

2018 - 2019 ANNUAL EEO PUBLIC FILE REPORT

Utah Public Radio

Station(s): KUSU-FM, KUSR

Communities of License: Logan, UT

Reporting Period: June 1, 2018 – May 31, 2019

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

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.*

USU's Day on the Quad – August 28, 2019:
UPR had a booth to promote our services, products, and job opportunities to incoming and returning students as well as faculty and staff.

USU Career Fair – September 25, 2019:
General Manager Peg Arnold hosted a booth to inform students about careers in public radio.

Utah Public Radio is part of the College of Humanities and Social Sciences at Utah State University, and as such is represented by recruiters who attend job fairs to inform potential candidates of job opportunities available in the University.

*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.*

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

*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).*

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

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

Station Tour, May 21, 2018: Mt Logan Middle School (30 students).

USU College of Humanities & Social Sciences Annual “Light on the Hill,” August 28, 2018: outdoor open house for new and returning students including those majoring in journalism and communication fields.

UPR Internship Program, On-going: awarded 10 students during this time. Includes paid internships and university credit offerings.

Cache Chamber of Commerce Women in Business Annual Summit, August 2018: News director Kerry Bringhurst spoke at this event and staff hosted a booth to promote UPR original series.

Lee C. and Sarah Jean Frischknecht Scholarship, awarded annually to a USU student majoring in broadcast journalism: Fall 2018/Spring 2019 recipient – Lauren Bennett

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.

UPR Retreat, June 2018: staff participated in a day long retreat focused on Community Engagement. Guest speakers included Judge Angela Foncesbeck and Jamie Andrus, CEO and President of the Cache Chamber of Commerce and Director of Cache County Economic Development.

Greater Public Webinars: staff members participate in monthly webinars to gain new skills to further their careers.

Allegiance Fundraising Software Training: staff members participate in monthly webinars to

gain new skills to further their careers.

NPR Training Webinars: Staff members and interns utilize these webinars to increase journalistic and digital media skills.

*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 1500 Introduction to Mass Media Communications – Station manager Peg Arnold and news director Kerry Bringhurst spoke to Utah State University students about journalism, importance of storytelling through sound, future of journalism, the difference between commercial and public radio programming.

JCOM 1560 Radio Production – Station manager Peg Arnold taught a 3-credit course at Utah State University that explores public radio content and production with practical applications for finding news, writing for broadcast, story editing, production, and on-air delivery. Learning objectives include fundamental principles of journalism, demonstration of audio editing competency, and developing verbal presentation skills consistent with on-air public radio broadcasts.

JCOM 3200 Writing for Electronic Media – News director Kerry Bringhurst discussed differences between public radio and commercial radio news content; explained how to write for radio and online content; presented ‘Our Story’ worksheet as a guide for preparing longer format features; reviewed the “Four Tiers of News” with an emphasis on local content and community engagement; held listening sessions to demonstrate the writing and sound components used in telling an audio story; and conducted a tour of the UPR station, including the news room.

National History Day Competition, May 8, 2018 – General Manager Peg Arnold introduced 8th grade student Natalia Lopez to studio recording techniques and process to record audio for her history project for NHD Competition.

*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 Online Training, USU Affirmative Action Office: All employees (full-time, part-time, and interns) are required to take this course annually.

USU Affirmative Action/Equal Opportunity/Title IX specialist Robert Nieman presented an in-service on “Responsible Employees” in August, 2018

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*

UPR staff participated in several offsite events where community members who were interested in volunteering for or working at the station were given details regarding these opportunities.

UPR sends out a weekly e-newsletter to

might otherwise be unaware of such opportunities.

approximately 2,500 people notifying them of upcoming UPR events, new original series, volunteer opportunities, and programing updates. The newsletter contains links to the UPR website where current job postings are visible.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
July 28, 2018	Staff Assistant II	USU website - jobs.usu.edu and word of mouth

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period:

- Staff Assistant II 4

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Utah State University Website, jobs.usu.edu	3
Indeed.com	0
UPR.org	0
Word of Mouth	1
Higher Ed Jobs	0
Dept of Workforce Services	0
Herald Journal	0

RECRUITING SOURCES USED

Job Title of Position: Staff Assistant II Date of Hire: June 28, 2018

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	Doug Bullock, Executive Director	(435) 797-0216 hrinfo@usu.edu
Indeed	n	Indeed, Inc 7501 N. Capital of Texas Hwy Building B Austin, TX 78731	No contact person indeed.com	indeed.com
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
Herald Journal	N	Cache Valley Publishing c/o ISJ Payment Processing Center PO Box 1570 Pocatello, ID 83204	Jeff Collins	435-797-6936
Utah Public Radio	y	upr.org 8505 Old Main Hill Logan UT 84322-8505	Peg Arnold	(435) 797-3138
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.