

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

No.	Recruitment Source	Contact	Total Applications	Entitled to Notification
1	No full time vacancies during Dec. 1, 2008 and Nov. 30, 2009			
2				
3				
4				
5				
6				
7				
8				
9				

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

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Sept. 24 2009	Recruiting students to work in various capacities at KUMD.	Student Volunteer Fair	Tabled, answered questions	Vicki Jacoba, Station Manager Christine Dean, Music Director Maija Morton, P.D. Mimmu Salmela, Development Director
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. Community Volunteers also work at Booth/tabling events with the Development Director.	Maija Morton, Program Director Vicki Jacoba, Station Manager Christine Dean, Music Director Mimmu Salmela, Development Director
3	1/1/2009- Present	Internship	KUMD trains UMD 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 Mimmu Salmela Development Director
4.	1/1/09 - Present	Internship	KUMD offers opportunities for an internship from many area colleges and universities.	The Program Director solicits from the U of M Career Services See attached	Maija Morton, Program Director

EXHIBIT 3

Broadcast EEO Program Report

Narrative

KUMD had no full time vacancies between December 1, 2008 and November 30th, 2009.

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 16 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.