

# **Annual EEO Public File Report**

November 2017

Station KUSM-TV, Bozeman, MT

Licensee: Montana State University

The purpose of this EEO Public File Report is to comply with FCC's 2003 EEO Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations; KUSM, and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning December 1, 2016 to and including November 30, 2017.

The FCC's 2003 EEO Rules requires that this report contain the following information:

1. A list of all full-time vacancies filled by the Stations(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to the FCC's 2003 EEO Rules, which should be separately identified) identified by name, address, contact person, and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to the FCC's 2003 EEO Rules.

Sections 1, 2, and 3 which follow provide the required information:

# **EEO PUBLIC FILE REPORT COVERING THE PERIOD FROM DECEMBER 1, 2016 TO NOVEMBER 30, 2017**

## **Section 1: Vacancy Information**

### **Full Time Positions Filled by Job Title, Recruitment Sources, Number of Interviewees**

KUSM is required to carry out all hiring practices in compliance with Montana State University policies and procedures.

KUSM is a member of the Montana Broadcasters Association. The Montana Broadcasters Association is a member organization dedicated to serving the needs of radio and television stations in Montana and educating the public on the value of free over-the-air broadcasting.

#### **1. Digital Content and Marketing Manager**

MSU-Bozeman Jobs Website - 1  
MontanaPBS Website  
Bozeman Daily Chronicle  
Current  
KUSM TV Bulletin Board  
Broadcast Compliance Services  
Indeed.com – 1  
Online Job Board - 1

Interviews were conducted. Several sources were used for recruitment. Three candidates were interviewed in person and one was interviewed by video conference. The recruitment source used by the candidate who was only interviewed over video conference was an online job board. The recruitment source used by one of the candidates who was interviewed in-person was internal word-of-mouth. The recruitment source used by another one of the candidates who was interviewed in-person was Indeed.com. The recruitment source used by the successful candidate was the MSU-Bozeman Jobs Website.

#### **2. Office and Customer Service Coordinator**

MSU-Bozeman Jobs Website - 5  
MontanaPBS Website – 1  
MontanaPBS Facebook  
Bozeman Daily Chronicle  
Bozeman Job Service  
KUSM TV Bulletin Board  
Broadcast Compliance Services

Interviews were conducted. Several sources were used for recruitment. All candidates were brought in for in-person interviews. The recruitment source used by five candidates was the MSU-Bozeman Jobs

Website. The recruitment source used by 1 candidate was word of mouth and the MontanaPBS website. The source used by the hiree was the MSU-Bozeman Jobs Website.

3. Teacher Ambassador

MSU-Bozeman Jobs Website – 3  
MontanaPBS Website – 2  
Bozeman Daily Chronicle  
Bozeman Job Service  
KUSM TV Bulletin Board  
Twitter  
Montana Office of Public Instruction  
MEA-MFT  
Broadcast Compliance Services

Interviews were conducted. Several sources were used for recruitment. Three candidates were brought in for interviews in person. Three candidates were interviewed over the phone. The recruitment sources used were the MSU Bozeman Jobs Website and the MontanaPBS Website. The candidate that was hired heard about the position through word-of-mouth.

4. Contract Program Producer

MSU-Bozeman Jobs Website - 2  
MontanaPBS Website - 1  
Bozeman Daily Chronicle  
KUSM TV Bulletin Board  
Broadcast Compliance Services

Interviews were conducted. Several sources were used for recruitment. Four candidates were interviewed over the phone, then 2 of those interviewed again in person. The recruitment source used by those two candidates was the MontanaPBS website. The recruitment source used by the other two candidates was the MSU-Bozeman Jobs Website. The candidate that was hired found the job posting on the MontanaPBS website.

5. TVMT Production Manager

MSU-Bozeman Jobs Website - 3  
MontanaPBS Website  
Bozeman Daily Chronicle  
Bozeman Job Service  
Broadcast Compliance Services  
Billings Gazette

Interviews were conducted. Several sources were used for recruitment. All three candidates were interviewed in person, and all used the MSU-Bozeman Jobs Website as a recruitment source.

## **SECTION 2: Recruitment Sources:**

Montana State University – Bozeman Jobs Website

<https://jobs.montana.edu/>

Vacancies posted to site by

MSU Office of Human Resources

Montana State University

920 Technology Blvd

Bozeman, MT 59717-2520

Contact: Sharon Stoneberger

(406) 994-3651

MSU Shared Services

Montana State University

Montana Hall Room # 14

Bozeman, MT 59717

Contact: Melissa Kinnear

(406) 994-4369

Montana PBS – KUSM TV

Visual Communications Bldg. 183

Montana State University

Bozeman, MT 59717

Contact: Aaron Pruitt

(406) 994-3437

Broadcast Compliance Services

1700 Rockville Pike, Suite 400

Rockville, MD 20852

Bcs-ok.com

Contact: Robin Cooper

(301)998-6136 or (301)775-7176

Broadcast Compliance Service is a broad dissemination service for job postings, EEO compliance, and EEO reporting. See individual job vacancy announcements for the list of postings through the Broadcast Compliance Service.

Bozeman Daily Chronicle

2820 West College

Bozeman, MT 59718

Contact: <http://www.bozemandailychronicle.com>

(406) 582-2610, Classified Ad Department

Note: Ad Placed by MSU Office of Human Resources

Bozeman Job Service

bozemanjsc@mt.gov

121 N Willson Ave

Bozeman, MT 59715

(406) 582-9200

The MSU Office of Human Resources lists the vacancy with the Bozeman Job Service when they place the Bozeman Daily Chronicle Advertisement.

MontanaPBS Website

<http://www.montanapbs.org>

Visual Communications Bldg. #183

Montana State University

Bozeman, MT 59715

Contact: Laura Dick

(406) 994-6010

MontanaPBS Facebook

Visual Communications Bldg. #183

Montana State University

Bozeman, MT 59717

Contact: Laura Dick

(406) 994-6010

Current

YourMembership.com, Inc

541 Eastern Point Road, Suite 3

Groton, CT 06340

(860) 437-5700

Posted by MSU Shared Services Department to website

Contact: Melissa Kinnear

Billings Gazette

[classifieds@billingsgazette.org](mailto:classifieds@billingsgazette.org)

(406) 657-1212

Newspaper advertisement submitted by MSU Shared Services Department to website

Contact: Melissa Kinnear

Montana Office of Public Instruction

<https://opi.mt.gov/>

P.O. Box 202501

Helena, MT 59620

Contact: (888) 231-9393 or (406) 444-3095

MEA-MFT

<http://www.mea-mft.org/>

1232 E. 6<sup>th</sup> Ave

Helena, MT 59601

Contact: (406) 442-4250

KUSM, licensee of the Board of Regents of Montana State University-Bozeman, will continue to be an Equal Opportunity Employer. We are committed to broad and inclusive outreach for hiring full-time employees, affording equal opportunity to all qualified persons and refraining from discrimination on the basis of race, color, national origin, gender or religion. As required by the FCC's 2003 EEO Rules, the station has participated in at least 4 recruitment initiatives within a two-year period as described in Section 3.

### **Section 3: Supplemental Recruitment Activities Undertaken:**

#### **Station KUSM**

##### **1. Activities sponsored by organizations in the community interested in broadcast employment issues:**

- a. KUSM's Director of Broadcast Operations co-taught FILM 253 during the fall semester 2017 to 15 undergraduate students. The course exposed film majors to the television industry, live television production, and television technology. Lecture's included fundamentals of analog and digital television technology, history, and industry standards and practices. The lab setting was the KUSM main studio, where students were responsible for filling all crew and talent positions on live productions including a local news broadcast, PSA recording, and a longer format open exercise giving them latitude to develop their own concepts and scripts. Guest lecturers and field trips were employed to expose students to numerous aspects of the television industry. Lecturers covered topics from production, to network distribution, to technology, all with an emphasis on career opportunities.
- b. The Development/Membership team participated in Rotunda Day at the Capitol on Thursday, January 19<sup>th</sup> from 9am to 3pm. Montana Public Radio and Yellowstone Public Radio had booths at the event as well. The event was open to the public. Multiple staff members and 8 Friends Board members were involved and total attendance was 400.
- c. The Development/Membership team participated in a Kidabaloo at the Brick Breeden Fieldhouse on Saturday, April 22, 2017 from 10am – 4pm. We partnered with radio station My 103.5 and Townsquare Media. The event was open to the public. Multiple staff members were involved and total attendance was over 2,500 people. 16 volunteers helped with the event.
- d. The Development/Membership team participated in the Clifford Library Tour during the months of June, July and August. The Clifford Library Tour was a partnership with libraries across the state of Montana. We visited 15 towns (Sydney 6/5, Chinook 6/7, Hardin 6/8, Red Lodge 6/9, Harlem 6/12, Lewistown 6/13, Fort Benton 6/15, Cascade 6/16, Columbus 6/19, Dillon 6/21, Stevensville 8/7, Alberton 8/8, Thompson Falls 8/9, Boulder 8/10, and Whitefish 8/11). Total attendance for the tour included 500 people. We had several staff involved and 9 board member volunteers participate throughout the tour.
- e. The Development/Membership Team participated in the C.M Russell & The American West film screening tour on Sept. 9<sup>th</sup> in Great Falls, Sept. 10<sup>th</sup> in Helena, Sept. 23<sup>rd</sup> in Bozeman, Sept. 30<sup>th</sup> in Billings, October 6<sup>th</sup> in Missoula, October 8<sup>th</sup> in Butte and October 14<sup>th</sup> in Kalispell. The event was open to the public. Children's art events were hosted at each location as well. We partnered with Thrivent Financial. Multiple staff members and Friends of MontanaPBS board members were involved and total attendance was 4,500.
- f. The Development/Membership Team participated in Wild Kratts Live! Shows in Great Falls on September 26<sup>th</sup> and in Billings on September 28<sup>th</sup>. Total attendance for both shows included 2,600. We had staff and 7 volunteers participate at these events.
- g. Erika Matsuda, Membership and Events Manager serves as Chair-Elect of the MSU Professional Council for the 2017-2018 academic year and is also participating in Leadership MSU where she

conducts MontanaPBS community outreach and education at the organizations monthly gatherings. The programs include men and women of all ages, races and backgrounds.

h. Nikole Drummond, Development Coordinator, served as a member of Leadership Montana from September – October 2017 where she conducted MontanaPBS community outreach and education at the organizations monthly gatherings. The program included men and women of all ages, races, and backgrounds.

i. Crystal Beaty, Senior Director of Development, serves on the national PBS Development Advisory Committee and meets monthly via teleconference and two times per year in-person (location varies). She also serves on the HAVEN Development Advisory Committee and meets monthly in-person from January-April. In addition, she serves on the Leadership Montana Development Committee and meets monthly via teleconference. She also serves as a member of the Newcomer's Club in Bozeman. All of these roles include the opportunity for MontanaPBS outreach and education at the organizations various gatherings. The programs include men and women of all ages, races and backgrounds.

## **2. Events/programs with educational institutions relating to broadcasting careers:**

a. The Development Department hired 1 student part-time as a Development Assistant. This position was hired as a work-study student through MSU. The primary focus in this position is working on the Kid's Club/Family Membership program. This department also hired 1 full-time Office & Customer Service Coordinator in April 2017. The position was advertised through MSU, the MontanaPBS website and the MontanaPBS Facebook site.

b. We used two student interns for LearningMedia in the past year. They were both graduate students in the School of Film and Photography. LearningMedia was represented in EdCamps, MEA/MFT workshops, Cadre trainings in Billings and the NIET conference in Great Falls. We also had a PBS Digital Innovator from Billings.

We had two collaborations with students – one was the Community Storytelling Partnership with Billings Library, Billings West students, and the Western Heritage Center where we designed and mounted an exhibit about protest music from the last 100 years and the second with media students from Bozeman High who worked on two videos about delisting bears in Yellowstone and the impact of visitors on Yellowstone.

## **3. KUSM Outreach and Educational Endeavors**

We presented two student workshops about television technology with middle school girls as part of the Exploring Your Horizons Conference, funded a week-long Girls STEM camp at the Montana Learning Center focused on NASA-related learning; and funded a teachers camp which was also at the Montana Learning Center focused on teaching about flight.

We collaborated as part of the Montana Memory Project, collecting local stories to be housed at the Montana State Library with our MSL partner. We also conducted a 17-city visit to rural libraries across the state with STEM building activities for preschoolers.

We participate in most of the monthly Veteran Service Outreach meetings and projects as part of our commitment to veterans and their families. Sesame Street has many materials dedicated to children of military families that our VSO partners can use.



While we produce a 17-episode program called Montana Ag Live, which serves as an opportunity for the agricultural community in University or state facilities to reach out to viewers, we also participate in a monthly breakfast with mostly retired ag professors as well as the annual Ag Appreciation Breakfast at MSU.

We are able to present workshops (via LearningMedia) for teachers that are based on offerings from Montana Shakespeare in the Parks – the fall production of Hamlet is designed for middle and high schoolers and the spring “Goodnight Sweet Prince” for elementary students. For each we produce video clips for the classroom as well as workshops designed to introduce children to the richness, staging, meaning and language of Shakespeare.

We hired a teacher to work in three school districts in the coming years, so we needed to establish a closer relationship with Three Forks, Park County and Amsterdam School Districts as part of the Teacher Community Program. This effort will result in stronger, closer relationships with teachers, parents and students in those school districts.

#### **4. Hosting of Job Fair by Montana State University:**

KUSM’s Director and General Manager Aaron Pruitt participated in the Montana State University Winter Job Fair on February 7<sup>th</sup>, 2017 where he hosted a table representing MontanaPBS/KUSM TV with Director of Finance Carol Farris and Director of Content Paul Heitt-Rennie. They provided materials for KUSM Training Programs, KUSM Internship Programs and vacancy announcements for current job openings at KUSM. The event was open to the public.

#### **5. Scholarship Program:**

KUSM participates in a scholarship program through the Montana Broadcaster’s Association and the Greater Montana Foundation to support students who want to pursue a career in Broadcasting.

#### **6. Operations and Production Training and Internship Programs:**

Within the Programming Department, KUSM employed a number of students in the capacities detailed below. Typically, these students work part-time for us, in various capacities, continuously from the time they are hired until they graduate. There is a mix of undergraduates and graduate students, and the compensation plan can include either salary or academic credit or both.

Over the course of this year, **Broadcast Operations** employed 9 students (all undergrads), each working 6 to 15 hours per week. This year we did not have any students working for only academic credit. We try to hire freshmen or sophomores as it takes a year or more to get a student trained in the departmental basics. Most of our student employees are working towards a degree in the School of Film and Photography, but, over the years, we have had students from Ag and Ag Business, Education, Music and Music Technology, Engineering and CS, and other areas.

We usually start students in either Traffic or Master Control, but, over time, these students work in all areas of Broadcast Operations; in fact, we regularly rely on them to help cover vacation and sick days for our full-time permanent employees. They learn about the database, all our typical Operations protocols and nomenclature, all the various characteristics of the metadata and essence. We teach them about acceptable standards for video/audio and ancillary data. They learn about test equipment, FCC rules, both

baseband and file-based delivery, automation, servers, VTRs, the various CoDecs we use, Quality Control methods and standards, and the basics of our reception and distribution infrastructure. After they've been with us for several years, they are employable in any NOC, typically above entry level.

Occasionally, we take on a student or two just for academic credit. If the student is looking to get a little knowledge or experience, but doesn't have time to devote to a regular job, we schedule them for a couple of hours a week in the NOC for a semester. Sometimes, that's all they want, and sometimes it develops into a more substantial, longer-term, working relationship.

On the **Broadcast Production** side, we strive to have, at any given time, a half-dozen or so students who are regularly involved in our broadcast productions. Some of these students also work in Operations, but some do not. There is a mix of undergrad and graduate students working on Broadcast Production projects, and, depending on our production needs, this work may be live or post-produced, and may be in-studio or in the field. In addition to those students who work regular production hours, we also have a number of students who work on a volunteer basis, on many different productions.

Over the course of this year, more than two-dozen students worked in different capacities on a number of different productions.

As one example, KUSM, along several public and private sector agencies (College of Ag at MSU, the Extension Service of MSU, the Montana Department of Agriculture, the Montana Ag Experiment Stations, and the Montana Wheat and Barley Committee), produce Montana AG Live which brings panelists from across the University and the state for a live call-in program about production agriculture and home horticulture issues in Montana. *Montana AG Live* figures prominently in the production training of students; there are professional staff members serving as Director and Line Producer, but it is otherwise entirely crewed by students, some of whom have never been in a studio or touched TV equipment before. The specific jobs include: TD, AD, Graphics, A1 and A2, Camera, and Stg. Mgr.

In addition to *Montana AG Live*, we also use students in other productions such as live and look-live on-air fundraising and membership campaigns. Over the course of this year, there were about two dozen students who helped in this capacity.

As another example, students are critical to the success of *11th & Grant with Eric Funk*, the Emmy award-winning music performance series featuring Montana artists. Not only do these students help us create a high-end show within a reasonable budget, but it provides them with real-world experience that is invaluable to them upon graduation.

In addition to working for KUSM, we also occasionally offered additional experience to students working on production crews at our sister station at KUFM-TV in Missoula.

During this year, **Promotion Production** employed undergraduate students. Students working in this capacity are involved primarily in editing short-form material intended as promotional and institutional messaging for the MontanaPBS network. In addition to competently and quickly perform a wide variety of editing skills, these students are also expected to do basic script writing create and implement graphics and animation elements, color correction, audio sweetening, and other post-production and delivery tasks, and do voice-over and SFX work. There is also occasionally studio and field production work. These students are expected to be familiar with and adhere to our institutional editorial policies and technical standards as well as applicable legal regulations. Again, students leave MontanaPBS

Promotions with very marketable skills, both in terms of technical ability as well as knowledge of current industry standards and working under tight deadlines.

This year, **Contract Productions** employed 11 student and intern workers. MontanaPBS student workers support our production crews in a large variety of ways. We try to include students in all of our productions as much as possible, and in many cases depend on students for skilled crew positions. We cover live events like lectures, concerts, award ceremonies and meetings on and off campus, throughout Montana. We also work on post-production pieces for various clients throughout Montana. Students work for us as camera operators, audio mixers, as editors and graphics creators. We also work with our students in preproduction as scriptwriters, storyboardists and production planners. As noted in the preceding paragraphs, these students often fill critical positions, not just low level work.

Finally, related to **all three production areas**, we do occasionally hire students to work as producers: usually assistant, associate, or line producers; sometimes including off or on-line editing, and/or finishing. These positions are hired on a strictly as-need basis, and are almost always paid positions.

As a last comment, it's important to note that very often a student, undergrad or graduate, will start working in one capacity, perhaps just a few hours a month on a volunteer basis, and, over time, having proven themselves and having developed an interest in what we do, we put them to work in a variety of jobs across all Operations and Productions.

KUSM is looking for organizations that regularly distribute information about employment opportunities to job applicants or which have job applicants to refer. If your organization would like to receive notification of job vacancies at our station, please notify Aaron Pruitt, Director and General Manager at P.O. Box 173340 Bozeman MT 59717. You may contact us by telephone at 406-994-3437, or by email at [kusm@montanapbs.org](mailto:kusm@montanapbs.org)