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 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. This UNM initiative is called UNM Jobs. See: https://unmjobs.unm.edu

In 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 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 search for specific employment opportunities at KUNM. This has been an excellent tool for KUNM.

UNM Human Resources also 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.

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 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, “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. Our job vacancies are listed with media trade groups whose membership and mission is to serve women and minorities.

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

**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 220 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, 12 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 in ads published in the student newspaper (also published online), and through the 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. KUNM also conducts outreach at off-campus community events such as music concerts, solar festivals, xeriscape conferences and similar events.

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 20 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. In this period, the advisory board was asked to review proposed changes to the school’s curriculum. The goal for the advisory board was to review the plan for suitability in employment for future graduates.

UNM provides ongoing professional training on EEO, civil rights in the workplace, the prevention of discrimination in the workplace, dispute resolution and related topics. All UNM employees were required to take mandatory sexual harassment training last 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.

   No activity in this period.

* 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 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.

* 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 Department of Communications and Journalism. Three awards were made in this period.

* 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.

    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 took mandatory training on sexual harassment last 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.

**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.

KUNM’s General Manager is responsible for implementation for equal employment opportunity at KUNM. 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.

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