

2008 Annual EEO Report

Prong #3 Outreach Activity Description Form

Elective Outreach Initiative #5

- Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
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KUSC has developed an on-going Internship Program under its Program Department. Internships are offered to junior level and above college students receiving college credit for such internships.

This past year, seven different internships have been offered and filled:

- 3 Summer 2007 Internships: University of Miami, USC Thornton School of Music, Grinnel College
- 1 Fall 2007 Internship: Whitman College, Washington
- 1 Winter Internship: USC Thornton School of Music
- 3 Summer 2008 Internships: USC Annenberg School for Communication, UCLA School of Music, New England Conservatory of Music

Station Personnel Involved:

- Director Of Programming
- Director Of Compliance/EEO Coordinator

Colleges or Universities interested in developing formal internship programs with the radio station are encouraged to contact Mr. William Kappelman / KUSC Director Of Compliance / EEO Coordinator at: bkapp@kusc.org or 800.421.5872 x544.

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Elective Outreach Initiative #6

- Participation in job banks, Internet programs, and other programs designed to promote outreach generally.
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This past year, KUSC posted all job vacancies on its own widely viewed website, www.kusc.org. Further, KUSC cooperates extensively with its parent licensee, The University of Southern California (“USC”), in ensuring that all KUSC job openings are posted on the popular and thoroughly comprehensive USC Employment website, www.usc.edu/go/jobs. (USC is the single largest private employer in the City of Los Angeles.)

KUSC also utilizes the Southern California Broadcasters Association’s (“SCBA”) effective weekly *Job Alert Bulletin* that is sent to nearly 500 organizations in the region, nearly 25% of whom have requested to receive information of job opportunities in the greater Los Angeles area. The complete 2008 SCBA list is attached or available under a separate tab on the KUSC website (see attached or website tabbed file: “SCBA 2008 Job Alert Community Organizations”).

This Employment Unit charges the responsibility of insuring full and regular participation of staff and management in these outreach efforts to its Director of Compliance & Special Projects, William Kappelman. Mr. Kappelman insures that every opening reaches the broadest and most diverse possible employment universe.

Interested employment outreach organizations are always encouraged to contact Mr. Kappelman – bkapp@kusc.org or 800.421.5872 x544 -- if they would like to receive periodic information on future job vacancies at KUSC Radio.

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Elective Outreach Initiative #8

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

KUSC Radio regularly encourages staff to take advantage of the many career-building courses offered by its parent licensee, *The University of Southern California* ("USC").

The following Professional Development Certification Programs are available through USC on an on-going basis, available to all KUSC staff members (as well as many other course offerings in specific areas):

- Certificate in Professional Office Administration
- Certificate in Project Management
- Certificate in Supervision
- Certificate in Management
- Certificate in Human Resource Management
- Certificate in Professional Business Writing

In addition, the following staff members enrolled in and successfully completed the following course offerings offered by its parent licensee:

- *KUSC Listener & Members Services, Scott Crowell*
 - **"Introduction to Contributor Relations"** January 16, 2008 // USC Professional Development;
 - **"Entering Biographic Data"** January 16, 2008 // USC Professional Development;
- *KUSC Membership Coordinator, Kelsey McConnell*
 - **"Excel 1: Beginning Level"** September 12, 2008 // USC Professional Development;
 - **"Power Point: Level 1"** October 9, 2007 // USC Professional Development;
 - **"Bottom Line Writing: Persuasive Writing"** June 10, 2008 // USC Professional Development;
 - **"Introduction to Contributor Relations"** December 5, 2007 // USC Professional Development;
 - **"Entering Biographic Data"** December 5, 2007 // USC Professional Development.

- *KUSC Membership Director, Carrie Banasky*
 - **“Introduction to Contributor Relations”** December 5, 2007 // USC Professional Development;
 - **“Entering Biographic Data”** December 5, 2007 // USC Professional Development.

- *KUSC Database Manager, Esther Mauries*
 - **“Conducting a Collaborative Performance Review”** January 25th, 2008; USC Professional Development;
 - **“Employment Practices II”** February 1, 2008; USC Professional Development;
 - **“Decoding USC’s Strategic Plan”** February 21, 2008; USC Professional Development;

- *KUSC Director of Individual Giving, Janet McIntyre*
 - **“Professional Development/Executive Leadership Workshop”** February 13th, 2008

- *USC Radio President, Brenda Barnes*
 - **MUIN 790:** a directed research project on classical music and the Internet, October 2007.
 - **PPD 790:** a directed research project on nonprofit collaboration, May 2008.

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Elective Outreach Initiative #12

- 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.
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KUSC is strongly committed to equal opportunity for every employment vacancy. Accordingly, whenever an upper-level category position opens at the station, the Employment Unit widely distributes notice of the opening through its own carefully developed and maintained Master List of outreach organizations throughout the region and the nation (see attached or website tabbed file: "EEO 2008 Vacancy Summary Appendix #1"). This master list, developed and periodically reviewed by KUSC staff to insure the broadest possible outreach, contains a preponderance of groups that have strong women and minority representation.

The list below indicates those organizations that have the substantial participation of women and minorities.

Also included with this report is the massive Southern California Broadcasters Association ("SCBA") master outreach list (see attached or website tabbed file: "SCBA 2008 Job Alert Community Organizations"). **Every** upper-level opening is also posted with the SCBA, further capitalizing on SCBA's broad outreach to women and minority groups.

As a matter of policy, KUSC interviews qualified applicants expressing interest as a result of this specific minority outreach before any vacancy is filled.

MINORITY PARTICIPANT ORGANIZATIONS

Black American Cinema Society
California Chicano News Media Assoc.
Golden State Minority Fnd.
Jewish Vocational Services
La Sinfonica del Barrio
Native American Journalists Assoc.
Native American Public Telecommunications
Nat'l Assoc. Of Black Journalists
Nat'l Assoc. Of Hispanic Journalists
Nat'l Hispanic Media Coalition
Nat'l Lesbian & Gay Journalists Assoc.
Plaza de La Raza
Spanish Coalition for Jobs, Inc.
UCLA/African American Studies

WOMEN PARTICIPANT ORGANIZATIONS

ASSOCIATION FOR WOMEN IN COMMUNICATIONS
WOMEN AT WORK