

EEO Public File Report

KUMD - FM, Duluth, MN
December 1, 2017– November 30, 2018

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
1	Communications Specialist	10/20/2018	11/19/2018	Internal UMD Posting	1	1

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

No.	Recruitment Source	Contact	Total Applications	Entitled to Notification
1	UMD Hiring site on UMD web page	HR dept.	2	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 Ira Salmela, Former Station Manager; Christine Dean, Music Director/Web Master Adam Reinhardt and Sam Quackenbush, 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 Ira Salmela, Former 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 Christine Dean, Music Director/Web Master Lisa Johnson, Morning Show Host and Public Affairs Producer
4	Jan-Nov 2018	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.	KUMD E-News Letter “The Dispatch” included specific recruiting articles in February, May, July, August and September. Articles featured information about the volunteer opportunities, specifically for on-air.	Maija Jenson, Program Director Christine Dean, Music Director/Web Master
5	August 28- April 27, 2018	Events/programs with educational institutions relating to career opportunities in	Weekly Tabling on UMD Campus	Tabling on campus: Engaging university students and recruiting more volunteers for on-air, marketing, graphic	Adam Reinhardt Community Outreach Director; Morgan Kohler, On-Campus Marketing;

		broadcasting/ Recruiting new university students to get involved with various areas of radio broadcasting.		design, production etc.	Katelyn Brinza On-Campus Marketing, Adam Reinhart, On-campus Marketing, Erin Welch, Graphic Designer
6	Aug 22-26, 2018	Events/programs with educational institutions relating to career opportunities in broadcasting/ Recruiting students at numerous events before the first semester	Bulldog Welcome Week Events on UMD Campus	Tabled, played music, talked to new freshmen about the volunteer opportunities. Also hosted two Radio Workshops for the incoming freshman.	Maija Jenson, P.D.; Christine Dean, Music Director/Web Master; Adam Reinhardt and Sam Quackenbush Community Outreach Directors, Morgan Kohler and Katelyn Brinza, On-Campus Marketing, Michael Mayou, Music Director
7	Aug 28-Sept 13, 2018 & Nov. 15-30, 2018	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.	Adam Reinhardt Community Outreach Director, Maija Jenson, Program Director
8	September 6 & 10, 2018	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.	Adam Reinhardt Community Outreach Director, Chris Harwood, Production Director, Maija Jenson, P.D.; Christine Dean, Music Director/Web Master; Morgan Kohler, On-Campus Marketing; Katelyn Brinza, On-Campus Marketing Michael Mayou, Music Director
10	Annual	Scholarship Program	Ampers Scholarship (Association of Minnesota Educational Radio Station)	KUMD students are encouraged to apply for the scholarship, which is offered to an individual working at an Ampers station, that is or will be pursuing a career in broadcast communications	Ira Salmela, Former Interim Station Manager; Maija Jenson, Program Director; Christine Dean, Music Director/Web Master; Lisa Johnson, Morning Show Host and Public Affairs Producer

				through an institution of higher education in the State of Minnesota.	
11	Ongoing	Full-Time Employees	KUMD Staff	The station has had 5-7 full-time employees One position eliminated after retirement and one moved to part time.	Ira Salmela, Interim Station Manager Maija Jenson, Program Director Christine Dean, Music Director/Web Master; Lisa Johnson, Morning Show Host and Public Affairs Producer; Chris Harwood, Production Director; Kirk Kirsten, Engineer

EXHIBIT 3

Broadcast EEO Program Report

Narrative

KUMD had one full-time vacancy that was filled between Dec. 1, 2017 and Nov. 30, 2018. This position was filled by a part-time employee who was performing the majority of the duties required for the full-time position; the position was only open as an internal opening within the university system.

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. In 2018 KUMD had a successful year with over 100 students involved with the station, volunteers and paid students combined.