

EEO Public File Report

KUMD - FM, Duluth, MN

December 1, 2018 November 30, 2019

Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
n/a	n/a					

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

No.	Recruitment Source	Contact	Total Applications	Entitled to Notification
1				
2				
3				
4				
5				
6				
7				
8				
9				

**Prong 3 Longer-Term Recruitment Initiatives
Implemented During Previous Year**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	Participation in community events regarding broadcast opportunities / Recruiting both students and community volunteers online and in person	Information on the website and also available at the KUMD community events	KUMD provides information about the volunteer opportunities both online at www.kumd.org and in-person at numerous community events.	Maija Jenson, Program Director / Interim Station Manager; Christine Dean, Music Director/Web Master; Kevin Stanke, Community Outreach Director; Lisa Johnson, Morning Show Host and Public Affairs Producer
2	Ongoing	Participation in community events regarding broadcast opportunities / Volunteer training	Community volunteers seeking experience in broadcasting are trained by KUMD professional staff.	The program director conducts group classes introducing basic concepts, rules, policies, and skills. The music director and music hosts work individually with volunteers training them to do independent broadcasting.	Maija Jenson Program Director/Interim Station Manager; Christine Dean, Music Director/Web Master
3	Ongoing	Internship Program/ Student Employment Program: Internship and student employment opportunities posted online and across the UMD campus	Distribution of information through UMD Internship Offices (Journalism, Writing Studies, Labovitz School of Business, Students in Transition, etc.), and at kumd.org	Students can apply for some paid positions and sign up for academic credit. They are taught production skills, management skills, fundraising skills, and other public broadcasting business skills by KUMD staff.	Maija Jenson, Program Director/ Interim Station Manager; Christine Dean, Music Director/Web Master; Lisa Johnson, Morning Show Host and Public Affairs Producer ; Kevin Stanke, Community Outreach Director
4	December 1, 2018-Nov 30, 2019	Participation in community events regarding broadcast opportunities / Recruiting more community volunteers	Sharing information about the volunteer opportunities in “The Dispatch”, KUMD’s Monthly E-News Letter (name changed to “Airshift” in October, 2019).	KUMD E-News Letters “The Dispatch” and “Airshift” included recruiting articles as needed. Articles featured information about the volunteer opportunities, specifically for on-air.	Maija Jenson, Program Director/Interim Station Manager Christine Dean, Music Director/Web Master Chris Harwood, Interim Program Director

5	November 30, 2018- December 1, 2019	Events/programs with educational institutions relating to career opportunities in broadcasting/ Recruiting new university students to get involved with various areas of radio broadcasting.	Regular tabling on UMD Campus	Tabling on campus: Engaging university students and recruiting more volunteers for on-air, marketing, graphic design, production etc.	Katelyn Brinza, On-Campus Marketing; Morgan Kohler, On-Campus Marketing, Abby Baysinger and Kaci Warneke, student volunteers
6	September 2019	Events/programs with educational institutions relating to career opportunities in broadcasting/ Recruiting journalism students for the Northland Morning News Team	UMD Journalism Classes	Presented information about KUMD's volunteering opportunities to journalism students on campus with scheduled classroom visits.	Morgan Kohler, On-campus marketing student; Lisa Johnson, Morning Show Host and Public Affairs Producer
7	August 29 and September 5, 2019	Events/programs with educational institutions relating to career opportunities in broadcasting/ Recruiting students and informing prospects about the available volunteer opportunities	UMD Student Activities Fair and KUMD's New Volunteer Orientation	Tabling and playing music at the Student Activities Fair to attract new student volunteers. Hosted Volunteer Orientation, a more in-depth info session for those interested in volunteering.	Chris Harwood, Production Director/Interim Program Director; Christine Dean, Music Director/Web Master; Morgan Kohler, On-Campus Marketing; Katelyn Brinza, On-Campus Marketing Michael Mayou, Music Director Lisa Johnson, Morning Show Host and Public Affairs Producer
8	September 9, 2019	Events/programs with educational institutions relating to career opportunities in broadcasting/ Recruiting journalism students for the Northland Morning News Team	Journalism internship recruitment event sponsored by the UMD journalism department	Attending the event to meet with prospective interns and give them more information about opportunities at KUMD.	Lisa Johnson, Morning Show Host and Public Affairs Producer Lisa Johnson, Maija Jenson, Program Director/ Interim Station Manager; Christine Dean, Music Director/Web Master

<u>9</u>	Annual	Scholarship Program	Ampers Scholarship (Association of Minnesota Educational Radio Stations)	KUMD students are encouraged to apply	Lisa Johnson, Maija Jenson, Program Director/ Interim Station Manager; Christine Dean, Music Director/Web Master; Lisa Johnson, Morning Show Host and Public Affairs Producer
<u>10</u>	Ongoing	Full-Time Employees	KUMD Staff	The station has had 4-5 full-time employees One full-time position became vacant but was not filled. A previous full-time vacancy was also not filled.	Maija Jenson, Program Director/ Interim Station Manager; Christine Dean, Music Director/Web Master; Lisa Johnson, Morning Show Host and Public Affairs; Producer; Chris Harwood, Production Director; Kevin Stanke, Community Outreach Director

EXHIBIT 3

Broadcast EEO Program Report

Narrative

KUMD had did not fill any full-time vacancies between December 1, 2018 and November 30, 2019.

When KUMD does have any future full-time job openings, the station will post the job in online job sites (Indeed, LinkedIn, etc.) and send announcements of the opening to agencies, organizations, and job services throughout the community, including agencies that specifically targets the broadcasting field, minorities and women.

Human Resources at the University maintain a comprehensive list of such agencies and organizations. This list will form the basis of the station's effort to recruit among minorities and women. The University of Minnesota Duluth's efforts at outreach through these sources have been successful generally, and there is every reason to think that they will be equally effective for KUMD.

KUMD management is kept up to date on the University of Minnesota's EEO programs and procedures through regular communication with Human Resources. The University has established targets for hiring women and minorities in every job classification, and KUMD will take these into account whenever full time hiring occurs.

In addressing the three-prong, long-term recruitment effort, KUMD has participated in the offering of a scholarship by The Association of Minnesota Public Educational Radio Stations. KUMD is a charter member of this organization. A scholarship has been awarded to a student who plans a career in broadcasting each year for the last 20 years. KUMD also offers an internship program and has regularly trained and employed student interns who want to learn broadcasting skills, including on-air training as well as training in production, fund-raising, programming, and management.

Last year, KUMD was able to employ 12 students who have shown great promise in this industry. Many began by volunteering at KUMD, but have proven to be very competent in their area of work, and were hired (10-12 hours per week) to assist full-time employees complete their tasks. The areas included music programming, web content and maintenance, programming and training, production and promotions/marketing.