

2007 Annual EEO Report

Prong #3 Outreach Activity Description Form

Elective Outreach Initiative #6

- Participation in job banks, Internet programs, and other programs designed to promote outreach generally.
-

KUSC Radio strives to achieve the broadest outreach possible for every job vacancy that arises. Internet programs are now time-tested in delivering strong outreach to every segment of the potential employment universe..

This past year, KUSC posted all position openings on its own widely viewed website, www.kusc.org. But KUSC also 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.)

Further, KUSC also utilized the Southern California Broadcasters Association's ("SCBA") effective weekly *Job Alert Bulletin* that is sent to over 1200 organizations, nearly 25% of whom have requested to receive information of job opportunities in the greater Los Angeles area. The complete 2007 SCBA list is attached or available under a separate tab on the KUSC website.

KUSC once again charged 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.

2007 Annual EEO Report

Prong #3 Outreach Activity Description Form

Elective Outreach Initiative #8

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

Management of KUSC Radio has long encouraged 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, and 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 the past year, the following staff members enrolled in and successfully completed the following course offerings:

- *KUSC Director Of Engineering, Pablo Garcia*
 - **"Website Development"** Aug. 16-18, 2006; Knowledge Works, Inc.
- *KUSC Database Manager, Esther Mauries*
 - **"Behavioral Interviewing"** Sep 27th, 2006; USC Professional Development;
 - **"Employment Practices I"** Oct 13th, 2006; USC Professional Development;
 - **"Employment Practices II"** Oct 20th, 2006; USC Professional Development;
 - **"Correcting Performance Problems"** Oct 4th, 2006; USC Professional Development;

- *USC Radio President, Brenda Barnes*
 - **“Public Sector Ethics”**, Doctor of Planning and Development Studies Program, USC;
 - **“Seminar in the Network Society”** --analysis of the changes in social and business structure caused by the proliferation of information and communications technology;
 - **“Conspectus Preparation”** --studied the history of radio, technology and innovation in nonprofits;
 - **“Cross-Sectoral Analysis”** -- public/private sector studies.

- *KUSC General Manager, Eric DeWeese*
 - **“Making Your Public Radio Station A Significant Community Institution”** Univ. of Maryland, April 30 - May 2, 2007; CPB Sponsored.

In the year ahead, managers and staff will be encouraged to improve their skills through the many Professional Development courses offered by USC. Time off from regular job duties will again be provided to allow for attendance in these courses as often as necessary. Station management regularly reviews the varied USC skill-building offerings, with a keen eye towards improving the staff's job performance.

2007 Annual EEO Report

Prong #3 Outreach Activity Description Form

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.
-

KUSC is strongly committed to equal opportunity for every employment vacancy. Consequently, whenever an upper-level category position opens at the station, KUSC widely distributes notice of the opening through its own master list of outreach organizations throughout the region and the nation (see attached or website tabbed file: "KUSC Master Outreach List"). 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.

Similarly, every upper-level opening is also posted with the massive Southern California Broadcasters Association ("SCBA") master outreach list, and takes advantage of SCBA's outreach to an even broader representation of women and minority groups.

KUSC always interviews qualified applicants expressing interest as a result of this outreach before any such position is filled.

This past year, KUSC had one such upper-level category vacancy -- Director of Engineering -- that was posted on the job banks or newsletters of the organizations listed below:

MINORITY PARTICIPANT ORGANIZATIONS

Asian Amer. Journalists Assoc.
Asian Rehabilitation Services
Black American Cinema Society
California Chicano News Media Assoc.
Golden State Minority Fnd.
International Women's Media Foundation
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
South Asian Journalists Assoc.
Spanish Coalition for Jobs, Inc.
UCLA/African American Studies

WOMEN PARTICIPANT ORGANIZATIONS

ASSOCIATION FOR WOMEN IN COMMUNICATIONS
WOMEN AT WORK

And, to augment these targeted agencies and extend the outreach potential nationally to women and minorities, KUSC purchased an ad for the Director Of Engineering vacancy on the technical, widely-viewed weekly "**CGC Communicator Newsletter**".

2007 Annual EEO Report

Prong #3 Outreach Activity Description Form

Elective Outreach Initiative #14

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

In August 2006, *KUSC General Manager*, Eric DeWeese attended a special *Political and EEO Diversity Training Seminar*. This full day session was conducted by Gregg Skall/CBA Washington Attorney, Womble Carlyle Sandridge & Rice, LLP, Joe Berry, Special Projects, California Broadcasters Association, and Linda Oku, Oku and Associates, under a program developed jointly by the *California Broadcasters Association* and the *Southern California Broadcasters Association*.

As a leading educational institution in America, The University of Southern California ("USC"), KUSC's parent licensee, currently sponsors a number of programs designed to improve management level personnel's understanding of equal employment opportunity programs, compliance with all regulations, and discrimination prevention.

All managers at USC – including those at KUSC Radio -- who hire and supervise employees are required to take the following Professional Development course programs designed to improve their understanding of equal employment opportunity programs, compliance with all regulations and discrimination prevention:

- **The ABC's of Supervision**
- **Employment Practices, Part 1** -- *focuses on Hiring Discrimination Issues and EEO Compliance.*
- **Employment Practices, Part 2** -- *designed to increase awareness of all legal issues relating to employment practices; helps managers become familiar with the vast USC resources that can be utilized to guide management policy on EEO and Diversity Programs.*

KUSC's Director of Compliance, William Kappelman, occupies a director-level position that has specifically been charged with leading the station's proactive efforts in ensuring full compliance with EEO regulations and insuring that achieving diversity is always paramount in the minds of the KUSC Managers throughout the year, and most specifically at hiring opportunities.