

# EEO Public File Report

**KUMD - FM, Duluth, MN**

**December 1, 2016 – November 30, 2017**

## 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
0						

## Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

No.	Recruitment Source	Contact	Total Applications	Entitled to Notification
1	N/A			
2				
3				
4				
5				
6				
7				
8				
9				

**Prong 3 Longer-Term Recruitment Initiatives  
Implemented During Previous Year**

<b>No.</b>	<b>Date</b>	<b>Initiative</b>	<b>Description</b>	<b>Scope of Involvement</b>	<b>Personnel Involved</b>
1	On going	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 <a href="http://www.kumd.org">www.kumd.org</a> and in-person at numerous community events.	Ira Salmela, Interim Station Manager Maija Jenson, Program Director Christine Dean, Music Director/Web Master Sam Quackenbush, Marketing and Community Outreach Director, Lisa Johnson, Morning Show Host and Public Affairs Producer
2	On going	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, Station Manager; Christine Dean, Music Director/Web Master, Sam Quackenbush, Marketing and Community Outreach Director
3	On going	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 university wide online service (MyU).	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.	Ira Salmela, Interim Station Manager Maija Jenson, Program Director Christine Dean, Music Director/Web Master Lisa Johnson, Morning Show Host and Public Affairs Producer
4	Jan-Nov 2017	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, March, April, May, June, September and October. Articles featured information about the volunteer opportunities, specifically for on-air.	Maija Jenson, Program Director Christine Dean, Music Director/Web Master Lisa Johnson, Morning Show Host and Public Affairs Producer
5	August 28- April 27, 2017	Events/programs with educational institutions relating to career opportunities in broadcasting/	Weekly Tabling on UMD Campus	Tabling on-campus: Engaging university students and recruiting more volunteers for on-air, marketing, graphic design, production etc.	Sam Quackenbush, Marketing and Community Outreach Director; Morgan Kohler, On-Campus Marketing; Melissa Lager, On-

		Recruiting new university students to get involved with various areas of radio broadcasting.			Campus Marketing, Adam Reinhart, On-campus Marketing Erin Welch, Graphic Designer
6	Aug 22-26, 2017	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; Sam Quackenbush, Marketing and Community Outreach Director, Morgan Kohler, On-Campus Marketing; Melissa Lager, On-Campus Marketing, Adam Reinhart, On-campus Marketing
7	Aug 28-Sept 2, 2017	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.	Lisa Johnson, Morning Show Host and Public Affairs Producer; Sam Quackenbush, Marketing and Community Outreach Director, Maija Jenson, Program Director
8	August 29, & September 12, 2017	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.	Sam Quackenbush, Marketing and Community Outreach Director, Maija Jenson, P.D.; Christine Dean, Music Director/Web Master; Morgan Kohler, On-Campus Marketing; Melissa Lager, On-Campus Marketing
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 through an institution of higher education in the State of Minnesota.	Ira Salmela, Interim Station Manager; Maija Jenson, Program Director; Christine Dean, Music Director/Web Master; Lisa Johnson, Morning Show Host and Public Affairs Producer

11	On going	Full-Time Employees	KUMD Staff	The station has 7 full-time employees and therefore is required to complete 2 long-term recruitment initiatives every 2 years.	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 Donna Neveau, Accountant
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### **EXHIBIT 3**

## **Broadcast EEO Program Report**

### *Narrative*

KUMD-FM did not have a full time position opening in 2017.

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 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 3 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 19 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 18 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 2017 KUMD had a record number (over 130) of students involved with the station, volunteers and paid students combined.