

## Equal Employment Opportunity Public File Report July, 2007

In filling job positions, Redwood Community Radio agrees:

- 1/ to recruit for every full time vacancy
- 2/ to send job notices to organizations that request them
- 3/ to place job opening notices on community radio websites and newsgroups
- 4/to place an EEO report detailing outreach efforts in the Public File annually
- 5/ to file annual employment reports (Form 395-B) with the FCC to help the Commission monitor industry employment trends.

i. Full-time vacancies advertised during 2006: **one (General Manager)**. Redwood Community Radio successfully hired a General Manager and did engage in proactive steps to disseminate information about the availability of the position to the widest possible population of potential applicants, regardless of color, gender, religion, ethnicity, creed or sexual orientation.

ii. KMUD ran an announcement on-air for the **General Manager position** that read as follows: “Redwood Community Radio KMUD-FM is seeking a General Manager. Financial, operational, supervisory and developmental responsibilities. 40 hours per week. Salary approximately \$40,000. Non-profit business administration experience required. Community radio experience preferred. Cover Letter, resume, references to: KMUD hiring Committee, PO Box 135, Redway, CA 95560 or email [davidm@kmud.org](mailto:davidm@kmud.org).”

Want Ads were also run in the following publications/venues:

Redwood Times	North Coast Journal	The Independent
Ukiah Daily Journal	Mendocino Beacon	Willits News
Laytonville Observer	Times Standard	Eureka Reporter
Radio World	Hum guide	

The text of the want ads read as follows:

: “Redwood Community Radio KMUD-FM is seeking a General Manager. Financial, operational, supervisory and developmental responsibilities. 40 hours per week. Salary approximately \$40,000. Non-profit business administration experience required. Community radio experience preferred. Cover Letter, resume, references to:

KMUD hiring Committee, PO Box 135, Redway, CA 95560 or email [davidm@kmud.org](mailto:davidm@kmud.org).”

The following On-air announcements and State and Local Agencies and Radio Coalition ListServe and Online Radio Job Listing services were used:

KHSU-FM	EDD	GrassRoots Radio Coalition(GRC)
The Job Market	CalJobs	HSU Job Service
National Federation of Community Broadcasters (NFCB)		CPB Jobline
Indeed.com	Monster.com	Tvandradiojobs.com

- iii. The recruitment source that referred the hiree for this position was the CPB Jobline.
- iv. A total of twenty people submitted resumes for this position. Nine people were interviewed. Of these nine, six stated they were referred by our online ads at CPB Jobline and NFCB Jobline; the other three were referred by our on-air announcement.
  - i. Full-time vacancies advertised during 2007: **one (Program Director)**. Redwood Community Radio successfully hired a Program Director and did engage in proactive steps to disseminate information about the availability of the position to the widest possible population of potential applicants, regardless of color, gender, religion, ethnicity, creed or sexual orientation.
  - ii. KMUD ran an announcement on-air for the **Program Director** position that read as follows: “Redwood Community Radio (RCR) –KMUD-FM, KMUE-FM, KLAI-FM has an exciting opportunity for a creative, experienced and innovative Program Director. This special person will be working at a dynamic, alternative, established community radio station (20 year anniversary!) that’s driven by a mission of public service. Must have knowledge of transmission, broadcasting, switching, control and operations of a Radio Station. For a complete Job description go to [www.kmud.org](http://www.kmud.org) and scroll to employment opportunities or call the station at (707) 923-2513. Deadline for application is June 16, 2007. This is a full-time (32 hr) exempt position with benefits. Salary is commensurate to experience. Please email a cover letter and resume to [bstarr@kmud.org](mailto:bstarr@kmud.org) or mail to General Manager, KMUD, PO Box 135, Redway, CA 95560. RCR is an equal opportunity, affirmative action employer.”

Want Ads were also run in the following publications/venues:

Redwood Times	North Coast Journal	The Independent
Ukiah Daily Journal	Mendocino Beacon	Willits News
Laytonville Observer	Times Standard	Eureka Reporter
Radio World	Hum guide	Arcata Eye

The text of the want ads were as follows:

“Redwood Community Radio (RCR) –KMUD-FM, KMUE-FM, KLAI-FM has an exciting opportunity for a creative, experienced and innovative Program Director. This special person will be working at a dynamic, alternative, established community radio station (20 year anniversary!) that’s driven by a mission of public service. Must have knowledge of transmission, broadcasting, switching, control and operations of a Radio Station. For a complete Job description go to [www.kmud.org](http://www.kmud.org) and scroll to employment opportunities or call the station at (707) 923-2513. Deadline for application is June 16, 2007. This is a full-time (32 hr) exempt position with benefits. Salary is commensurate to experience. Please email a cover letter and resume to [bstarr@kmud.org](mailto:bstarr@kmud.org) or mail to General Manager, KMUD, PO Box 135, Redway, CA 95560. RCR is an equal opportunity, affirmative action employer.”

The following On-air announcements and State and Local Agencies and Radio Coalition ListServe and Online Radio Job Listing services were used:

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The Job Market	CalJobs	HSU Job Service
National Federation of Community Broadcasters (NFCB)		CPB Jobline
Indeed.com	Monster.com	Tvandradiojobs.com

- iii. The recruitment source that referred the hiree for this position was the GrassRoots Coalition on-line ListServe.
- iv. A total of twelve people submitted resumes for this position. Seven people were interviewed. Of the seven, three stated they were referred by our on-line ads at NFCB and GRC, two stated they were referred by our on-air announcement, one read our ad in The Independent and one read our ad in The Redwood times.
- v. The following Equal Opportunity initiatives were undertaken during the year 2006/07 (8/1/06-8/1/07):

1. Participated in Job Banks, Internet programs and other programs designed to promote outreach for specific job vacancies, and RCR listed each upper-level position in a job bank or newsletter or media trade group whose members include substantial participation of women and minorities.

2. Participated in a Youth Scholarship program designed to assist students interested in pursuing a career in broadcasting. RCR sent one youth to the GrassRoots Radio conference in Lowell, Mass.