

2008 ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report ("Period"): December 1, 2007 through November 30, 2008
Stations comprising EEO Employment Unit: KUFM, KUFN, KUHM, KUKL, KAPC, KUFM-TV

I. Full-time vacancies filled during period: Two

- 1) Media Programmer, KUFM (Emilie Ritter)
- 2) Program Manager, KUFM (Susan Jamerson)

II. Each recruitment or referral source used to seek candidates for each vacancy

- a. Montana Group (area newspapers): Missoulian; Billings Gazette; Great Falls Tribune; Helena Independent Record; Butte Standard
- b. cpb.org/jobline
- c. journalismjobs.com
- d. umt.edu/hrs
- e. mtptr.org

III. Total number of persons interviewed for all full-time vacancies filled during period

Nine

IV. Total number of interviewees for all full-time vacancies filled during period per source

cpb.org/jobline: two
mtptr.org: one
Montana Group: three
umt.edu/hrs: three

V. Outreach activities during period

• **Web site Announcements**

The Montana Public Radio (MTPR) and MontanaPBS web sites carried announcements offering to send job vacancy notices to any entity requesting information about hiring opportunities at The University of Montana (UM) Broadcast Media Center.

• **Paid Advertising of Career Opportunity Information**

The Broadcast Media Center purchased advertising in the National Indian Educators Association (NIEA) insert in *Indian Country Today* on Jan. 30, 2008 and again in the newspaper on October 15, 2008.

• **Participation in Annual Career Fairs, Workshops and Tours**

Montana PBS had a display promoting the television program *Biz Kids* at the Junior Achievement Banquet in Bozeman on March 21, 2008.

Michael Marsolek, Program Director for MTPR, participated in the 2008 Career Road Show at the Florence Carlton High School on March 14, 2008, providing career opportunity information to attendees.

Approximately 75 8th grade students from middle schools in Missoula visited the Broadcast Media Center on May 15, 2008. During the 40-minute tours given by MTPR personnel Michael Marsolek, Susan Jamerson and Kathy Woodford, the students were introduced to broadcast equipment, radio and TV studios and observed a program host during an on-air program.

Susan Jamerson, Membership Director for MTPR, attended the annual Career Fair at The University of Montana on August 28, 2008. She visited with more than 50 students about a career in broadcasting and gave out informational material (broadcast guides and promotional materials) about the Montana Public Radio and Montana PBS services. She also recruited for work study students to assist with activities in the Development Office for Montana Public Radio and in the front office of the BMC. Four work study students were hired.

- **Communications Courses Taught at UM by Broadcast Media Center Staff**

December, 2007 – November 2008 – Sally Mauk, the KUFM News Director, was an adjunct professor in the Radio-TV Department (R-TV) in the School of Journalism at UM. During the reporting period, she taught classes in news writing and reporting and mentored students who are interested in a broadcasting career. She is especially effective with women students.

December 2007 and August to November 2007– William Marcus, the KUFM-FM & TV general manager, was an adjunct professor in the R-TV at UM. Class lectures included discussion of careers in broadcasting.

December, 2007 – November, 2008 – John Twiggs, BMC Television Producer, was an adjunct professor in R-TV at UM. In the class, on television journalism news magazine program production, Twiggs taught research, fact checking and confirmation, writing, interviewing, filming, and editing and mentored the students in the ethics and methods of television journalism. The finished student-produced programs, *Montana Journal*, aired on MontanaPBS.

- **Student Internship Program**

During the reporting period, the KUFM Radio News Department had two part-time student employees who each worked 10 hours per week in the news department, including anchoring the evening news cast. They were mentored by the KUFM News Director in news reporting, news writing style and research.

The Broadcast Media Center presented two \$200 cash awards to outstanding students who assisted in BMC productions during the school year. The awards were presented in April 2008 and were awarded to Natalie Newman and Dan Boyce, the evening news anchors.

- **Staff Training Courses for Upward Mobility**

The University of Montana provides staff training courses throughout the year, including administrative management preparation courses. Broadcast Media Center staff members were encouraged to take advantage of these career-building opportunities. Four staff members attended professional training opportunities provided by NPR, PBS, and CPB.