

*Supplement to FCC EEO Audit Response  
Washington State University  
Station KZUU(FM), Pullman, WA (Facility ID 71036)*

As requested by Commission staff, Washington State University (“WSU”) supplements its September 17, 2021 response to an FCC audit letter dated August 6, 2021 requesting information concerning the EEO program of noncommercial educational radio station KZUU(FM), Pullman, Washington. The KZUU employment unit (the “Unit”) also includes co-owned NCE stations KWSU-TV, KWSU(AM), and KJEM(FM) in Pullman, Washington.

With respect to Item # 2(b)(iv) of the Audit response, please note that the market for the Unit has a population of **fewer than 250,000**. WSU therefore is **required to perform two (2) long-term recruitment initiatives** during each two-year period.

Although it was only required to perform two (2) long-term recruitment initiatives during the two-year period covered by the audit, WSU provides documentation (see following pages) of the completion of the following three initiatives:

**(1) Internship Program**

- The Northwest Public Broadcasting – Television (NWPB-TV) Internship program is designed to give staff the opportunity to involve themselves more deeply in training of student and part-time employees and gain knowledge to perform at a higher level. The program is based on that of another noncommercial educational station, which provides a model for this type of two-way training that is so valuable in broadcasting, especially in a small market where recruiting and retention of qualified individuals is difficult and poses a significant challenge. Examples of internship projects include working as crew members for many on and off campus projects supported by NWPB-TV; working as program producer and production assistant; assistance with maintaining NWPB-TV web site, creating content for our social media platforms; and editing of programs for use on-air and off. During the period between *October 1, 2019 and September 30, 2020*, NWPTV had 10 interns. During the period between *October 1, 2018 and September 30, 2019*, NWPTV had 10 interns.
- Northwest Public Broadcasting – Radio (NWPB-R) operations has an active internship program. The staff of NWPB-R regularly participates in area college and high school career days in our broadcast region. Students learned more about public broadcasting, received information on how to get involved, and what internship opportunities exist. During the period from *October 1, 2019 to September 30, 2020*, NWPB-R had internship positions filled including internships in News Production, Marketing, Broadcast Operations and Programming. During the period from *October 1, 2018 to September 30, 2019*, NWPB-R had internship positions filled including internships in News Production, Marketing, Broadcast Operations and Programming.
- *Station personnel involved:* Scott Leadingham, News Director; Gillian Coldsnow, Program Director; Greg Mills, Production Editor

**(2) Hosting of Job Fair**

- In *April 2019*, WSU sponsored the Murrow Symposium Career Day which featured: Meet the Pros. Students and faculty of the College were encouraged to attend workshops, including résumé critiques, and a discussion on the future of the communication industry. Professionals from the fields of broadcast, marketing and print media were available to answer questions and provide employment feedback and opportunities for career connections.
- *Station personnel involved:* Kerry Swanson, Station Manager; Marvin Marcello, General Manager

**(3) Community Events to Inform and Educate Public as to Employment Opportunities in Broadcasting**

- In *April 2019*, NWPB-R staff participated in WSU's Murrow College symposium panels and activities geared toward talking with students about experience and careers in broadcasting.
- In *April 2019*, NWPB staff gave a presentation for the American Association of University Women / Walla Walla about the history of public media and the future of broadcasting.
- In *July 2019*, NWPB-R staff met with several communities on a listening tour. During the presentations and discussions, among other topics, NWPB outlined the opportunities and paths in career and involvement with the station.
- *Station personnel involved:* Marvin Marcello, General Manager; Kerry Swanson, Station Manager; Anna King, Regional Reporter.

## **Documentation of Internship Program**

# INTERNSHIPS & VOLUNTEERING



Washington State  
College students in 1939,  
reading a radio play

## Learn From Local Media Professionals

Announcing and Hosting

Social Media

Television

Radio

News

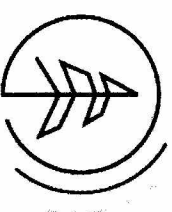
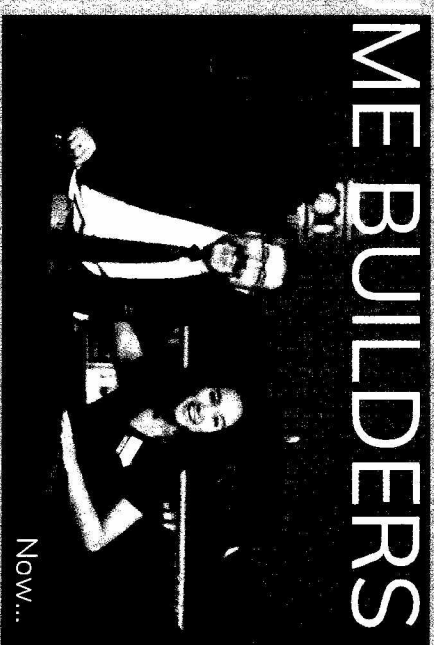
Reporting

Technical Operations

Music Curation

Clerical Assistant & Fundraising

# STUDENT JOBS & RESUME BUILDERS



**NORTHWEST**  
PUBLIC BROADCASTING

Part of Students' Lives on Campus

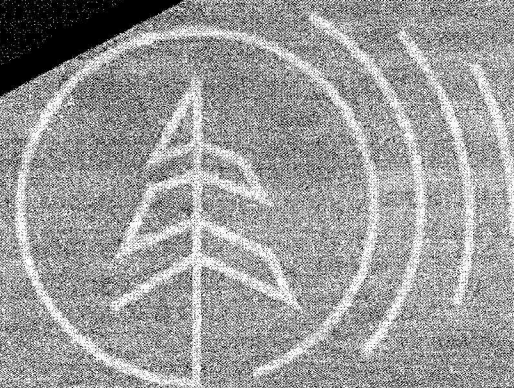
Since 1922

[nwpb.org](http://nwpb.org)

# INTERNSHIP

OPPORTUNITIES AVAILABLE

RIGHT HERE  
IN  
**MURROW**



APPLY ONLINE

**NWPB-ORG/INTERNSHIPS**



[HOME](#)   [STREAM](#)   [SHOWS](#)   [ROSTER](#)   [REVIEWS](#)   [INTERVIEWS](#)

## APPLICATIONS

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## APPLICATIONS

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### First-Timers:

We are always accepting applications! We hire new DJs at the beginning of each semester and randomly as time slots become available. We'll call you to schedule an interview.

[New DJs Apply Here](#)

### Returning DJs

This application is for DJs who have been with KZUU for at least one semester. Choose your new time slot and make sure your contact information is up-to-date.

[Returning DJs Apply Here](#)

### Management

Applications are due each spring. You must have experience as a KZUU DJ and demonstrate basic leadership qualities. Talk to current management about openings.



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## INSTAGRAM

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About

Underwriting

FCC Electronic File

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## CONTACT US

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KZUU

P.O. Box 647204

Washington State University

Pullman, WA 99163

1-(509)-335-2208

kxuu90.7fm@gmail.com

## ARCHIVES

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December 2020

November 2020

October 2020

September 2020

June 2020

May 2020

March 2020

February 2020

January 2020

December 2019

November 2019

October 2019

September 2019



# INTERNSHIPS, MICRO- INTERNSHIPS & PRACTICUM

Internships, micro-internships and practicum all allow students to apply their classroom knowledge in real-world situations, as well as directly establish industry connections. Student interns distinguish themselves in the job market and earn up to six credits toward required communication electives.

**If you have secured an industry and major-related internship,** paid or unpaid, you can earn COM 495 or COMSTRAT 495 credit that can apply to your Murrow degree.

**If you have secured a micro-internship or other practicum opportunity,** you can earn COM 497 or COMSTRAT 497 credit that can apply to your Murrow degree.

Please consult with your advisor to discuss these opportunities and to learn if you are eligible.

**IMPORTANT: Students can only earn 495 credit for one internship at a time.**

Pullman students should apply for COM 495 credit via the link below. Integrated Strategic Communication majors (Global, Everett, Vancouver) are required to earn 3 credits of COMSTRAT 495 (*Strategic Communication Professional Internship*.) Global and Everett students should apply via the link below. Vancouver students: please consult with your campus advisor.

**Once your internship and credit (495) have been approved and you are enrolled, the credits can not be altered to increase or reduce the credit amount.** Please make sure to meet with your internship site supervisor about the hours before you apply and are enrolled in Com or Comstrat 495.

## IMPORTANT DATES FOR COM/COMSTRAT 495

**Summer 2021 final  
deadline:** June 30, 2021

**Fall 2021 priority deadline:**  
Friday, September 3, 2021

**Fall 2021 final deadline:**  
Friday, October 1, 2021

*\*note: **497 Practicum** credits  
are ongoing, with no deadlines.*

[APPLY FOR 495 INTERNSHIP CREDIT](#)

[APPLY FOR 497 PRACTICUM CREDIT](#)

## MICRO-INTERNSHIPS INFORMATION

Businesses are “unbundling” their work and making them more time-sensitive and project-based. In the world of communication, there is a demand for projects focused on content creation and social media management.

Micro-internships are generally short-term opportunities that range from 10 to 40 hours each. Like regular internships, micro-internships can be paid or unpaid, depending upon the project.

### WHERE CAN I FIND A MICRO-INTERNSHIP?

**Parker Dewey** is a leader in remote micro internships. Once you create a profile on the website, you can access all listed opportunities and apply for jobs within the Parker Dewey system. They facilitate communication with businesses and help to troubleshoot any issues that arise.

[ACCESS PARKER DEWEY THROUGH ASCC HERE](#)

Additionally, remote internship opportunities can be found in many of the same places you would perform a traditional internship or job search.

[Indeed.com](#)

[We Work Remotely](#)



### ADDITIONAL MICRO-INTERNSHIP RESOURCES

[NACE's Benefits of Remote Work](#)  
[Why Micro-Internships Will Be The Next Big Thing](#) (Forbes, 3/2020)

[Chegg Internships](#)

[Glassdoor](#)

[Resources](#)

[for](#)

[students,](#)

[grads](#)

[searching](#)

[for](#)

[remote](#)

[work](#)

[due to](#)

[COVID-](#)

[19](#) (College

Recruiter,

3/2020)

## **VIRTUAL WORK EXPERIENCE OPPORTUNITIES**

Looking for other ways to beef up your resume? [InsideSherpa](#) offers free simulation case studies of real business situations in a self-paced online module format. Projects take 5-6 hours to complete and simulations are created by industry professionals. While unpaid, all projects are considered professional experience and can be included on your resume.

# LOOKING FOR AN INTERNSHIP OR JOB OPPORTUNITY?

The Edward R. Murrow College of Communication has plenty of opportunities for qualified students.

Get notified about latest job openings and internships as they are posted.

MURROW JOBS ON FACEBOOK



# POST AN INTERNSHIP

To post a job opportunity for Murrow students and all WSU students, visit the central campus job site at the [Academic Success and Career Center](#).

You can sign up as an employer and post your own positions using the [Handshake system](#).

[Check out this helpful guide for employers](#) on creating internship opportunities for Murrow students.

## CONTACT US

For more information about internships and recruiting Murrow students, please contact:

### Sara Stout

Assistant Dean – Student Affairs

Goertzen Hall 101 – WSU Pullman Campus

[sstout@wsu.edu](mailto:sstout@wsu.edu)

(509)-335-7333

[STUDENT INFORMATION](#) / [CAREER SERVICES](#)

SOCIAL MEDIA

## CONTACT US

Murrow Center for Student Success:

(509) 335-7333

[communication@wsu.edu](mailto:communication@wsu.edu)

Graduate programs:

(509) 335-7333

[mk.johnson@wsu.edu](mailto:mk.johnson@wsu.edu)

# ASWSU

- Home
- Branches
- Committees and Auxiliaries
- Get Involved!

KZUU is a non-commercial, student-run radio station funded by the ASWSU on the campus of Washington State University. The purpose of KZUU 90.7 FM is to bring an alternative experience to the WSU campus and the Palouse. We aim to provide a platform for lesser-known artists and ideas. Students can hear anything on KZUU, from hip hop to talk to world to indie to country. There's really no limit to what you can do with your show! Apply to be a DJ at [kzuu.wsu.edu](http://kzuu.wsu.edu) or stop by CUB 301.

If you have any questions you can reach out to the station **General Manager** [Sovann Robinson](#)



[KZUU | at WSU](#)

[Applications – KZUU 90.7 FM](#)



**NORTHWEST**  
Public Television

**Applications DUE, Friday, April 1st at 3pm**

## NWPTV Internship



### Goal:

The NWPTV internship program provides students with real-world hands-on experience. Students will be able to leave this internship with the understanding of timelines, deadlines and professional quality work.

Ideally, our internship opportunities will enable interns to:

- (a) integrate and use their knowledge and skills from the classroom
- (b) develop organizational and management skills
- (c) strengthen broadcast techniques and production competence, and ultimately
- (d) prepare for a career in the broadcast industry.

Our program requires one full semester commitment in order to earn internship credit(s).

**Internship Coordinator:** [Kanale Rhoden](#)

### Internship Opportunities:

- **Video Editing: (Supervisor: [Kanale Rhoden](#))**

- This internship will provide students hands on experience with the non-linear editing software, Avid. Students must come into this position having experience with Avid editing.
- Duties may include:
  - Rough cutting long form programs
  - Editing station IDs
  - Editing xConnectNW promos
  - Editing interstitials
  - Exporting shows/interstitials for air & web distribution

- **Associate Producer - xConnectNW: (Supervisor: [Kanale Rhoden](#))**

- This intern will be tasked with helping with NWPTV's weekly show, xConnectNW.
- Duties may include:
  - Generating show ideas
  - Generating questions for the host
  - Promotion of show (via social media, website, on-air promos, etc.)

- Booking guest
- **Associate Producer - Access NW: (Supervisor: [Greg Mills](#))**
  - This intern will be responsible for producing **at least** three Access NW interstitials.
  - Duties may include:
    - Generating AccessNW topics
    - Booking interview guest
    - Research of topic
    - Generating questions to ask interviewee
    - Logging tapes
    - Writing scripts
    - Participate in editing process
- **Website/Social Media: (Supervisor: [Matt Kawamura](#))**
  - This intern will be responsible for updating NWPTV's website, social media accounts & other web related projects daily. This intern must have *some* knowledge about social media (i.e. facebook, twitter, YouTube, etc.). Interns will be taught the BENTO CMS system as well as the COVE video management system.
  - Duties include:
    - Updating NWPTV.org
    - Interacting with viewers online view social media accounts
    - Create social media campaigns that attract new viewers/followers
    - Work with membership to promote our station online
- **Programing: (Supervisor: [Tom Hungate](#))**
  - This intern will assist Tom Hungate, program manager, in keeping track of daily logs, new programs & traffic schedule. This intern will report directly to Tom Hungate in the Tri-Cities.
  - Duties Include:
    - Monthly scheduling of KTNW/KWSU
    - Writing summaries of new programs for Tom to approve for air
    - Keeping track of ProTrak

## NWPR Internship



### Our Mission:

Northwest Public Radio is a trusted source of quality content. We are dedicated to enriching our valued community by sharing distinctive programs which engage, enlighten and entertain.

### Internship Coordinator: [Kanale Rhoden](#)

- **Radio News Writing, Editing and Production for Murrow Public Media**
  - Gain experience in writing, editing and producing news for radio. The successful candidate(s) will work in the

Northwest Public Radio newsroom in the NWPR studios under the direct supervision of the news director of Murrow Public Media. Students will learn how to write news copy for radio broadcast, how to gather audio elements for inclusion in news reports and how to structure and produce radio newscasts. They will also be involved in copy editing and proofreading radio and web material and in generating visual elements to support web-based versions of audio reports.

- Duties may include:
- Finding and interviewing newsmakers
- Writing and producing news stories for NWPR
- Producing audio elements for inclusion in NWPR newscasts
- Proofreading various news websites
- Assisting in the production of the Murrow Interview
- Learning the fundamentals of digital audio editing
- Developing audio and video presentations for the NWPR website

#### ● **Assistant Producer for Morning Edition and All Things Considered**

- The successful candidate(s) will gain valuable experience working at a professional statewide public radio service. Depending on duties, students will learn how to operate automation software, digital editing software and radio operating equipment. Students will also write copy for air. Most experienced students may acquire experience in short form news production. **Morning Edition: weekdays from 6:00 a.m. until 8:00 a.m.. All Things Considered: weekdays from 3:00 p.m. until 6:00 p.m. (hours flexible within that timeframe).**
- Duties may include:
  - Operating studio and automation equipment
  - Producing programming elements for broadcast
  - Organizing materials for on-air personnel
  - Writing and disseminating promotional copy
  - Monitor all zoned events off air
  - Monitor and troubleshoot transmitters
  - Download and monitor rundowns
  - Download and/or edit audio and written promos for national promos

#### ● **Announcer/Board Operator**

- Northwest Public Radio occasionally hires select students as board operators and announcers. These are very competitive positions requiring a multiple semester and preferably a multi-year commitment. Prior experience preferred.

#### ● **Library/Data Management**

- The successful candidate will organize and download data for digital music library data management system. Must be detail oriented. Interest and knowledge of various music genres, particularly classical music, is a big plus.
- Duties may include:
  - Organizing and uploading material into database
  - Working with automation and website interfaces
  - Other data management tasks as assigned.



# APPLY NOW



- [NWPTV Internship Description](#)
- [NWPTV Internship Application \(Online Form\)](#)
- [NWPTV Schedule Grid](#)  
*(Please download & complete as part of your ONLINE form)*



- [NWPR Internship Description](#)
- [NWPR Internship Application \(Online Form\)](#)
- [NWPR Schedule Grid](#)  
*(Please download & complete as part of your ONLINE form)*

## Meet Our Interns



Anytime. Anywhere.  
pbs.org/anywhere #PBSAnywhere

To learn more:  
[Click Here](#)

Be more. PBS

NWPTV's Content Partners:



KWSU & KTNW Public Television  
PO Box 642530  
Pullman, WA 99164-2530

**Phone:** 1-800-922-4220

**Fax:** 1-509-335-3772

Murrow Public Media

- NWPTV
- NWPR
- Watch Online
- Listen Online
- Download KTNW Schedule
- Download KWSU Schedule

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- Jobs
- Internships
- Public Documents
- Who We Are
- Questions About our Website?

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- Business & Community Support

WSU

- WSU
- Murrow College of Communication
- Give to Murrow
- Give to WSU

# **I N T E R N S H I P S**

**Website/Social Media Manager  
Associate Producer  
Announcer/Board Operator  
Video Editor**

**Details: [NWPTV.org/Internships](http://NWPTV.org/Internships)  
Due: Friday, April 1st by 3pm**



**NORTHWEST**  
Public Television

**NORTHWEST**  
Public Radio

## **Documentation of Hosting of Job Fair**

March 27, 2019

## Murrow Symposium includes workshops, one-on-one coaching and career fair



Student participants at last year's Murrow Symposium.

The Edward R. Murrow College of Communication will hold its annual Murrow Symposium April 3-4 in the Compton Union Building on the WSU Pullman campus. Through a mixture of industry experts, speakers, interactive experiences and opportunities for conversation, the 44<sup>th</sup> Murrow Symposium will give students the opportunity to explore potential careers in the communication industry. In addition to panel discussions, workshops and one-on-one coaching, this year's event features a career expo on Wednesday, April 3.

At the Murrow Symposium, students have the opportunity to meet and network with a broad range of potential employers and industry experts as well as explore career options in journalism, marketing, advertising and public relations. Employers featured at the career expo include BECU Credit Union, Inspirus Credit Union, Seattle advertising agency copacino + fujikado, PR agencies Weber Shandwick and Edelman, KIRO 7, KPTV, Enterprise Holdings and KHQ Spokane.

With the theme, "Storytelling for Impact," the Murrow Symposium celebrates new thinking in communication – innovative ways to address our challenges, concepts that build our industry, and opportunities for collaboration among industry leaders. Students from all disciplines are welcome and can register for free.

Visit the [Murrow Symposium website](#) to learn more.

**Documentation of Community Events to Inform and Educate Public as to Employment  
Opportunities in Broadcasting**

# PREPARE FOR SYMPOSIUM

## WHAT CAN I DO TO GET READY FOR VIRTUAL SYMPOSIUM?

**Learn about the speakers and sponsors.** Register for Symposium to see the full list of speakers, sessions, and sponsors. Check out sponsor and speaker profiles.

**Prepare a few talking points.** People you meet will want to learn more about you! Prepare your “elevator pitch,” a short overview about your background, studies, and career goals. Practice with a friend or family member so you’re ready when it’s time to introduce yourself in the virtual event space.

**Ask questions.** Prepare some questions for the sessions you plan to attend. Interacting with the speakers and sponsors during sessions is a terrific way to network.

**Keep up the momentum.** After Symposium, connect with speakers and sponsors on LinkedIn and keep the conversation going!

## WHAT SHOULD I HAVE PREPARED?

You will have opportunities to network to discuss career goals and your resume. Make sure you have the following items handy when you’re logged in:

**Your resume.** Even if you think it needs work, make sure you have a digital copy ready to go. You never know who you'll connect with!

**A pen and a small notebook.** Even at a virtual conference, you'll want to write things down.

**Your mobile device and/or personal computer.** Make sure you have downloaded the most recent version of your favorite browser.

# PROFESSIONAL COACHING SESSIONS

## VIRTUAL COACHING: COMING IN APRIL 2021!

Industry professionals are available to sit down with students to discuss resumes, interviewing, even how to be successful in the workplace. From finding that internship to crafting the right resume, even mentorship opportunities – our professionals are here to help you get to the next level.

To meet with a career coach, you'll need to:

- Dress for success

- Bring a resume

- Have an idea of what you want to do

**\*Signups will be open in mid-March.**

[MURROW SYMPOSIUM SITE](#)

SOCIAL MEDIA

Disclaimer

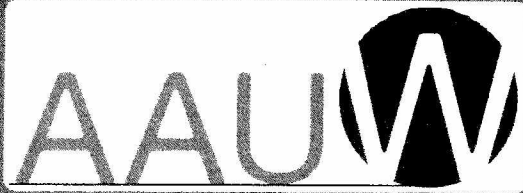


Edward R. Murrow College of Communication Washington State University, PO Box 642520, Pullman, WA 99164-2520

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# Big Idea Talks

Talks to Generate Community Conversation

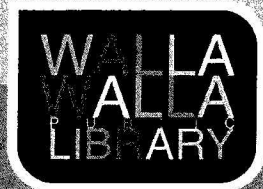


The American Association of University Women in partnership with the Walla Walla Public Library present a new series of programs for enlightened discourse.

**What You Need To Know...**

**April 25 – 7 p.m.**

**The Past, Present and Future of Public Broadcasting**



238 East Alder Street, Walla Walla • 509-527-4550

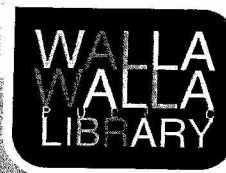
# Big Idea Talks



**The Past, Present and Future of Public Broadcasting**

**April 25 – 7 p.m.**

**Kerry Swanson**  
*Station Manager/Radio*  
*Northwest Public Broadcasting*  
*Pullman, Washington*



238 East Alder Street, Walla Walla • 509-527-4550

## **ROUND 3 PROMOS – LISTENING TOUR – JULY 31/AUGUST 1**

**ALL STATIONS – PLEASE ROTATE PROMOS – READ 7/30-31**

**!!NOTE INDIVIDUAL PROMO START AND KILL DATES &TIMES!!**

### **Promo 1 of 4      !!READ TUESDAY THROUGH WEDNESDAY AT NOON!!**

The NWPB listening tour makes its first stop in Moses Lake [tomorrow/this\*] morning from 10:30 to 12:30, at the Moses Lake Museum and Art Center. If you're closer to Ellensburg, then meet NWPB staff at Cornerstone Pie from 2:30 to 4:30. And the tour stops in Yakima at Inklings Bookshop from 5:30 to 7:30. [optional: You'll have a chance to visit with NWPB in Richland and Walla Walla on Thursday.] Tell NWPB what's important to you, and how we can better serve you! [Talk to Thom Kokenge, Kerry Swanson, engineers and other staff.] Listening tour details are at [NWPB.org](http://NWPB.org).

### **Promo 2 of 4      !! RUN WEDNESDAY 7/31 12-4 PM!!**

The NWPB listening tour makes its next stop in Ellensburg this afternoon, at Cornerstone Pie from 2:30 to 4:30. Come chat with staff and tell them how this station can better serve you. If you're in Yakima then join us at Inklings Bookshop from 5:30 to 7:30. [optional: You'll have a chance to visit with NWPB in Richland and Walla Walla on Thursday.] [optional: Tell NWPB what's important to you and your community.] [optional: Tell them the role do music and the arts play in your life.] Listening tour details are at [NWPB.org](http://NWPB.org).

## **ROUND 3 PROMOS – LISTENING TOUR – JULY 31/AUGUST 1**

**ALL STATIONS – PLEASE ROTATE PROMOS – READ 7/30-31**

**!!NOTE INDIVIDUAL PROMO START AND KILL DATES &TIMES!!**

**Promo 3 of 4      !! RUN WEDNESDAY 7/31 4:30- 7:30 PM!!**

NWPB is in Yakima [this evening/right now\*] at Inklings Bookshop! Thom Kokenge, station manager Kerry Swanson, Sue Sheppard and other staff are eager to hear about issues that matter to you and your community. They'll be there [from 5:30 to 7:30/until 7:30\*] at Inklings. Tomorrow, the listening tour stops at WSU Tri-Cities and Kontos Cellars in Walla Walla on Thursday.] Listening tour details are at [NWPB.org](http://NWPB.org).

**Promo 4 of 4      !! RUN WEDNESDAY 7/31 ONLY – NOTE TIMES!!**

Ever wanted to chat with Thom Kokenge? Want to tell Kerry Swanson how NWPB is doing?? Tell them face to face – right now you'll find them at *(pick appropriate one based on current time)*...

*Read Wed 1030-1230:* ...the Moses Lake Museum and Art Center until 12:30. This afternoon in Ellensburg join them at Cornerstone Pie from 2:30 to 4:30. And in Yakima, at Inklings Bookshop this evening from 5:30 to 7:30.

*(Read Wed 1430-1630)*... Cornerstone Pie in Ellensburg until 4:30, then they'll stop at Inklings Bookshop in Yakima from 5:30 to 7:30.

*(Read Wed 1730-1930)*... Inklings Bookshop in Yakima until 7:30.

...And tomorrow, NWPB's listening tour stops at the WSU Tri-Cities campus in the morning, and at Kontos (KONN-tohs) Cellars in Walla Walla in the afternoon. Please come visit with our staff! The itinerary is at [NWPB.org](http://NWPB.org).