Annual Report to the FCC, the Public File, and KUNM.org
on
Equal Employment Opportunities at KUNM Radio

prepared by
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This report is made for the period June 1, 2008 to May 31, 2009 in compliance with FCC reporting requirements and in keeping with KUNM’s high standards for applying the standards and spirit of FCC rules on broadcast recruitment and hiring. This report is available on the KUNM website -- www.kunm.org

This report is also available for public inspection at the KUNM studios in Onate Hall on the University of New Mexico (UNM) campus (corner of Campus and Girard).

**Recruitment Standards and Sources:** KUNM conducts all recruitment and hiring through the UNM Human Resources Department and in accordance with UNM Business Policy 3210 “Recruitment and Hiring.” [www.unm.edu/~ubppm/ubppmanual/3210.htm](http://www.unm.edu/~ubppm/ubppmanual/3210.htm)

As a department of UNM, KUNM benefits in many of the outreach activities conducted by UNM for the whole community. These activities include a walk-in employment center, job fairs, free job search counseling seminars, resume writing workshops, job interviewing techniques and other instructional venues to help the job-seeker improve abilities to succeed in the job market. This UNM initiative is called UNM Jobs. See: [https://unmjobs.unm.edu](https://unmjobs.unm.edu)

UNM Human Resources supports a tremendous amount of employee development course work including in-house training workshops, tuition remission and paid release time for employees involved in course work. Employees can enroll in any UNM or UNM Continuing Education courses without paying tuition. Employees can also participate in a whole range of free UNM HR Employee Occupational Development courses. See: [http://hr.unm.edu/](http://hr.unm.edu/)

**Full-time Positions Filled during this Reporting Period**

**Fulltime Hires:** No fulltime positions were filled in the year.

**Recruitment Source Information**
**for Full-time Positions Filled during this Reporting Period**

Not applicable. (No fulltime positions were filled in the year.)
KUNM uses two basic criteria for recruitment based on the type of job opening at the station. A statewide criteria is used for all jobs. A national criteria is added for the top-level professional radio positions of General Manager, Chief Engineer, and Directors of Programming, Music, News, Production, Development, and Underwriting. In the period covered by this report, KUNM had no openings for full-time positions.

Statewide recruitment includes on-air, on-line and e-mail announcements from KUNM, notices in our internal newsletter, ads placed with New Mexico Broadcasters Association online job listings, ads in the statewide newspaper of record “The Albuquerque Journal”, and direct notification by UNM to a wide array of organizations with special interests in job placement listed at UNM as interested in receiving job notices.

National recruitment includes all of these elements with expanded outreach through the NFCB (National Federation of Community Broadcasters) newsletter and “Current – The Newspaper about Public Television and Radio”. Additional outreach is created via direct e-mail or postings to “list serves” operated by national organizations representing minority broadcasters such as NAJA (Native American Journalist Association), NABJ (National Association of Black Journalists), NAHJ (National Association of Hispanic Journalists) and others associated with Unity – Journalists of Color, Inc. (see www.unityjournalists.org). Similar e-mail postings are sent to national broadcast centers like CPB, NPR, and national email lists like pubradio, prado, pubtech and others performing similar news/information exchanges.

**Narrative on FCC Long-Term and Prong 3 initiatives: Outreach Activities:**

People from all walks’ of life can volunteer at KUNM. In the current period, KUNM provided professional radio training to more than 220 community members and students. Following certification and to the highest degree possible, these volunteers and students are placed in on-air programming opportunities within KUNM’s very diverse program schedule. See www.kunm.org.

KUNM has 16 full-time noncommercial radio professionals and 185 student and community volunteers producing programming and operating the station. Additionally, (and on average) 12 or more students are employed part-time at KUNM as work-study (qualified for financial assistance) employees. Recruitment for these positions is conducted in ads published in the student newspaper (also published online), and through the UNM student employment online center.

KUNM produces a Youth Radio program (Sunday nights 7-8 pm) so that teens, mentored by college students and KUNM professionals, receive training to produce and broadcast their own public radio program. While this does not necessarily carry an employment goal, it is real-world training for mid-school and high school youth in radio. About 15 kids participated in our training during the year. In May 2009, KUNM’s Youth Radio program was awarded the Governor’s Youth Service award from the NM Commission on Community Volunteering.
KUNM staff members teach classes in UNM’s Department of Communications and Journalism related to careers and professional standards for employment in the industry. In this period, our interim Program Director taught the Performance for Radio-TV course. KUNM’s General Manager serves on the Department of Communications and Journalism’s industry-based advisory board. UNM provides ongoing professional training on EEO, civil rights in the workplace, the prevention of discrimination in the workplace, dispute resolution and related topics.

**Additional Prong Three Information from the Reporting Period:**

* Participation in at least four (4) job fairs by station personnel who have substantial responsibility in making hiring decisions.

KUNM management regularly attends job fairs at UNM. This year, KUNM was represented at the College of Communication and Journalism job fair.

* Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Regular and on-going. At any given point, 15 students are employed in various capacities, including management functions, at KUNM. An additional 150 or more students and community members participate in creating programming and sustaining the operations of KUNM. These people can establish formal internships in addition to the day-in-day-out on the job learning at KUNM.

* Participation in job banks, Internet programs, and other programs designed to promote outreach generally.

KUNM participates in UNM’s Human Resources “UNMJobs” internet services including job banks, department-specific job-opening searches, and related outreach activities. This is regular and on-going.

* Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.

Continuous and on-going. KUNM employees can participate in the full spectrum of UNM classes; including Continuing Education coursework. UNM offers a tuition remission and work release benefit so costs and paid leave for coursework is available to all staff. Staff and volunteers are eligible for stipends to support travel and registration costs for training and conferences.

* Establishment of a mentoring program for station personnel.

KUNM students and volunteers (our staff) receive on-going mentoring and skills Improvement training. Individuals can create mentoring relationships with the paid, professional staff in all aspects of broadcasting and 24-track music production.
professional staff members are eligible to create mentoring programs through UNM’s Human Resources department.

* Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

On-going in all “national level” (as defined above) broadcast professional recruitments.

* Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

All UNM employees took mandatory training on sexual harassment last year.

* Participation 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.

In this period, KUNM has continued to develop our Youth Radio (educational radio of/by/for Young people. KUNM has provided radio training for middle and high school student and is completing its third year of broadcasting by Youth participants. This gives young people in our community an excellent opportunity to train and work in an on-the-job setting.

--end-- Questions to RichardTowne@kunm.org or kunm@kunm.org