

2015 - 2016 ANNUAL EEO PUBLIC FILE REPORT

Utah Public Radio

Station(s): KUSU-FM, KUSR, KCEU, KUSK, KUST, KUSL

Communities of License: Logan, Price, Vernal, Moab, Richfield UT

Reporting Period: June 1, 2015 through May 31, 2016

No. of Full-time Employees: 5 – 10 _____ / More than 10 X

Small Market Exemption:

During the Reporting Period, a total of three full-time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

Utah Broadcasters Association Job Fair 2016: in Salt Lake City, UT.

*Hosted at least one **job fair**.*

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

Station Tours, 2015-16: Boy Scouts, (3) groups; (25) scouts and leaders. Dolores Dore Eccles Center for Early Care and Education; Department of Family, Consumer, and Human Development; and Emma Eccles Jones College of Education & Human Services, (3) groups, (17) students.

**USU College of Humanities & Social Sciences
Annual “Light on the Hill,” August 2015:**

outdoor open house for new and returning students including those majoring in journalism and communication fields.

Weber State Conference, March 17th, 2016:
discussed Latino programming with students.

54 Strong, 2015-2016: UPR partnered with USU Diversity Council and USU Access Diversity Center to air a series of stories with educational content pertaining to Civil Rights. Utah State University and University of Washington students participated.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

UPR Internship Program, On-going: awarded to up to (14) students. Includes paid internships and university credit offerings.

StoryCorps Outreach 2015-2016: weekly letters are sent out to those contributors (>100) in the StoryCorps series reaching out and thanking them for participating in these community recording sessions.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

Statewide Community Calendar of Activities – On-going: posted on UPR website and promoted on-air.

Caffe Ibis - Randy Wirth Bike Tour May 21st 2016: promoted on-air and sponsored a bike team of 3.

Logan Regional Hospital - Cache Gran Fondo Bike Tour: promoted on-air, sponsored a bike team of 7, and hosted a booth at pre-ride/post-ride festivities in downtown Logan.

Bridgerland Literacy - “Scrabble Scramble” Fundraiser, March 2016: promoted on-air; (2) staff members participated, (4) hours.

*Participated in **scholarship** programs designed to assist students interested in*

Lee C. and Sarah Jean Frischknecht Scholarship, awarded annually to a USU student majoring in broadcast journalism: Fall

pursuing a career in broadcasting.

2015/Spring 2016 - Bennett Purser.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Hosted Kitchen Sisters: (1) intern/student workshop, (25) participants; (1) staff workshop; and (1) community event; free and open to all.

USU College of Humanities and Social Sciences, Scholarship Program: staff are eligible to apply for scholarships for classes, workshops or technical training programs conducted on or off-campus.

*Established a **mentoring** program for station personnel.*

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

JCOM 1560 Radio Production: a 3-credit course at Utah State University that explores public radio content and production is taught by UPR General Manager.

Utah State University Guest Lectures, Fall 2015 and Spring 2016: UPR News Director served as guest lecturer for *Introduction to Mass Media* as well as a graduate course *Science Communication*.

Society of Professional Journalists 2016 Awards, June 2016: UPR's news team received (4) awards from the Society of Professional Journalists including highest honors going to the student reporters. Freelance reporter received Honorable Mention.

Utah Foundation Debate March 24th 2016: News Director hosted a debate for the Utah Foundation in which 350 people were present. It was also broadcast online.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

***Listed** each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of*

women and minorities.

*Provided **assistance** to unaffiliated non-profit entities in **maintaining web sites** that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting*

*Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

Sexual Harassment Prevention Workshop, 90-minute program, USU Affirmative Action Office: Staff Assistant Shelby Rudd, Oct 26, 2015; Assistant News Director Dani Hayes June 7, 2016; Host Justin Prather, Oct 26, 2016; Part-time Bennett Purser, Oct 26, 2016; Weekend host Kirsten Swanson, Oct 26, 2016; Weekend host Andy Stoner, Dec 3, 2015.

USU AA/EO Office: offers diversity-related training: including why it's important to understand differences, recognize biases, and identify skills in removing cultural and gender barriers.

*Provided **training** to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.*

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

UPR provides "job shadowing" opportunities to high school students or graduates.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|--|------------------------------------|
| 10-12-15 | Staff Assistant II | USU website |
| 11-2-15 | Development Officer I | USU website |
| 11-30-15 | Assistant News Director/Online Content Manager | |
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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period:

- Staff Assistant II (5)
- Development Officer I – Corporate Underwriting Sales (5)
- Assistant News Director/Online Content Manager (4)

| Recruitment Sources Used in Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| Utah State University Website, jobs.usu.edu | 10 |
| Utah Department of Workforce Services | 1 |
| The Herald Journal Newspaper | 1 |
| KLS.com | 1 |
| UPR.org | 1 |
| | |
| | |

RECRUITING SOURCES USED

Job Title of Position: Staff Assistant II

Date of Hire: October 12, 2015

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|---------------------------------------|---|--|-----------------------------|---|
| Utah State University | y | Jobs.usu.edu 8800 Old Main Hill Logan UT 84322-8800 | Lacey Goff | 435-797-1902 Lacey.goff@usu.edu |
| Higher Ed Jobs | n | Higheredjobs.com 715 Lake Street, Ste 400 Oak Park, IL 60301 | Kevin Varner | 814-861-3080 Ext. 204 kevinv@higherjobs.com |
| Utah Department of Workforce Services | y | jobs.utah.gov P.O. Box 143250 Salt Lake City, UT 84114-3250 | Vicki Fenton | 1-888-920-9675 |
| The Herald Journal | n | 75 W 300 N, Logan, UT | Jaime Maw | (435) 792 7212 jmaw@hnews.com |
| Utah Public Radio | y | upr.org 8505 Old Main Hill Logan UT 84322-8505 | Peg Arnold | (435) 797-3138 peg.arnold@usu.edu |
| Word of Mouth | n | | | |

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Development Officer I – Corporate Underwriting Sales

Date of Hire: November 2, 2015

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|--|---|--|---|---|
| Utah State University | y | Jobs.usu.edu 8800 Old Main Hill Logan UT 84322-8800 | Mickelle Anderson | (435) 797-0216 Mickelle.anderson@usu.edu |
| Higher Ed Jobs | n | Higheredjobs.com 715 Lake Street, Ste 400 Oak Park, IL 60301 | Kevin Varner | 814-861-3080 Ext. 204 kevinv@higherjobs.com |
| Utah Department of Workforce Services | y | jobs.utah.gov P.O. Box 143250 Salt Lake City, UT 84114-3250 | Vicki Fenton | 1-888-920-9675 |
| The Herald Journal | n | 75 W 300 N, Logan, UT | Jaime Maw | (435) 792 7212 jmaw@hnews.com |
| Pub Radio for Public Radio Professional (PUBRADIO) | n | PUBRADIO listserv | Managed by Leavens Engineering Associates | http://www.Pubradio.org/pubradio@LISTS.pubradio.org |
| Public Radio Association of Development Officers (PRADO) | n | PRADO listserv | Managed by Syracuse University | http://www.pradoweb.org/PRADO@listserv.syr.edu |
| Corporation for Public Broadcasting | n | cpb.org 401 Ninth St, N.W. Washington, DC 20004 | No contact person | (202) 879-9600 jobline@cpb.org http://www.cpb.org/jobline/ |
| Greater Public | n | 401 N 3 rd St, Ste 370 Minneapolis, MN 55401 | No contact person | (888) 454-2314 greaterpublic.org/jobline |
| KSL.com | n | Deseret Media 55 N 300 W Salt Lake City, Utah | No contact person | 801-575-5555 classifieds@KSL.com |
| Utah Public Radio | y | upr.org | Peg Arnold | (435) 797-3138 peg.arnold@usu.edu |
| Word of Mouth | n | | | |

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RECRUITING SOURCES USED

Job Title of Position: Assistant News Director/Online Content Manager

Date of Hire: November 30, 2015

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|--|---|--|--------------------------------|---|
| Utah State University | y | Jobs.usu.edu 8800 Old Main Hill Logan UT 84322-8800 | Lacey Goff | (435) 797-1902 lacey.goff@usu.edu |
| Higher Ed Jobs | n | Higheredjobs.com 715 Lake Street, Ste 400 Oak Park, IL 60301 | Kevin Varner | 814-861-3080 Ext. 204 kevinv@higherjobs.com |
| Utah Department of Workforce Services | y | jobs.utah.gov P.O. Box 143250 Salt Lake City, UT 84114-3250 | Vicki Fenton | 1-888-920-9675 |
| KSL.com | n | Deseret Media 55 N 300 W Salt Lake City, Utah | No contact person | 801-575-5555 classifieds@KSL.com |
| Public Radio Association of Development Officers (PRADO) | n | PRADO listserv | Managed by Syracuse University | http://www.pradoweb.org/PRADO@listserv.syr.edu |
| Utah Public Radio | y | upr.org 8505 Old Main Hill Logan UT 84322-8505 | Peg Arnold | (435) 797-3138 peg.arnold@usu.edu |
| Word of Mouth | n | | | |

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