

**EEO Public File Report**  
**June 1, 2003 – May 31, 2004**  
**KNAU-FM Flagstaff, AZ and KPUB-FM Flagstaff, AZ.**

This EEO Public File Report is filed in KNAU's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

If your organization would like information when openings become available with this station, please contact us at 800-523-5628.

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Recruitment Interviewing and Hiring Source Information.

Job Title: Underwriting Sales Associate  
Job Number: 557186  
Date Posted: 6/9/03  
Date Hired: 8/14/03  
Total # People Applied: 19  
Total # Interviewed: 3  
Referral Source Hired Applicant: NAU Human Resources hiring board  
Referral Source of Interviewee: Personal referral  
Referral Source of Interviewee: Arizona Daily Sun newspaper  
Recruitment Sources: Arizona Daily Sun and NavaHopi Observer newspapers, KNAU on-air announcements, KNAU website, NAU Human Resources website, NAU Human Resources job board, plus 51 "Organizations and Contacts for Sources Routinely Provided Vacancy Notification by Northern Arizona University Human Resources Department" listed below.

Job Title: Underwriting Sales Associate  
Job Number: 554107  
Date Posted: 6/9/03  
Date Hired: 10/1/03  
Total # People Applied: 33  
Total # Interviewed: 1  
Referral Source Hired Applicant: KNAU on-air announcement

Recruitment Sources: Arizona Daily Sun and NavaHopi Observer newspapers, KNAU on-air announcements, KNAU website, NAU Human Resources website, NAU Human Resources job board, plus 51 “Organizations and Contacts for Sources Routinely Provided Vacancy Notification by Northern Arizona University Human Resources Department” listed below.

- Arizona Daily Sun newspaper  
<http://www.azdailysun.com>  
928-556-2298
- Prescott Courier newspaper  
<http://www.prescottaz.com/>  
928-778-0500
- NavaHopi Observer newspaper  
2224 E. Cedar  
Flagstaff, AZ 86004  
928-226-9696
- Current newspaper – trade journal  
[www.current.org](http://www.current.org)  
202-463-7055
- KNAU on-air announcements  
Broadcast on KNAU’s 6 station network:  
KNAU-FM, KPUB-FM, KNAA-FM, KNAD-FM, KNAG-GM, KNAQ-FM
- KNAU website  
[www.knau.org](http://www.knau.org)
- NAU Human Resources website  
[www.nau.edu/m](http://www.nau.edu/m)
- NAU Human Resources job board  
Hr.contact@nau.edu

Recruitment Source Information

(1) Organizations and Contacts for Sources Routinely Provided Vacancy Notification by Northern Arizona University Human Resources Department

	Organization			
	Albany State University			
	ASU Career Services			
	ASU Office of Veteran Services			
	AZ Area Agency for Aging			
	AZ Commission of Indian Affairs			
	AZ DOT Human Resources			
	AZ Hispanic Chamber of Commerce			
	AZ Job Service Flagstaff			
	AZ Job Service Tuba City			
	AZ Rehabilitation Services Admin			

AZ State DES			
AZ Veteran's Job Service Phoenix			
Camp Navajo			
Career Development Phoenix			
Coconino Career Services			
Coconino County Community Services			
Community Outreach for the Deaf			
Council of Hearing Impaired Phoenix			
Devry			
Disability Resources for Students ASU			
Gateway Community College			
Glendale Community College Career Services			
Goodwill Industries of Northern Arizona			
Grand Canyon College Employment Office			
Historically Black Colleges and Universities			
Innovation Group Inc.			
Jobs Administration			
LDS Employment Service			
Maricopa County JTPA Training Center			
Maricopa Skill Center			
Mojave Community College			
NACA			
National Black United Fund			
Nationans Bank-Career Service			
NM State Indian Resource Development			
Pima Community College			
Project Hope Phoenix			
Rehabilitation Services Admin Flagstaff			
S. Mountain Community College Career Services			
Scottsdale Community College			
Southwest Skills Center			
The Guidance Center			
The Hopi Tribe - Office of Personnel Management			
Tucson College			
Tucson Indian Center			
Tucson Women's Commission			
University of Texas El Paso			
Veteran's Medical Center			
Vocational Diagnostics Inc. Phoenix			
Vocational Rehabilitation Glendale			
White Mountain Apache Tribe			

**Long-Term Initiatives.** During this time period we undertook the following activities in compliance with the Prong 3 requirements of the FCC EEO Guidelines:

June 1, 2003 – May 31, 2004

KNAU is defined as a small market radio station that is licensed to a community that is located in a metropolitan area that has a population of fewer than 250,000 persons. According to the 2000 US census, the population of the Flagstaff, AZ-UT metropolitan area is 122,366. KNAU therefore operates in a very small market. KNAU employs five or more employees. As such, KNAU is obligated to complete two of the FCC's non-vacancy specific outreach programs within a two-year period. We completed four.

(1) **Internship Programs** - KNAU-FM and its associated stations operate an active, on-going internship program designed to assist members of the community to acquire skills needed for broadcast employees. Interns at the radio station have come predominantly from Northern Arizona University, Flagstaff, AZ, the licensee of KNAU. The radio station typically employs seven interns at any given time. They provide a range of broadcast services including technical operations, web maintenance and design, newsroom assistance, and front office administrative responsibilities. During the period June 1, 2003 – May 31, 2004, KNAU employed approximately ten different students as interns. One intern came to the station from the University of California Berkeley Graduate School of journalism.

(2) **Establish a mentoring program** – KNAU collaborates with Native American public radio stations in the region to provide mentoring services. KNAU maintains a vigorous partnership with KUYI-FM, Hotevilla, AZ licensed to the Hopi Foundation, and a more limited partnership with KGHR-FM Tuba City, AZ licensed to Greyhills Academy High School, a Bureau of Indian Affairs educational institution .

- A wide range of KNAU staff participate in the KUYI-FM partnership, including the general manager, news director, operations manager, and news producers.
- The KNAU news director and producers work with KUYI staff every week in reviewing newscast copy and feature reporting.
- On November 13, 2003 KNAU conducted a free, all-day onsite news training workshop at KUYI Hopi Radio at the station's studios in Pollaca, AZ. The workshop was conducted by KNAU's news director and Indian Country News Bureau correspondent. Along with the director of NPR's Diversity Initiative. Attendees included KUYI staff and students from Hopi High School
- KNAU directly mentored and employed two one part time news reporters, one located at KUYI on the Hopi Reservation, the other in Window Rock, AZ, the capital of the Navajo Nation. The KUYI reporter gained valuable skills and went on to assume responsibilities as KUYI station manager.
- KNAU's operations manager has made several trips to KUYI Hotevilla, AZ to assist them with training and operation of broadcast automation systems.

- KNAU conducted a tour of KNAU for Sells, AZ High School students on April 12, 2004 to assist the Tohono Odham Nation in designing a radio station facility and operations.
- KNAU conducted a tour and consultancy for Gila River Tribe High School students and faculty at KNAU in November 2003 to discuss development of an LPFM radio station.
- KNAU worked with Native American students associated with the Grand Canyon Music Festival's Native American Composers Apprenticeship Program, September 2003, by recording their works for broadcast.
- KNAU's GM is available for the KUYI station manager to consult on a wide range on management issues including: FCC regulatory concerns; public broadcasting procedural, policy and strategic matters; personnel decisionmaking; and fundraising. The managers speak frequently, typically twice a month if not more often.

(2) **Provide training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.** As part of Northern Arizona University, all managers are trained in, and expected to adhere to, implementation of NAU's Affirmative Action Program. All employees engaged in personnel decision making and activities, such as recruitment, hiring, promotion, separation, and employee development are expected to be responsible for assuring that such activities are carried out in a non-discriminatory manner and that all employees are informed of and given equal opportunity to benefit from personnel programs and activities. Northern Arizona University maintains a fully staffed Human Resources Department that regularly consults with and trains KNAU staff. Station managers are responsible for a range of equal employment activities.

(3) **Training program for station personnel to acquire skills for advancement -** KNAU continued providing training opportunities for station personnel. Examples included operations personnel attending national meeting to learn about new technology; sales staff attending training seminars to learn more about effective prospecting and closing techniques, accounting and payroll personnel attending session to refine and expand skills in those areas, development staff attending national meetings to learn more about fundraising strategies and techniques.