managing Editor, 3089
Open: 12/19/2023
Filled: 3/19/2024
Recruitment Source for Person Hired: Corporation for Public Broadcasting Jobs

Total Number of Persons Interviewed: 2

F. News Anchor/Reporter – Mountain West, 4405
Open: 12/19/23
Filled: 5/10/2024
Recruitment Source for Person Hired: Wyoming Public Media Staff (News Director, Kamila Kudelska)

Total Number of Persons Interviewed: 4

Note: This position (G) was filled in the last reporting period, but was inadvertently omitted from the list. Employee began working June 2023.

G. Journalist, Tribal/Rural Affairs. 5406
Open: 1/18/2023
Filled: 5/25/2023
Recruitment Source for Person Hired: Corporation for Public Broadcasting

Total Number of Persons Interviewed: 3

II. TOTAL NUMBER OF PERSONS INTERVIEWED FOR FULL-TIME POSITIONS DURING THIS PERIOD: 15 for period June 1, 2023 – May 31, 2024. (*Position G not included in this total.)*

RECRUITMENT SOURCES FOR FULL-TIME VACANCIES AND NUMBER OF REFERRALS FROM EACH SOURCE.

4068: Wyoming Public Media (website, social media, staff) – 0
University of Wyoming Job Opportunities – 1
Corporation for Public Broadcasting Jobs– 0
Indeed (11/17/22) – 0
Casper Star Tribune – 0
Wyoming Press Association - 0

5171: Wyoming Public Media (website, social media, staff) – 0
University of Wyoming Job Opportunities – 0
Corporation for Public Broadcasting Jobs– 2
Indeed (8/23/23) – 0
Buffalo Bill Center of the West – 1
Cody Enterprise – 0
Jackson Chamber of Commerce Eblast – 0
High Country News - 0
Native American Journalists Association – 0
Public Media Journalists Association – 0

7739: Wyoming Public Media (website, social media, staff) – 1
University of Wyoming Job Opportunities – 0
Corporation for Public Broadcasting Jobs– 1
Public Media Journalists Association – 0

7738: Wyoming Public Media (website, social media, staff) – 2
University of Wyoming Job Opportunities – 1
Corporation for Public Broadcasting – 0
Public Media Journalists Association – 0

3089: Wyoming Public Media (website, social media, staff) – 0
University of Wyoming Job Opportunities – 0
Corporation for Public Broadcasting Jobs– 2

4405: Wyoming Public Media (website, social media, staff) – 2
University of Wyoming Job Opportunities – 1
Corporation for Public Broadcasting Jobs – 1

5406 Wyoming Public Media (website, social media, staff) – 0
University of Wyoming Job Opportunities – 1
Corporation for Public Broadcasting Jobs– 2
Native American Journalists Association – 0

III. CONTACT INFORMATION FOR RECRUITMENT SOURCES USED TO FILL VACANCIES FOR June 1, 2023 – May 31, 2024

A. Wyoming Public Media posted job openings in a variety of publications listed here:

i. Corporation for Public Broadcasting (CPB)
401 Ninth Street, NW Washington DC, 20004-2129 Phone 202-879-9600 Website: https://www.cpb.org/jobline Email jobline@cpb.org. CPB Jobline online posting
(Posted here for all positions above)

ii. Higher EdJobs
328 Innovation Boulevard, Suite 300
State College, PA 16803
Fax: 814-861-3082
(Posted here for Corp Development Position 11/7/22)

iii. Native American Journalists Association
University of Oklahoma Gaylord College
395 West Lindsey, Norman, OK 73019-4201
405-325-9008 | Email: info@naja.com
(Posted here for Cody Reporter position 8/21/23)

iv. Public Media Business Association (PMBA)
1300 Piccard Drive, Suite LL 14 | Rockville, MD 20850
Phone: (240) 844-3600 | info@pmbaonline.org
(Posted here for Corp Development 11/14/22)

v. Public Media Journalists Association
P.O. Box 838, Sturgis, South Dakota 57785
Phone: 860-437-5700
Email: clientserv@yourmembership.com
(Posted here for Cody Reporter position 8/21/23, WY Govt Reporter & Digital 12/23)

vi. University of Wyoming
1000 E. University Ave., Dept. 3984, Laramie, WY 82071
Phone: 307-766-2377
Employment page: https://www.uwyo.edu/hr/prospective/

B. Wyoming Public Media printed job openings in a variety of regional publications:

vii. Buffalo Bill Center of the West
720 Sheridan Avenue | Cody, WY 82414
Tel: 307-587-4771

viii. Casper Star Tribune
100 N. Ash Street | Casper, WY 82604-2883
Phone: (307)266-0500

ix. Cody Enterprise
P.O. Box 1090, Cody, WY
Phone: (307) 587-2231 | codyenterprise.com

x. High Country News
119 Grand Avenue, PO Box 1090, Paonia, CO 81428
Phone: (970) 527-4898

xi. Jackson Chamber of Commerce (Eblast)
PO Box 550 | Jackson, Wyoming 83001
Phone: (307) 733-3316

xii. Wyoming Press Association (participating newspapers)
2121 Evans Ave. Cheyenne, WY 82001
Phone: (307) 635-3905

C. Wyoming Public Media posted job openings on social media/recruiting platforms:

xiii. Facebook - https://www.facebook.com/WyomingPublicRadio

xiv. Instagram - https://www.instagram.com/wyomingpublicradio

xv. LinkedIn - https://www.linkedin.com/company/wyoming-public-radio-and-media

xvi. Indeed https://www.indeed.com

IV. LIST OF PRONG 3 LONG-TERM NON-VACANCY SPECIFIC RECRUITMENT INITIATIVES IMPLEMENTED DURING THIS PERIOD:

The employment unit is located in a market with a population of fewer than 25,000, and the unit is therefore required to complete 2 initiatives every 2 years.

A. Name of Initiative – Community Engagement.

Description:
June 2023 -May 2024. Wyoming Public Media (WPM) hosted tabling events at which WPM presented open positions, discussed current available positions, informed participants of work-study opportunities specifically for students, and provided general information about WPM and the activities the network is involved in within the university, community, and statewide.

September 6, 2022 - University of Wyoming's table in Wyoming Union informed students about volunteer, internship, and photo contest opportunities/programs at WPM. Distributed promotional materials to students (postcards, stickers, contest flyers, etc.).
September 14, 2023 – University of Wyoming's SLCE Volunteer Fair table in Wyoming Union
October 18, 2023 – University of Wyoming Union breezeway tabling (general information
February 6, 2024 – Volunteer Fair at the University of Wyoming Student Union
February 12, 2024 – America Amplified table at the University of Wyoming Student Union
February 22, 2024 – Wyoming Media Job Fair at the University of Wyoming Union

Personnel Involved: Includes University students and general public. WPM employees involved were Jose Atilano, Ivy Engel, Mike Gray, Eric Vigil, and Erik Zafft.

B. Name of initiative: Intern and Volunteer Programs (ongoing)

Description:
June 2023 -May 2024. WPM continued its intern and volunteer programs. University students and community members were invited to apply for training and experience in news/public affairs reporting, production, and website development. In addition to training, students received UW course credit. Frequently, volunteers and interns move on to paid positions facilitated by this opportunity.

Scope:
10 students participated in the internship program over the past year. 5 volunteers assisted on a regular basis as hosts for Wyoming Sounds or in news/podcast production. Several additional volunteers assisted with membership events during the year.

Personnel Involved: Includes University students and general public. WPM personnel involved include Christina Kuzmych, General Manager; Diana Denison, Office Manager; Melodie Edwards, News Anchor/Reporter; Ivy Engel, News Anchor/Reporter; Rexanna Kelly, Corporate Development

Manager; and Grady Kirkpatrick, Program Director; Kamila Kudelska, News & Cultural/ Public Affairs Director.

C. Staff Training & Development (ongoing) that included a recruitment component:

Description:
June 2023 -May 2024. The station continued sending full-time staff and broadcast professionals to local, regional, or national workshops and conferences for the purpose of developing professional skills and knowledge for career advancement. On-campus training & webinars are also attended. Staff are instructed to use these events/activities as opportunities for recruitment of future candidates in all broadcast areas.

Conferences/Workshops Attended: The Craft of Science Editing with America Amplified, Fly-In conference, the International Conference on Sexual Assault, Domestic Violence and the Cycle of Justice, the Mountain West News Bureau - Indigenous Cultural Training, and the Council on Foreign Relations conference on how to cover international news on a local level. Regionally, the Wyoming Governor's Business Forum, a WPM reporter presented a workshop on media at the Wyoming Indian Middle School, and a producer presented to the Albany County Historical Society and Wyoming State Parks & Historical Cultural Resources Conference. General manager attended CPB CSG Grant Review meeting in Washington, DC.

Technical Training: Newsroom training included: NPR web: transferring radio stories to web, NPR Embedded Program, pitching to NPR newscast, NPR One, Google and Yahoo sending requirements, and social media/web posting. Solutions Journalism Rural Cohort and America Amplified engagement training. Accounting training included: Excel spreadsheet and pivot table training for accounting. A WPM employee became a Certified Broadcast Technician by the Society of Broadcast Engineers.

Webinars Attended: Numerous opportunities from a variety of regional & national groups covered multiple topics of interest including fundraising, accounting, and reporting webinars. Fundraising trainings included Google ads and Manager updates, SalesForce trainings, and underwriting training through Greater Public and Gray Miller Persh. Survey training was taken through the Radio Research Consortium. The Public Media Journalists Association offered Science Essentials and Podcast trainings, NPR Climate Solutions webinar, and engagement training from The Center of Community News.

Institutional Training: UW requires all employees to take an assortment of trainings including safety, cyber security, policies, and accounting procedures. Additional trainings were taken through the University of Wyoming Foundation on reports.

Personnel involved:
Christina Kuzmych, General Manager; Diana Denison, Office Manager; Melodie Edwards, News Anchor/Reporter; Ivy Engel, News Anchor/Reporter; Pat Gabriel, Coordinator, Operations/ Announcer; Grady Kirkpatrick, Program Director; Kamila Kudelska, News & Cultural/ Public Affairs Director; Rexanna Kelly, Corporate Development Manager; Will Walkey, News Anchor/Reporter; Hugh Cook, News Anchor/Reporter; Caitlin Tan, News Anchor/Reporter; Melaina Nielson, Assistant Membership Coordinator; Sandy Roller, Business Manager; Alec Schaffer, Broadcast Engineer; Ben Slater, Broadcast Engineer; Cody Hume, Broadcast Engineer;

Hannah Habermann, Tribal/Rural Bureau Manager; Tina Unger, Membership Coordinator; and Ry Woody, Donor Relations Director.