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

This report is made for the period June 1, 2004 to May 21, 2005 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 also available on the KUNM website -- www.kunm.org.

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.

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.

Statewide recruitment includes on-air and on-line announcements from KUNM, ads in KUNM program guide and internal newsletter, 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: One fulltime position was filled in the year; Coordinator of Donor Relations. The statewide recruitment process was used for this position, although notice was posted extensively through e-mail networks applicable to the duties of the position. KUNM’s recruitment yielded 52 applications. Five candidates were interviewed. The position was filled August 1, 2004.
Of the 47 applicants not selected for interview, 27 applicants provided no information in their applications as to source of recruitment. The 20 applicants not selected for interview who did indicate recruitment source show a variety of recruitment sources successfully utilized by KUNM: UNM Web Job Posting (11), UNM Job Finder Notification (3), UNM Job Phone Line (4), Albuquerque Journal (2).

Of the five candidates interviewed, the following recruitment sources were indicated: UNM Web Job Posting (2), UNM Job Finder Notification (1), UNM Job Phone Line (0), Albuquerque Journal (2). The recruitment source for the successful candidate was the Albuquerque Journal.

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

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 15 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 employees. Outreach and recruitment for these positions is conducted on-air, in ads published in the student newspaper 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 Hispano Chamber of Commerce job fairs or UNM student events like Earth Day or Fiestas.

**KUNM and UNM have many training programs to help employees qualify for higher level positions and for volunteers to advance their skills and expertise to more fully qualify them for employment in the broadcasting field.** Last year, KUNM sent 45 people to the annual conference of the National Federation of Community Broadcasters annual conference. Cost for this training was about $8,000 but was offset by the fact that the conference was here in Albuquerque (no hotel, per diem or travel). The conference is heavy on training, networking and specific training sessions for professional staff and volunteers, including specific opportunities minorities, youth and women.

**KUNM staff regularly teach classes in UNM’s College of Communications and Journalism related to careers and professional standards for employment in the industry.** 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. 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 and by the NM Broadcasters Association.

* 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.

* 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. In the current period, KUNM has replaced nearly all of its broadcasting equipment to achieve state-of-the-art digital studios. This summer, the station will add digital transmission to its facilities in anticipation of moving into multi-casting. This will double the opportunities for recruitment, training and program production for community volunteers and students in our coverage area.

* 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 and attends the NM Broadcasters Association Job Fairs. All participants at the Association job fairs are invited to join our free broadcast training programs.

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

Please see information provided above.

* 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 researched Youth Radio (educational radio of/by/for Young people. KUNM has provided radio training for middle and high school student and is launching an effort to start a weekly Youth Radio program on-the-air. This gives young people from across the region an excellent opportunity to train and work in an on-the-job setting.

**Recruitment Source Information**

The primary contact for all employment opportunities at KUNM is through the University of New Mexico’s Department of Human Resources (UNM-HR):

UNM-HR  
[http://www.unm.edu/~hr/](http://www.unm.edu/~hr/)  
hrhelp@unm.edu

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<th>Service Center:</th>
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| 1730 Lomas Blvd. NE  
Albuquerque, NM  
87131  
7:30am - 5:00pm | MSC01 1220  
1 University of New Mexico  
Albuquerque, NM 87131-0001 | Voice: (505) 277-MYHR (277-6947)  
FAX: (505) 277-2278  
TTY: (505) 277-1851 |

UNM-HR operates a web-based employment system, allowing people to look for jobs, register for automatic notification of specific job openings (including those at KUNM) and to enroll in special workshops and career building sessions sponsored by UNM.

Specific contact information for other recruitment sources used by KUNM includes:

**Albuquerque Journal**  
7777 Jefferson Street NE  
Albuquerque, NM 87109  
**Telephone:** (505) 823-3800  
**Contact:** Charlie Moore

**National Federation of Community Broadcasters**  
1970 Broadway, Suite 1000  
Oakland, CA  94612  
**Telephone:** (510) 451-8200  
**Contact:** Carol Pierson

**Current**  
1612 K St., N.W., Suite 704  
Washington, DC  20006  
**Telephone:** (202) 463-7055  
**Contact:** Mike Janssen
Native American Journalist Association  
Al Neuharth Media Center  
555 Dakota Street  
Vermillion, SD 57069  
**Telephone:** (605) 677-5282  
**Contact:** Dan Lewerenz

National Association of Black Journalists  
8701-A Adelphi Road  
Adelphi, MD  20783-1716  
**Telephone:** (301) 445-7100  
**Contact:** Herbert Lowe

National Association of Hispanic Journalists  
1000 National Press Building  
529 14th Street NW  
Washington, DC  20045-2001  
**Telephone:** (202) 662-7145  
**Contact:** Veronica Villafañe

Unity Journalists of Color, Inc.  
1601 North Kent Street, Suite 1003  
Arlington, VA  22209  
**Telephone:** (703) 469-2100  
**Contact:** Mae Cheng

Station KUNM, licensed to the University of New Mexico, also utilizes direct notification by the University to a wide array of organizations with special interests in job placement and receipt of job notices. In addition, the UNM website has an employment section at https://ejobs.unm.edu/jobHome.cfm where anyone, anywhere, can register to receive automatic notifications of job openings at UNM, including specific jobs at KUNM.