

# 2011 ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report ("Period"): December 1, 2010 through November 30, 2011  
Stations comprising EEO Employment Unit: KUFM, KUFN, KUHM, KUKL, KAPC, KUFL, KPJH, and KUFM-TV

## **I. Full-time vacancies filled during period:**

Network/Computer System Administrator II # 061780 (classified staff): Mar.7, 2011  
Media Programmer # 061920 (classified staff): Oct. 24, 2011  
Chief Engineer (MUS contract professional): July 25, 2011

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

Each position was advertised on the HRS staff employment Web page (UM Jobs, <http://umjobs.silkroad.com>), HigherEd.com, InsideHigherEd.com, for a minimum of ten calendar days. The new positions are also sent to the Montana Job Service for distribution to state and local employment offices.

The Network/Computer System Administrator II and Media Programmer positions were posted on the HRS job boards on campus, and a brief position description was advertised in the *Missoulian* on the first Sunday following the opening of each position. The general employment ad in the *Missoulian* lists all positions opening for that particular week as 'HOT Jobs' at the University. As part of the print ad package, the position was also listed on the *Missoulian* website for seven days, which is powered by *Monster.com* job search engine.

The Chief Engineer position was advertised in the Montana Group (Lee Enterprises), which includes the major local papers in Billings, Bozeman, Butte, Helena and Missoula. The position description was featured in *Current Magazine* in print and online ad for thirty days. Finally, the position was also on the following Web sites, per the Academic, Administrative, and Professional Recruitment Plan submitted by the chair of the search to the HRS Recruitment Office:

- <http://www.cpb.org/jobline/>
- <https://secure.connect.pbs.org/home/>
- <http://broadcastingcable.com/job/>
- <http://jobzone.broadcastengineering.com>
- SBE.org (Society of Broadcast Engineers)

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

The total number of persons interviewed for each position is listed after the position title.

- Network/Computer System Administrator II # 061780 (classified staff) : 6 interviewed
- Media Programmer # 061920 (classified staff): 3 interviewed
- Chief Engineer (MUS contract professional): 4 interviewed

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

The total number of interviewees for the three searches, the source(s) and count of where they found the job posted are listed below.

- Network/Computer System Administrator II # 061780 (classified staff) : 6 interviewed
  - Websites – 1
  - Other – 1
  - Unknown – 4
  
- Media Programmer # 061920 (classified staff): 3 interviewed
  - Other – 1
  - Word of Mouth – 2
  
- Chief Engineer (MUS contract professional): 4 interviewed
  - Websites – 2
  - Other – 2

The sources for the hired candidates are:

- Network/Computer System Administrator II – UM Web page
- Media Programmer – Word of mouth
- Chief Engineer – UM Web page

#### **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.

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

Montana Public Radio participated in an AmeriCorps program that teamed teenagers from an alternative high school in Missoula with military veterans to record their war memories. The interviews were edited into a one-hour radio program that aired on MTPR on Veterans Day, 2011. Listener response was strongly positive and the students also reflected positively on their experience with radio production.

Susan Jamerson, Membership Director for MTPR, attended four community events in Missoula during the summer months of the report period, including a child's activity booth at a family-oriented street fair. She passed out literature, discussed public radio and answered questions about job opportunities and procedures.

MTPR offers regular tours of our facility to school groups. Many of the younger children also appear live on our daily children's program, *The Pea Green Boat* to sing songs.

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

December, 2010 – November 2011 – Sally Mauk, the KUFM News Director, was an adjunct professor in the UM School of Journalism. 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. Sally also guides the on-air work of two part-time student news anchors on MTPR's evening newscast.

December, 2010 – May, 2011 – John Twiggs, BMC Television Producer, was an adjunct professor in the UM School of Journalism. In a class on television 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 and documentary film making. The finished student-produced programs, *Montana Journal*, and an hour-long documentary on the impact of on-line social networking in rural Montana, aired on MontanaPBS.

December 2010 – November, 2011 – Kagan Yochim, BMC Contract Television Producer, was an adjunct professor in the UM School of Journalism. Yochim taught research, fact checking and confirmation, writing, interviewing, filming, and editing and mentored the students in the ethics and methods of television, in a television journalism news magazine class. The resulting student-made program aired on MontanaPBS in February, 2011. He also presented a lecture to the Senior Seminar about his experience and employment opportunities in commercial ad agencies.

William Marcus, Broadcast Media Center Director and General Manager of KUFM-FM and KUFM-TV, spoke to the incoming Professional Program Class of the Radio-TV Department academic program in April, 2011. He talked about careers in public broadcasting and answered questions from students about career paths and how a college education would best prepare them to succeed.

- **Student Scholarships/ Work Study / Internship Program**

During the reporting period, the MTPR 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 gain experience in news reporting, news writing style and research under the guidance of the MTPR News Director. Seven part-time work study students are employed by the BMC in the areas of radio fund development and television production.

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, 2011 to the evening news anchors during the annual Journalism School Banquet.

The Montana Broadcasters Association, of which KUFM-TV and MTPR are a part, sponsored scholarships for students attending Montana State University and The University of Montana. The awards were presented at the annual Journalism School Banquet in April, 2011.

- **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. Three staff members attended professional training opportunities provided by NPR, PBS, and CPB.