

2009 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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Continuing the efforts begun in 2008, KUSC once again offered an Internship Program organized under its Programming and Membership Departments. Internships are offered to junior level and above college students receiving college credit for such internships, and to the USC magnet high schools.

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

- 1 Winter 2008 Internship: **USC Thornton School of Music**
- 1 Summer 2009 Internship: **Appalachian State College**
- 1 Summer 2009 Internship: **UCLA School of Music**
- 5 Summer 2009 Internships: **New Designs Charter School** (USC Magnet High School)

Station Personnel Involved:

- Director of Programming
- Director of Major Gifts
- Director of Compliance/EEO Coordinator

Universities, Colleges or High Schools 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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From the very early days of establishing its own station website, KUSC has consistently posted every one of its job vacancies on the site, www.kusc.org. KUSC has gone well beyond that endeavor in recent years, actively utilizing all website options available to it, in order to promote outreach in the broadest sense possible.

All KUSC job openings this past year were posted on the popular and thoroughly comprehensive employment website operated by the station's parent licensee, The University of Southern California ("USC"): www.usc.edu/go/jobs. (USC is the largest private sector employer in Los Angeles.)

Additionally, KUSC continues to take advantage of its active membership in the Southern California Broadcasters Association ("SCBA"), utilizing their highly effective weekly [*Job Alert Bulletin*](#) to promote outreach for all KUSC openings this past year, as well as posting on jobs on the SCBA website, www.scba.org.

The SCBA weekly job bulletin is sent via email to 334 employment organizations in the greater Southern California region. (The complete 2009 SCBA list is attached to this report, or is available on the kusc.org website, under a separately tabbed file: "[*SCBA 2009 Job Alert Community Organizations*](#)".)

Internally, KUSC's Director of Compliance & Special Projects, William Kappelman, has been charged with the responsibility of insuring full and regular participation of staff and management in these outreach efforts to reach the broadest and most diverse possible employment universe. Staff is regularly encouraged to present the Director with all ideas on ways and means of reaching out to all interested persons.

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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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.

KUSC management regularly promotes the many career-building courses offered by its parent licensee, The University of Southern California ("USC") to its radio staff.

Available to **all** KUSC staff members, the following Professional Development Certification Programs are offered through USC year-round, as well as numerous 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

Radio staff participated in the following courses during the past year, with time off freely given from regular station duties:

- **Scott Crowell -- KUSC Listener & Members Services**
 - **"Business Writing: A Three-Step Process"** // March 26, 2009 // USC Professional Development
 - **"Handling Emotions Under Pressure"** // December 9, 2008 // USC Professional Development
 - **"Providing Exceptional Customer Service"** // November 19, 2009 // USC Professional Development
 - **"Tools for Time Management"** // September 26, 2008 // USC Professional Development

- **Jaime Cisneros -- KUSC Membership Coordinator**
 - **“Excel: Level 1” & “Word: Level 1” // // USC Professional Development**

- **Amy Iwata -- KUSC Office Manager**
 - **“How to Process CSG and Other Legal Forms Using ISIS” // October 1, 2008 // Corporation for Public Broadcasting *Teleseminars***
 - **“Certification and Compliance Requirements for Grant Recipients” // October 15, 2008 // Corporation for Public Broadcasting *Teleseminars***
 - **“Completing Federal AFR Schedules A & E” // October 30, 2008 // Corporation for Public Broadcasting *Teleseminars***

- **Kelsey McConnell -- KUSC Membership Coordinator,**
 - **“Email Co-Ops” // Dec 16, 2008 // DEI Webinar**

- **Cynthia Limon – Development Assistant**
 - **“Excel: Level 1” // July 1, 2009 // USC Professional Development**

- **Carrie Banasky -- KUSC Membership Director**
 - **“Advance Pledge Drive Production” // May 20 2009 // Sponsored by DEI**
 - **“Email Co-Ops” // Dec 16, 2008 // DEI Webinar**

- **Esther Mauries -- KUSC Database Manager**
 - **“Welcome to Onboarding: Helping New Employees Succeed” // June 4, 2009 // USC Professional Development**

- Janet McIntyre -- KUSC Director of Individual Giving
 - **"The Public Speaking"** // Wednesdays: April 8, 15, and 22, 2009 // USC Professional Development
 - **"Executive Leadership Workshop"** // November 5th, 2008 // USC Professional Development

- Minnie Prince – Director of Major Gifts
 - **"From Annual Fund to Building a Pipeline to Major Donors"** // April 16, 2009 // USC Office of Advancement
 - **"Using Data & Analytics to Optimize Your Fundraising"** // April 12, 2009 // USC Office of Advancement
 - **"Fundraising"** // Feb 3, 2009 // USC Office of Advancement
 - **"How To Raise Foundation Funding"** // Jan 26, 2009 // USC Office of Advancement
 - **"Creative Philanthropy – Capturing Venture Capital Investments"** // December 7, 2008 // USC Office of Advancement
 - **"Improving Relationships, Increasing Gifts: Encouraging Foundation Stewardship"** // December 7, 2008 // USC Office of Advancement
 - **"The Ethics of Prospect Research"** // December 8, 2008 // Council for Advancement and Support of Education seminar; San Francisco
 - **"Professional Development – Simple Writing, Powerful Writing"** // December 8, 2008 // Council for Advancement and Support of Education seminar; San Francisco
 - **"Moving from Hiring People to Managing Talent"** // December 8, 2008 // Council for Advancement and Support of Education seminar; San Francisco
 - **"Annual Giving – Not Just Entry Level Work"** // December 8, 2008 // Council for Advancement and Support of Education seminar; San Francisco
 - **"The Golden State of Donor Stewardship"** // December 9 // Council for Advancement and Support of Education seminar; San Francisco
 - **"Revamping Your Annual Fund to Create a Pipeline for Major Gifts"** // December 9 // Council for Advancement and Support of Education seminar; San Francisco

- **“Building Relationships for a Lifetime”** // December 9, 2008 // Council for Advancement and Support of Education seminar; San Francisco
- **“Be Careful What You Ask For – You Just Might Get It”** // December 9, 2008 // Council for Advancement and Support of Education seminar; San Francisco
- **“Talking To Major Donors in the Current Economy”** // October 30, 2008 // DEI Web-conference
- **“CFRE (Certified Fundraising Executive) Certification”** // Meetings once a month (beginning Friday, November 21st, 2008) for 6 months

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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.
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Exhibiting its strong commitment to equal opportunity for every employment vacancy, the radio station widely distributes notice of each and every upper-level category position through its own carefully developed and maintained "Master List of Outreach Organizations" (see attached hard-copy, or website tabbed file: "[EEO 2009 Vacancy Summary Appendix #1](#)"). This master list, culled from 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 organizations below are a subset of the KUSC Master Outreach database, indicating those organizations that have the substantial participation of women and minorities.

The large and comprehensive Southern California Broadcasters Association ("SCBA") Master Outreach database list is also attached herein (or, if viewed from the kusc.org website, the contents can be found under the separately tabbed file: "[SCBA 2009 Job Alert Community Organizations](#)"). Each KUSC upper-level opening is posted as well with the SCBA, furthering the reach to women and minority groups.

MINORITY PARTICIPANT ORGANIZATIONS

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

August 1, 2009

WOMEN PARTICIPANT ORGANIZATIONS

AMERICAN WOMEN IN RADIO & TELEVISION
WOMEN AT WORK