

2017 - 2018 ANNUAL EEO PUBLIC FILE REPORT

Utah Public Radio

Station(s): KUSU-FM, KUSR
Communities of License: Logan, UT
Reporting Period: June 1, 2017 through May 31, 2018
No. of Full-time Employees: 5 – 10 More than 10 X
Small Market Exemption:

During the Reporting Period, two full-time position 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.*

USU’s Day on the Quad, August 30, 2017: 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, and similar activities.*

Station Tours: Avalon Hills 20 young women and **Boy Scouts of America** 15 scouts.

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

“Cache Valley Women in Business Conference,” October 26, 2018: UPR development officer Teri Guy spoke at the event and hosted a table to promote UPR programs and services.

*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.

UPR Volunteers, Fall 2017 and Spring 2018 Pledge Drive: Approximately 137 volunteers assisted with taking pledges over the phone, taking listener comments, and running errands.

*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.

Access Utah airs Monday through Thursday, Year-round: *Access Utah* is UPR's original program focusing on the things that matter to Utah. The hour-long show airs daily at 9:00 a.m. and 7:00 p.m. and covers everything from pets to politics in a range of formats from in-depth interviews to call-in shows. Listeners are encouraged to call in with questions and opinions.

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

Caffe Ibis – Randy Wirth Half Century Ride, August 2017: Promoted on-air, sponsored a bike team of 4, hosted booth at pre-ride/post-ride events.

Association for Utah Community Health, Filmmaker Jenny Mackenzie, October 2017: UPR staff members travelled to rural areas of Utah to screen the film, “Dying in Vein” and host panel discussions regarding the UPR Original Series, *A State of Addiction: Utah’s Opioid Epidemic*.

Block Film Festival, Filmmaker Jenny Mackenzie, October 2017: UPR held a screening of the film, “Dying in Vein” and hosted a panel discussion regarding the UPR Original Series, *A State of Addiction: Utah’s Opioid Epidemic*.

Utah Film Center, February 2018: Community event to promote newest Original Series *LGBTQ Off The Grid* raised awareness of UPR, provided opportunities to collaborate with community organizations, screened film, and hosted a panel discussion.

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

Lee C. and Sarah Jean Frischknecht Scholarship: This annual award helps a USU student majoring in broadcast journalism learn professional skills through a reporting internship at Utah Public Radio. Corryn LaRue benefitted from this year’s award.

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’s Planet Money host Robert Smith and producer Elizabeth Kulas, August 8, 2017: Met with news team and interns to discuss how to make their stories more interesting.

SBE RF101 Webinars: Engineer Friend Weller participated in this yearlong training.

Greater Public Webinars: Staff assistant Tami Jones and development officer Katie Swain participate in monthly webinars to gain new skills to further their careers.

NPR Training Webinars: News director Kerry Bringhurst, assistant news director Dani Hayes, and student intern reporters utilize 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 1560 Radio Production – Fall Semester 2018: General manager Peg Arnold taught a 3-credit course at Utah State University that explores public radio content and production with practical applications in 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 1500 Introduction to Mass Communication – November 2018: 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, and promoted the Original Series, *A State of Addiction: Utah's Opioid Epidemic*.

JCOM 3200 Writing for Electronic Media – November 2018: News director Kerry Bringhurst discussed differences between public radio and commercial radio news content; explained how to writing 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.

Women In Leadership Initiative – Academic Year 2017-2018. Station manager Peg Arnold and news director Kerry Bringhurst served as mentors in USU Center for Women and Gender's Women In Leadership Initiative. Throughout the year, mentors shared knowledge about their education, career paths, and the successes and challenges associated with broadcasting

professions. The program included discussion sessions, career coaching, and panel presentations.

*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 Training: Staff assistant Tami Jones 9/1/2017; news director Kerry Bringhurst 12/14/2017; production assistant Shalayne Smith-Needham 3/8/2018; engineer Friend Weller 3/7/2018; development officer Katie Swain 12/5/2017; station manager Peg Arnold 3/30/2018; business officer Melanie McGregor 4/5/2018; part time host Arden Ott 3/7/2018; news interns Leslie Forero 12/15/2017; Riana Gale 12/14/2017; Katherine Taylor 3/9/2018; Spencer Hulsey 3/9/2018; and Taylor Jenkins 3/1/2018.

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.*

UPR provided job-shadowing opportunities for two students in the Utah State University Program, Aggies Elevated, an inclusive on-campus college experience for young adults with intellectual disabilities.

*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.*

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
August 1, 2017	Staff Assistant	Indeed.com
May 7, 2018	Development Officer	Word of mouth

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 11

- Staff Assistant – 3 Interviews

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

- Development Officer – 8 Interviews

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Utah State University Website, jobs.usu.edu	3
Indeed.com	1
Word of mouth	4

RECRUITING SOURCES USED

Job Title of Position: Staff Assistant

Date of Hire: August 1, 2017

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	Camille Gonzalez	435-797-0216 Camille.gonzalez@usu.edu
Utah Department of Workforce Services	y	jobs.utah.gov P.O. Box 143250 Salt Lake City, UT 84114-3250	Vicki Fenton	888-920-9675
The Herald Journal	n	Cache Valley Publishing c/o ISJ Payment Processing Center PO Box 1570 Pocatello, ID 83204	Desi Munson	435-752-2121
Indeed.com	n	Aggregator of online job postings	Indeed.com	None required
Utah Public Radio	y	upr.org 8505 Old Main Hill Logan UT 84322-8505	Dani Hayes	435-797-3138 Dani.hayes@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
 Date of Hire: May 7, 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	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	888-920-9675
Indeed.com	n	Online submission	Indeed.com	None required
The Herald Journal	n	Cache Valley Publishing c/o ISJ Payment Processing Center PO Box 1570 Pocatello, ID 83204	Laurie Jackson	435-792-2121
Greater Public	n	401 N 3 rd St, Ste 601 Minneapolis, MN 55401	No contact person greaterpublic.org/jobline	800-454-2314
Public Radio Association of Development Officers	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
Utah Public Radio	y	upr.org 8505 Old Main Hill Logan UT 84322-8505	Dani Hayes	435-797-3138 Dani.hayes@usu.edu
Utah Public Radio	n	Mail Chimp	Tami Jones	435-797-3141 Tamra.jones@uu.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.