

# EEO Public File Report

**KUMD - FM, Duluth, MN**

**December 1, 2007 – November 30, 2008**

## 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
1	Radio Station Manager	9/18/07	8/1/08	Duluth News Tribune Corporation for Public Broadcasting Jobline Minnesota Broadcaster's Assoc. Job Bank Univ. of Minn. Duluth Human Resources Current: The Newspaper about Public Television and Radio College Broadcasters Inc. Journalismjobs.com The Poynter Institute HigherEdJobs.com	6	1
1	Program Director	4/4/08	8/11/08	Duluth News Tribune Minneapolis Star Tribune Corporation for Public Broadcasting Jobline Minnesota Broadcaster's Assoc. Job Bank Univ. of Minn. Duluth Human Resources Brown University school of broadcasting Columbia School of Broadcasting, Inc College Broadcasters Inc. HigherEdJobs.com	2	1



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

<b>No.</b>	<b>Recruitment Source</b>	<b>Contact</b>	<b>Total Applications</b>	<b>Entitled to Notification</b>
1	Current 6930 Carroll Ave., Suite 350, Takoma Park, MD 20912	Sherron Phillips (301) 270-7240 ext. 36	0	N
2	Duluth News Tribune 424 W. First St., Duluth, MN	218-723-5200	0	N
3	<a href="http://www.d.umn.edu">www.d.umn.edu</a> or other electronic media 255 DA dB, 1049 University Dr., Duluth, MN 55812	Judith Karon 218-726-7161	0	N
4	University of Minnesota Employee Sources (bulletin boards, etc.) 255 DA dB, 1049 University Dr., Duluth, MN 55812	Judith Karon 218-726-7161	0	N
5	Minnesota Broadcasters Association Job Bank 3033 Excelsior Blvd Suite 301 Minneapolis, MN 55416 <a href="http://www.minnesotabroadcasters.com">www.minnesotabroadcasters.com</a>	(612) 926-8123, 1-800-245-5838 <a href="mailto:meischen@minnesotabroadcasters.com">meischen@minnesotabroadcasters.com</a>	1	N
6	HigherEd Jobs.com <a href="http://www.higheredjobs.com">www.higheredjobs.com</a>	Lauren Beigle 814-861-3080	1	N
7	Poynter online <a href="http://www.poynter.org">www.poynter.org</a>	727.821.9494	0	N
8	Journalismjobs.com <a href="http://www.journalismjobs.com">www.journalismjobs.com</a>	<a href="mailto:contact@journalismjobs.com">contact@journalismjobs.com</a> 510-653-1521	0	N
9	Corporation for Public Broadcasting Jobline <a href="http://www.cpb.org">www.cpb.org</a> 401 Ninth Street, NW Washington, DC 20004-2129	202-879-9600	0	N

**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	4/14/2008-5/31/2008	Scholarship Program	Assoc. of Minn Public Educ. Radio Stations, of which KUMD is a charter member, offers a scholarship for students in broadcasting.	KUMD coordinates the program: distributes application materials, serves on selection committee.	Christine Dean, Interim Station Manager
2	Throughout the year	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.	Christine Dean, Interim Station Manager Maija Morton, Program Director Vicki Jacoba, Station Manager
3	1/1/2008-Present	Internship	KUMD trains student interns	Students can sign up for academic credit and are taught production skills, management skills, fundraising skills, and other public broadcasting business skills by KUMD staff.	Vicki Jacoba, Station Manager Maija Morton, Program Director Christine Dean, Music Director

## **EXHIBIT 3**

### **Broadcast EEO Program Report**

#### *Narrative*

KUMD had three (3) full-time vacancies between December 1<sup>st</sup> 2007 and November 30<sup>th</sup>, 2008.

1. The Station Manager position became open in July 2007. A search was initiated on September 18<sup>th</sup>, 2007, but a suitable candidate was not found until August 1, 2008. The position was widely advertised as described in the attached documents.
2. The Program Director position search began on April 4, 2008 and was widely advertised as described in attached documents. The selection committee offered the position to a candidate, who began her tenure with KUMD on August 11, 2008.
3. The Director of Development position became open in October 2007. A search began in February, 2008. Attached, please find the various sources for advertising the opening. A candidate was selected, who began her tenure effective November 3, 2008.

The station will announce any future full-time job openings by advertising in the local and regional (including Twin Cities) newspapers, and by sending announcements of the opening to agencies, organizations, and job services throughout the community, including every such agency 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 Prong 3 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 15 years. KUMD has actively participated in this scholarship program. 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.