

2016 - 2017 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, 2016 through May 31, 2017
No. of Full-time Employees:	5 – 10 ___ / More than 10 <u>X</u>
Small Market Exemption:	

During the Reporting Period, one full-time position was 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 2017: in Salt Lake City, UT.

USU's Day on the Quad – August 31, 2016: UPR had a booth to promote our services, products, and job opportunities to incoming and returning students as well as faculty and staff.

*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,*

Station Tours, 2016-17: Fast Forward Charter High School (2) students; **Venture Academy** (59) students; **Boy Scouts of America** (6) scouts; **Copper Hills, Highland, Logan, and Fremont High Schools** (14) students.

and similar activities.

**USU College of Humanities & Social Sciences
Annual “Light on the Hill,” August 2016:**

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

“Roots of Brazil” August 2016: UPR partnered with USU Office of Global Engagement to create and air a series of stories with educational content exploring Brazil’s cultural origins. UPR worked with Jason Gilmore and his students who traveled to Brazil to produce their interviews.

“Objectified: More than a Body” October 2016: UPR partnered with Utah Women’s Giving Circle to create and air a radio series and organize a campus outreach event to showcase the people and programs empowering Utah women and girls.

“Utah Works” April 2017: UPR partnered with the Smithsonian Institution, the National Archives Experience, Utah Humanities and community contributors to produce a series of stories with educational content about peoples occupational history.

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

UPR Internship Program, Year-round: awarded to up to (13) students. Includes paid internships and university credit offerings.

*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 – Year-round: posted on UPR website and promoted on-air.

Utah Division of Emergency Management, July 2016: News Director participated in a media panel discussion for a course in public information officers and media. The discussion shared journalism expertise with students.

Bridgerland Literacy “Scrabble Scramble” Fundraiser, March 2017: promoted on-air; (2) staff members participated, (4) hours.

Zorba Paster Event, March 2017: This event was sponsored by Bear River Valley Hospital, Cache Valley Ear, Nose & Throat, Intermountain Healthcare Clinics, and Logan Regional Hospital. UPR partnered with Beaver Mountain, Bridgerland Audubon Society, Herm's Inn, Moonlight Travel, Off Premise Catering, Stokes Nature Center, The Beaver Bus, University Inn and Conference Center, and USU Dining Services and Catering to organize three days of active lifestyle events allowing the public access to public radio personality Zorba Paster. He provided education on individual health issues for those who participated.

Logan Regional Hospital - Cache Gran Fondo Bike Tour, July 2017: promoted on-air, sponsored a bike team of 15, and hosted a booth at pre-ride/post-ride festivities in downtown Logan.

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

Lee C. and Sarah Jean Frischknecht Scholarship, awarded annually to a USU student majoring in broadcast journalism: Fall 2016/Spring 2017 - Bennett Purser.

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

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.

NPR personality Kirk Siegler – July 6, 2016: Met with Program director and News Team to discuss ways to better their reporting.

KUED's Ken Verdoia – July 12, 2016: Met with the news team to discuss long form storytelling and documentary writing.

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

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

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

opportunities in broadcasting.

UPR General Manager.

Utah State University Guest Lectures, Fall 2016 and Spring 2017: UPR General Manager and News Director served as guest lecturer for *Introduction to Mass Media and Journalism and Communication* as well as a graduate course *Science Communication*.

Being Mortal Event – September 14, 2016: UPR partnered with Sunshine Terrace Foundation and Cache Valley Senior Consulting to organize an event where people were educated on the resources available to them as they grew older.

Utah Agricultural Products BBQ September 30, 2016: News Director MC'd the event in which 1,500 people were present.

USU Center for Women and Gender – October 26, 2016: News Director was invited to mentor (8) students on working for non-profits and ways to use storytelling to help with mental issues.

Women in Business Conference – October 27, 2016: News Director gave information on radio series about objectification.

*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; 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.*

Center for Creativity and Innovation Charter K-8th Grade – January 3, 2017: Development Officer was invited to attend this meeting with (12) people to educate them on our statewide coverage, programs, and outreach.

*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.

Development Officer met with student to discuss how Non-profits function strategically, procedurally, financially, etc.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
September 1, 2016	Development Officer – Membership Manager	USU website - jobs.usu.edu and friends

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period:

- Development Officer (4)

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Utah State University Website, jobs.usu.edu	2
Greater Public Website, greaterpuglic.org/jobline	1
Utah Public Radio, UPR.org	1

RECRUITING SOURCES USED

Job Title of Position: Development Office-Membership Manager
 Date of Hire: September 1, 2016

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 Lacey Goff	(435) 797-0216 Mickelle.anderson@usu.edu 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
Dept 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
Salt Lake Tribune and Deseret News	n	Utah Media Group 4770 S 5600 W West Valley City, UT 84118	Ramy Louis	801-204-6362 rlouis@utahmediagroup.com
Greater Public	n	401 N 3 rd St, Ste 370 Minneapolis, MN 55401	No contact person greaterpublic.org/jobline	(888) 454-2314
Pradoweb.org	n	Public Radio Development Officers listserve	Membership required	none
Corporation for Public Broadcasting, CPB Jobline	n	401 Ninth Street, NW Washington DC, 2004-2129	CPB.org/jobline	202-879-9600 Jobline@cpb.org
Current	n	Newspaper About Public Television and Radio 6930 Carroll Avenue, Ste 350, Takoma Park, MD 20912	Current.org	301-270-7240 x36 advertising@current.org
Utah Public Radio	y	upr.org 8505 Old Main Hill Logan UT 84322-8505	Dani Hayes	(435) 797-3138 Dani.hayes@usu.edu
KSL.com	n	KSL.com Classifieds	Online entry	classifieds@ksl.com
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.