



<b>Information Regarding Recruitment Sources Contacted for Full-Time Vacancies</b>				
<b>No.</b>	<b>Recruitment Source</b>	<b>Contact</b>	<b>Total Applications</b>	<b>Entitled to Notification</b>
1	UMD Hiring site on UMD web page; University of Minnesota system (3 sites), The Minnesota State University system (3 sites), 14 Minnesota public radio stations.	UMD HR dept.	4	4
2	UMD Hiring site on UMD web page University of Minnesota system (3 sites), The Minnesota State University system (3 sites), 14 Minnesota public radio stations.,	UMD HR dept	4	4
3				
4				
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<b>Prong 3 Longer-Term Recruitment Initiatives Implemented During Previous Year</b>					
<b>No.</b>	<b>Date</b>	<b>Initiative</b>	<b>Description</b>	<b>Scope of Involvement</b>	<b>Personnel Involved</b>
1	Aug. 29, 2014	Introduced KUMD and position openings to incoming UMD freshmen students	Tabled, handed out flyers, visited with students about radio and working at KUMD	Played music for the event; Offered giveaways; tabled and bannered to recruit students	Mimmu Salmela, Marketing Director; Emma Deaner, Student Marketing Director
2	Sept. 1, 2014	Held 60 minute Radio workshops for all UMD incoming students	Offered workshops to explain how radio and KUMD operate and potential career and volunteer opportunities	Toured students through the station, explained how KUMD works and encouraged involvement	Maija Jenson, P.D.; Mimmu Salmela, Development; Emma Deaner, Student Marketing Director Christine Dean, Music

					Director
3	Sept. 4, 2014	Weekly Tabling during Fall and Spring semesters	Marketing students from KUMD spend up to 3 hours a week explaining radio and KUMD, and how students can get involved with the station	KUMD uses this tactic to reach students who may otherwise not know about KUMD and the opportunities available to them.	Emma Deaner, Student Marketing Director; various KUMD Marketing students
3	Sept. 11, 2014	Recruiting students to work in various capacities at KUMD.	KUMD Volunteer Fair	Tabled, answered questions	Maija Jenson, P.D.; Mimmu Salmela, Development; Christine Dean, Music Director; Emma Deaner, Student Marketing Director;
4	Sept. 18, 2014	Recruit students to participate at KUMD in marketing, on-air announcer & web.	Student Activities Fair	Tabled, answered questions, submitted applications	Emma Deaner, Student Marketing Director Nathan Maethal , Student Music Director;
3	On going	Volunteer training	Students and 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 Vicki Jacoba, Station Manager Christine Dean, Music Director
4	Ongoing	Internship – Posted on “The Gold Pass”, so internships are posted state wide student job search engine. Internships posted on web site and sent to Journalism & Marketing professors and organizations.	KUMD trains student interns	Students can sign up for academic credit and are taught journalism, audio production, leadership, fundraising, and other public broadcasting business skills by KUMD staff.	Vicki Jacoba, Station Manager Maija Jenson, Program Director Lisa Johnson, Morning Show Host/producer, Christine Dean, Music Director. Ira Salmela, Marketing Director

## **EXHIBIT 3**

### **Broadcast EEO Program Report**

#### *Narrative*

KUMD had two full time vacancies between December 1, 2013 and November 30<sup>th</sup>, 2014. KUMD posted the position openings on the University of Minnesota, Duluth employment website, and sent the position opening to the state's other universities for posting and sharing within the communications and media departments. In addition, KUMD sent 14 other public radio stations in Minnesota the position openings. KUMD and the University of Minnesota encourage/d women and minorities to apply for the openings.

Position #1 was for a Sales/Announcer. KUMD required each applicant to submit an application, resume and audition tape. KUMD interviewed the top two candidates and decided not to hire any of the candidates at that time. KUMD will not be re-posting the position at this time.

Position #2 was for a Sales/Membership Director. KUMD required each applicant to submit an application and resume. KUMD interviewed the top two candidates. KUMD did offer the position to Ms. Emma Deaner, who accepted the offer.

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 did and will continue to take these into account whenever full time hiring occurs.

In addressing the 3 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 18 years. KUMD has actively participated in this scholarship program. 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 news/journalism, production, fund-raising, programming, and management.

This year, KUMD employed 16 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. The hands-on experience benefited both the student and the KUMD employee, who acted as

their supervisor and mentor. The areas included news/public affairs producers, music programming, web content and maintenance, programming and training, production, marketing and promotions.