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

prepared by
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This report is made for the period June 1, 2007 to May 31, 2008 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 campus (corner of Campus and Girard) in Room 312 during normal university business hours (8 a.m. – noon and 1:00 p.m. – 5:00 p.m. Appointments to view the KUNM Public File are encouraged but not required. Please call (505) 277-8009 to make an appointment or any inquiry regarding KUNM. E-mail may be addressed to kunm@kunm.org.

Parking is available at meters in the parking lot just south of Onate Hall. Parking can be a chore when school is in session. Please be advised that most neighborhoods to the east of Girard have “Residents Only” parking restrictions. KUNM is wheelchair accessible via elevator in mid-building to the third floor studios and offices.

In accordance with the Americans with Disabilities Act material in the KUNM Public File can be made available in alternative formats upon request. This may take some time based on the nature of the request, but KUNM is prepared to make material available as needed.

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.” 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 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. Recent UNM outreach events have been designed specifically for the Native American and Hispanic communities. This UNM initiative is called E-Jobs. See: https://ejobs.unm.edu/jobHome.cfm

In Fall 2007 and Spring 2008, KUNM and UNM HR representatives completed a review and update of KUNM’s recruitment plans. Improvements include expanded notification to minority media groups around the country and the inclusion of paid and free job referral websites – such as Monster.com and HigherEdJobs.com. KUNM continued to benefit from efforts with minority
specific recruitment websites by using LatPro.com (Latino Professionals). The new recruitment plan was used for our national recruitment for two Reporter positions in 2007. The plan is included for review at the end of this report.

KUNM has a long-standing service of personal notification whereby anyone or any organization that contacts KUNM for any reason related to employment is automatically notified of any type of job opening at KUNM. Personal notification is augmented now by the UNM employment website where individuals can elect to receive automatic e-mail notification of employment opportunities. This has been an excellent tool for KUNM.

UNM Human Resources also supports a tremendous amount of employee development course work including tuition remission and paid release time for employees involved in course work.

See: http://hr.unm.edu/

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 used national recruitment standards for two “Reporter” openings.

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. In addition, the UNM website has an employment website https://ejobs.unm.edu/jobHome.cfm where anyone, anywhere, can register to receive automatic notifications of job openings at UNM, including specific job titles used by KUNM.

National recruitment includes all of these elements with expanded outreach through the NFCB (National Federation of Community Broadcasters) newsletter, “Current” – The Newspaper about Public Television and Radio and similar national and regional publications. 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.

**Fulltime Hires:** Four fulltime positions were filled in the year; Membership Coordinator, Unit Information Systems Analyst, and two Reporter positions. The national recruitment plan for the Reporters positions are attached to this report. In addition, we used e-mail to many organizations, the UNM website and the automatic notification by UNM HR to various interested parties from around the state to promote outreach for the openings. The Membership
Coordinator and Unit Information System Analyst positions used a statewide recruitment using air, web, e-mail, the UNM Job site, and ads in the Albuquerque Journal.

For the Membership coordinator position: Three were interviewed. Two learned of the opening from the UNM Job site. The successful candidate learned of the opening from a UNM employee. We did see applicants come in from LatPro, Monster.com, and the NM website for Association of Fundraising Professionals.

For the Unit Systems Information Analyst position: Two were interviewed. One candidate heard about the opening because she was working here as a “temporary” volunteer. The successful candidate was a long-time volunteer at KUNM.

For the Reporter positions, we had two recruitments. In the first recruitment (Fall 2007), one candidate learned of our opening through “viral e-mail” – an announcement we send out to as many people as we can think of that says “Please share this notice with anyone you think might be interested in applying. The second candidate heard about the opening through our in-house opening. She was eventually hired after working here as a student and volunteer for many years, following her successful completion of a graduate degree in Mass Communications at UNM.

In the second Reporter recruitment (Spring 2008) we interviewed three candidates. One saw our posting on the CPB.org website. Another heard about the opening via the Association of Independents in Radio list serve. The successful candidate also heard of the opening from the CPB online job listing bank and was encouraged to apply by a former KUNM employee living near her in Washington state. In the second recruitment, KUNM had 38 applications from all over the country and one application from outside the U.S.

Narrative on FCC Long-Term and Prong 3 initiatives: Outreach Activities. Some of the KUNM and UNM outreach activities are listed above under the Recruitment section. In addition to those, KUNM also conducts extensive outreach, recruitment and on-going training for anyone wishing to work or volunteer at KUNM. In the current period, KUNM provided professional radio training to more than 250 community members and students. Following certification and to the highest degrees 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 students and community volunteers producing programming and operating the station. On average, 15 or more students are employed part-time at KUNM as work-study (qualified for financial assistance) employees. Outreach and recruitment for these positions is conducted on-air, in ads published in the student newspaper (also published online), and through UNM student employment online center. Volunteers are recruited by posting fliers, using on-air announcements, through press releases, and through attendance at state broadcasters association job fairs. In some cases, KUNM has tables or visible presence at related city-wide activities like cultural festivals or UNM student events like Earth Day or Fiestas. KUNM also conducts outreach at off-campus community events such as music concerts, solar festivals, xeriscape conferences and the like.
KUNM has also created 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 training for mid-school and high school youth in radio. About 20 kids participated in our training during the year.

KUNM staff regularly teach classes in UNM’s College of Communications and Journalism related to careers and professional standards for employment in the industry. KUNM’s General Manager serves on the College of Communications and Journalism’s industry-based advisory board. Our job vacancies are listed with media trade groups whose membership and mission is to serve women and minorities.

UNM provides ongoing professional training on EEO, civil rights in the workplace, the prevention of discrimination in the workplace, dispute resolution and related topics. Staff is very proactive in attending this type of course work and embrace the highest standards of tolerance and diversity in the workplace. All UNM employees were required to take mandatory sexual harassment training this year. With 185 students and volunteers, 15 work-study students and 15 fulltime professionals, delivering a very diverse program service, KUNM is a beacon of diversity for central and northern New Mexico.

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.

* Hosting of at least one (1) job fair.

  No activity in this period.

* Co-sponsoring at least one (1) job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities.

  KUNM management has attended UNM job fairs specifically for outreach to the Native and Hispanic communities in the region.

* Participation in at least four (4) events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

  No activity in this period.

* 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 35 – 40 students volunteer at KUNM for the work experience. An additional 150 or more 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 “E-Jobs” internet services including job banks, job opening notifications, and related outreach activities. This is regular and on-going.

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

Once a student or community member has volunteered here for a year, he or she is eligible for scholarship to support production of broadcast specials. Proposals are accepted quarterly as an incentive for people to engage in the challenging and laborious work of long-form documentary production. This effort is also available to students in the UNM school of Communications and Journalism.

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

Continuous and on-going. Please see information below. In addition, KUNM employees can participate in the full spectrum of UNM coursework through tuition remission and work release policies at UNM. Staff and volunteers are eligible for stipends to support travel and registration costs for training and conferences.

KUNM provides constant training opportunities for anyone from the community. Recruitment is continuous and ongoing, based on the needs of the station.

* Establishment of a mentoring program for station personnel.

KUNM students and volunteers (our staff) receive on-going mentoring and skills improvements. Individuals can create mentoring relationships with the paid, professional staff in all aspects of broadcasting and 24-track music production.

* Participation in at least four (4) events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

KUNM Management attends at least one UNM job fair every six months.

* Sponsorship of at least two (2) events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.
No activity in this during the reporting period.

* 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 broadcast professional recruitments.

* Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment or relating to broadcast.

   No activity in this during the reporting period.

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

   All UNM employees were required to take mandatory training on sexual harassment this year.

* Provision of training personnel to unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.

   KUNM works closely with the National Federation of Community Broadcasting (www.nfcb.org) and the University: Stations Alliance (www.us-alliance.org) to share improvements to standards and practices in recruitment, employment, and volunteering in public radio.

* 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 second year of broadcasting by Youth. This gives young people from across the region an excellent opportunity to train and work in an on-the-job setting. We have hosted radio training opportunities for young people from across the state.

   KUNM successfully lobbied UNM to install automatic door openers at exterior doors and access corridors leading to KUNM. This is a vast improvement in access for people with disabilities and mobility issues.

KUNM Management Review: KUNM management regularly monitors news and updates from UNM’s HR department, the NM EEOC Diversity Council, our broadcast counsel Dow Lohnes, LLC and other sources related to best practices and FCC requirements. This is in addition to periodic reporting to the FCC. As job openings occur at the radio station, a comprehensive
review of outreach and recruitment is completed by the General Manager in conjunction with the hiring official at KUNM and the KUNM employment specialist at UNM HR.

In addition, KUNM management has annually reviewed the specific FCC requirements on employment practices and is in full compliance with the following directives.

* A station must analyze its recruitment program on an ongoing basis to ensure that it is effective in achieving broad outreach to potential applicants, and address any problems found as a result of its analysis.

* Periodically analyze measures taken to disseminate the station's equal employment opportunity program to job applicants and employees.

* Review seniority practices to ensure that such practices are not discriminatory.

* Examine rates of pay and fringe benefits for employees having the same duties, and eliminate any inequities based on race, national origin, color, religion, or sex discrimination.

* Utilize media for recruitment purposes in a manner that will contain no indication, either explicit or implicit, or a preference for one race, national origin, color, religion, or sex of another.

* Ensure that promotions to positions of greater responsibility are made in a nondiscriminatory manner.

* Where union agreements exist, cooperate with the union or unions in the development of programs to ensure all persons have equal opportunity for employment, irrespective of race, national origin, color, religion, or sex, and include an effective nondiscrimination clause in new or renegotiated union agreements.

* Avoid the use of selection techniques or tests that have the effect of discriminating against any person based on race, nation origin, color, religion, or sex.
KUNM Recruitment – Recruitment Resources

Date: July 7, 2006

Underutilized: Undetermined at UNM EEO website (Reporter).

Free Resources:

(1) New Mexico Broadcasters Association
URL: http://www.newmexicobroadcasters.org/Jobbank/postings.php
Fee To Post: Free

(2) Corporation for Public Broadcasting
http://www.cpb.org/aboutcpb/
Summary: The Corporation for Public Broadcasting is a private, non-profit corporation that was created by Congress in 1967. The Corporation is not a government agency. It promotes public telecommunications services (television, radio, and online) for the American people. CPB invests in more than 1,000 local radio and television stations . . . their services, their programs, and their ideas. These CPB-funded stations reach virtually every household in the country. CPB is the largest single source of funding for public television and radio programming. CPB funds diverse and innovative programming that's useful, educational and cultural.
Fee to Post: Free. UNM HR has a membership. Recruitment Services will post upon request.

(3) HigherEdJobs.com
Summary: HigherEdJobs.com was founded in 1996 to list open positions at colleges and universities. Today, HigherEdJobs.com has one of the largest job databases focused exclusively on college and university positions. While some employment web sites list open positions in every industry, HigherEdJobs.com concentrates on open positions in higher education. Their goal is to provide a recruitment tool that adds value to the job seeker and recruiter by providing cost-effective, innovative, useful, and timely services in all areas of the site. HigherEdJobs.com was carefully designed to help job seekers and job posters in higher education find each other.
Fee to Post: Free. UNM HR has purchased membership to the HigherEdJobs.com web site which allows unlimited job postings. The department should call their HR Consultant or HR Tech to post.

(4) TedJob.com
URL: http://www.tedjob.com
Summary: New online resource targeting employers and future employees in Higher Education.
Cost: Free

(5) Jobvertise
URL: http://www.jobvertise.com/employerinfo
Summary: Jobvertise is the best way to advertise jobs on your web site! With a click of a button your job listings automatically show up on your web site, the Jobvertise site, and search engines like Yahoo, Altavista and Hotbot. Best of all, the Jobvertise service is FREE!

Cost: Free of charge to post positions

(6) Albuquerque Jobing
URL: http://www.albuquerque.jobing.com/employers.asp
Summary: Strictly local resource to attract the talent in our own town.
Cost: Free

(7) Kirtland Family Support Employment
Summary: A new resource that utilizes the spouses and dependents of men and women stationed at Kirtland who come from a wide variety of work experience and educational backgrounds.

Fee Based Resources:

(8) Broadcast Education Association
URL: http://www.beaweb.org/jobs.html
Summary: The Broadcast Education Association is the professional association for professors, industry professionals and graduate students who are interested in teaching and research related to electronic media and multimedia enterprises. There are currently more than 1,400 individual and institutional members. Follow the links below for information on our staff and other officers of the Association.
Fee to Post: All BEA Institutional Member schools may post their jobs free of charge. There is a $50.00 charge per job posting for non-Institutional Members of BEA to post jobs on this site. Please contact beainfo@beaweb.org if you'd like to place an ad.

(9) JournalismNext.com
http://www.journalismnext.com/
Summary: JournalismNext.com has helped many employers with their efforts to diversify their newsrooms. JournalismNext.com is like a 24-hour real time minority media job conference without the high travel expenses! Post open positions in real-time 24 hours a day 7 days a week. It's the fastest and most effective way to get the word out about your jobs/internships/fellowships to a vast network of minority journalists around the country. You can also edit or delete your job posting anywhere at any time from any computer.
Fee to Post: Single Job Posting $59.95

11. Tribal Employment Newsletter
URL: http://www.nativejobs.com/
Summary: Features professional level positions for Native Americans.
Fee to post:
Pay-As-You-Go: Each announcement posted costs $80 and remains on the website for 30 days. This option is best if you plan to have no more than three (3) job announcements posted over the next year. Cost: $80 per announcement
10) Monster
URL: www.monster.com

Summary: Monster Works...For Everyone Who Hires.
Whether you're looking for great local talent or conducting a nationwide search, Monster can help you find and hire the right people for your company. With over 1.6 million job seekers visiting daily and the best screening and hiring tools on the planet, we'll help you zero in on the best candidates...fast.

Cost: $107.00 for 60 day posting

11) Albuquerque Journal Consolidated Ad
Cost: $250 per Sunday for 100 words

(1) National Federation of Community Broadcasting
www.nfcb.org

Summary: National Federation of Community Broadcasters (NFCB) is a national alliance of stations, producers, and other committed to community radio. NFCB advocates for national public policy, funding, recognition, and resources on behalf of its membership, while providing services to empower and strengthen community broadcasters through the core values of localism, diversity, and public service.
Fee to post: Posting done through NFCB Listserv.

(2) University: Stations Alliance
www.us-alliance.org

Summary: Building strategic alliances, sharing resources, editorial integrity, benchmarking, and governance - these are some of the issues that have been the focus of the University: Station Alliance since its inception over three years ago.
The U: SA web site provides university public radio licensees with news about current U: SA projects & activities, links to related organizations, as well as a wealth of information to help solve problems and improve operations.
Fee to post: Posting done through U: SA Listserv. Recruitment will post upon request.

(3) Current.org
http://www.current.org/advertise/adsclass.shtml#how

Summary: For nearly 25 years, Current has been the newspaper about public broadcasting in the United States. The paper comes out biweekly, usually every other Monday, 23 times a year. It's read by people involved in public TV and public radio — station employees, independent producers, local volunteers and board members, viewers and listeners, state and national policymakers and others. In a field of autonomous stations and independent producers, split between TV and radio and spread around a very large country, the most widely read periodical serves as one of the few-shared resources—public broadcasting's meeting place.

Fee to Post:
Standard classifieds consist of ad texts with boldface headings. The headings contain only the job title(s), organization name, city and state. All text is one size. No graphics. They are billed by the word. Rate: $1.10 per word, $30 minimum.

4. Radio-Televison News Director’s Association
www.rtna.org

Costs $75 to post position on line
5. Public Radio News Directors Incorporated  
   http://www.prndi.org/links.php  
   Does not have posting site but Links page has links to about 30 national orgs including UNITY and many more.


   Free to post but must be member to view.