

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies				
No.	Recruitment Source	Contact	Total Applications	Entitled to Notification
1	N/A			
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	Sept. 11, 2015	Recruiting students to work in various capacities at KUMD.	Student Volunteer Fair	Tabled, answered questions	Maija Jenson, P.D.; Mimmu Salmela, Development; Christine Dean, Web Master; Emma Deaner, Asst. Marketing Director;
2	Sept. 16, 2015	Recruit students to participate at KUMD in marketing, on-air announcer & web.	Student Activities Fair	Tabled, answered questions, submitted applications	Emma Deaner, Asst. Marketing Director Quinten Stilles, Student Music Director; Adam Fleishacker, Student Program Director

3	On going	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 Vicki Jacoba, Station Manager Christine Dean, Music Director
4	12/06/2014 & 5/10/15	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 production skills, management skills, fundraising skills, and other public broadcasting business skills by KUMD staff.	Vicki Jacoba, Station Manager Maija Jenson, Program Director Christine Dean, Music Director Ira Salmela, Marketing Director Lisa Johnson, Morning Show Host and Public Affairs Producer

EXHIBIT 3

Broadcast EEO Program Report

Narrative

KUMD did not have a full time position opening in 2015.

When KUMD does have any future full-time job openings, the station will begin by advertising in the local and regional (including Twin Cities) newspapers, and by sending announcements of the opening to agencies, organizations, and job services throughout the community, including agencies that specifically targets 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 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 production, fund-raising, programming, and management.

Last year, KUMD was able to employ 17 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.