

## Northern Public Radio (“NPR”) Equal Employment Opportunity Report

August 1, 2012 to July 31, 2013

NPR filled two full-time job vacancies during the period of August 1, 2012 to July 31, 2013.

1. POSITION: Morning Edition Producer

Date of Hire: 10/1/2012

Recruitment Source Referring Hiree: Northern Illinois University Website

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Total Number of Persons Interviewed: 4

**Recruitment Sources Used in Preceding Year Interviewees Referred by Source**

DeKalb Daily Chronicle 0  
Shaw Midweek 0  
Rockford Register Star 0  
Rock River Times 0  
PRIMA 1  
WNIJ.ORG 1  
Northern Illinois University website 1  
Bulletin Board Posting – Riverfront Museum Park, Rockford 0  
WNIJ Air 1  
WNIU Air 0  
Job Announcements Sent to La Voz Latina 0

2. POSITION: Development Director

Date of Hire: 5/15/2013

Recruitment Source Referring Hiree: WNIJ air

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Total Number of Persons Interviewed: 5

**Recruitment Sources Used in Preceding Year Interviewees Referred by Source**

DeKalb Daily Chronicle 0  
Shaw Midweek 0  
Rockford Register Star 1  
Rock River Times 0  
WNIJ.ORG 1  
Northern Illinois University website 1  
Bulletin Board Posting – Riverfront Museum Park, Rockford 0  
WNIJ Air 2  
WNIU Air 0  
Job Announcements Sent to La Voz Latina 0

Northern Public Radio made phone calls and/or sent letters to approximately 50 area employment agencies and community organizations in fall 2012. As a result of these calls one community organization and one agency requested to be notified of all full-time job vacancies. Northern Public Radio intends to continue this outreach in the coming reporting period. In order to achieve broad and inclusive outreach to promote recruitment and employment opportunities at NPR, the following long-term initiatives have been adopted:

1. Implementation of an internship program designed to assist high school and college students acquire skills needed for broadcast employment. NPR's internship program is structured in a manner that participants can focus on opportunities in development, marketing, special events/promotion, or in operations/production work including news reporting and feature production. During this reporting period, NPR coordinated three internships with Northern Illinois University. Since the inception of the program a total of 25 interns have gained applicable job experience.
2. Sponsored several opportunities for discussion of employment opportunities, including station tours and employment opportunity discussions for students. Tours held in January, February and March included Tiger and Cub Scout groups. The tours and discussions feature extensive information about different job categories and career possibilities in broadcasting, and provided information on how to apply for available positions at the Northern Public Radio stations. In addition, station staff spoke to area service clubs on three occasions and discussed employment opportunities and how to apply for any available positions at Northern Public Radio.
3. Provided a training program to enable employees to acquire skills to qualify for higher level positions: Have established a policy for rotating attendance at industry meetings and seminars to enable employees to acquire knowledge beyond their current abilities and job descriptions. In the period covered by this report six non-management employees (out of 12 total non-management employees) were afforded such opportunities including attending Public Radio Program Director's conference, the Public Media Development and Marketing Conference and Knight Foundation funded journalism training.
4. Attended outreach events: General Manager, Staci Hoste, Program Director Bill Drake and Managing Editor, Victor Yehling all took shifts at the station's booth at On The Waterfront, a community festival attended by more than 200,000 people over Labor Day weekend. Information on employment opportunities was available at the station booth.
5. Participated in two Chamber of Commerce business to business expos as a means of highlighting our role in the community and how others can join NPR through employment and volunteer opportunities when available. The first expo held on fall 2012 has a region focus with more than nine chambers participating. The second expo held on spring 2013 was hosted by two larger chambers in our community of service. Each expo was open to the public and offered numerous opportunities to discuss station careers.

Northern Public Radio is an Equal Opportunity Employer

NPR is licensed to Northern Illinois University, and provides employment opportunities to qualified individuals without regard to their race, color, religion, national origin, sex, age, disability, or any other characteristic protected by law. We are dedicated to providing broad outreach regarding job vacancies at the station and we seek the help of local organizations in referring qualified applicants to our station. If your organization distributes information about employment opportunities to job seekers, or refers job seekers to employers, and would like to receive job vacancy notices from NPR, please contact Staci Hoste at 815-753-9000, or email: [npr@niu.edu](mailto:npr@niu.edu)

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