

EEO Public File Report
KANU-FM 91.5
January 19, 2013

FEBRUARY 1, 2012 – FEBRUARY 1, 2013

A. Job Vacancies

- a) No vacancies were filled.

B. Community Event Participation

1. January 12-February 11, 2012

- a) Laura Lorson hosted the academically-oriented quiz show *Quest* on KTWU public television. She asked questions of the participating students as part of the program, and engaged them, their coaches and their parents in conversation at other times. She served as an ambassador for KU by discussing available degree programs and touting the importance of the liberal arts educational experience.

2. February 1-December 31, 2012

- a) KANU sponsored trade for underwriting announcements to help promote the Liberty Memorial and National World War I Museum. The sponsorship helps promote the museum, their archives, programs and events.

3. February 24, 2012

- a) KANU sponsored the Footprints Film Series featuring Murnau's 1927 silent film, *Sunrise: A Song of Two Humans*. The Mont Alto Orchestra played live classical music to accompany the film and did an in-studio performance the same day.

4. March 13, 2012

- a) KANU was the media sponsor for Lawrence Public Library's fundraising event: *An Evening with Susan Stamberg* at the Lied Center of Kansas.

5. March 15, 2012

- a) Laura Lorson was featured in the Spring 2012 issue of Lawrence Magazine as part of its ongoing "...And I Wanted to Be" feature, in which area residents talk about what they wanted to be when they grew up. She was the subject of a 2-page feature that prominently mentioned her affiliation with KANU and with the University of Kansas.

6. March 17, 2012

- a) Laura Lorson was interviewed by Kansas Alumni magazine reporter on the life and legacy of the late Dr. Jim Seaver. The interview and remembrance of Dr. Seaver appeared in Kansas Alumni Magazine No. 2, 2012.

7. March 23, 2012

- a) Station tour given to eight clients of Exploring Life, a service for the developmentally disabled located in Topeka, Kan.

8. March 27, 2012

- a) Phil Wilke hosted a presentation in Performance Studio to KU New Generations Society, a retirees and alumni group. The presentation was followed by a tour of the station.

9. March 31, 2012

- a) Laura Lorson served as a judge for the state-level “Poetry Out Loud” contest as a representative of KU and Kansas Public Radio. The state winner was chosen at this competition and will travel to Washington, D.C., for the national competition, sponsored by the National Endowment for the Humanities and the National Endowment for the Arts. The event took place at the Lawrence Arts Center. Lorson was introduced as a Kansas Public Radio on-air personality. The organization was noted from the podium as an outlet for arts and humanities in Kansas and was thanked for Lorson’s participation in the event.

10. April 3, 2012

- a) Station tour given to a blind Lawrence High School student who was interested in a career in radio.

11. April 12, 2012

- a) KANU aired William Shakespeare’s *A Midsummer Night’s Dream* in a radio adaptation of a KU Theatre production. It was the first full-length Shakespeare production in North America performed in original pronunciation (OP). OP is the accent that would have been used in Shakespeare’s time.

12. April 20, 2012

- a) Bob McWilliams emceed a West Side Folk concert by Cindy Novelo at the Lied Center of Kansas.

13. April 23, 2012

- a) Bob McWilliams emceed a West Side Folk concert by Red Molly at the Lied Center of Kansas.

14. April 27, 2012

- a) KANU was the official media sponsor for the eighth annual *Hilltop Hustle*. The Hustle is a fundraiser for the Hilltop Child Development Center, which is a private, non-profit organization serving the child care needs of the University of Kansas community since 1972. Runners and walkers of all ages were encouraged to take part. As the official media sponsor, KANU donated on-air announcements to promote the fundraiser.

15. June 1, 2012

- a) KANU's *Retro Cocktail Hour* presented "Cinema a Go-Go." KANU's movie night drew an enthusiastic mix of *El Santo* and *Retro Cocktail Hour* fans.

16. June 8, 14, 16, 2012

- a) KANU recorded the Sunflower Music Festival at Washburn University in Topeka, Kan. The recordings were aired on KANU. An outreach table was staffed by George Norton, Phil Wilke, Mark Edwards and Bob McWilliams. Staff provided information, interacted and solicited feedback from listeners over three nights at this annual music festival.

17. June 10, 2012

- a) Laura Lorson appeared on KTWU public television to help raise funding. She was identified as a host at KANU and as a host for the KTWU quiz program *Quest*. She discussed the importance of funding public broadcasting and how KTWU and KANU work together to provide alternative programming for the people of northeastern Kansas. She also talked about the many KANU and KTWU outreach projects in the community, showing the dedication of both organizations to community service and regional reporting. She appeared from 7 p.m. through 9:20 p.m. on KTWU.

18. June 10-27, 2012

- a) KANU featured students from the International Institute for Young Musicians Summer Music Academy through live performances in the KANU studios. The very talented students were between ages 11 to 18.

19. June 28, 2012

- a) As part of *The Day After* 30th reunion event on the filming of the movie, *KPR Presents* host Kaye McIntyre conducted a "listening booth" where local residents who were extras in the movie were interviewed. About 40 interviews were recorded, which will be archived at the Watkins Museum in Lawrence, Kan.

20. August 26, 2012

- a) Laura Lorson served as the master of ceremonies and South Stage host for the 32nd annual Kansas State Fiddling and Picking Championships in Lawrence, Kan. The event was held at South Park from 11 a.m. until 6 p.m. Laura handled event announcing and organizational duties, along with between-contestant announcements and information on the event's South Stage from 11 a.m. until 3:30 p.m. She called attention to KANU's commitment to folk and Americana music and its programs. Participants and audience members were made aware of KANU's longtime involvement with the KSFPF and learned about KANU's programs featuring bluegrass, Celtic and traditional American music. KPR staff members Joanna Fewins and Sheri Hamilton also hosted an informational outreach table at the event.

21. August 23, 2012

- a) Bob McWilliams emceed an outdoor community concert featuring the music of Buckwheat Zydeco at the Lied Center of Kansas.

22. August 24, 2012

- a) KANU's *Retro Cocktail Hour* presented "Cinema Con Queso," two films starring famous Mexican wrestler El Santo. KANU's El Santo movie night drew an enthusiastic mix of El Santo and *Retro Cocktail Hour* fans.

23. September 2012-January 2013

- a) KANU traded air time with The American Jazz Museum, which was used to promote the touring shows they brought to the refurbished Gem Theater in the 18th & Vine Jazz District.

24. September 14-15, 2012

- a) KANU sponsored Audio-Reader's *For Your Ears Only* audio sale. The sale draws record collectors from hundreds of miles away. Items for sale include records, tapes, CDs, DVDs, video tapes, and equipment including turntables, cassette decks, receivers, amplifiers, speakers, CD and DVD players, laser discs and stereo cabinets. The funds raised go to support the Kansas Audio-Reader Network, a reading and information service for blind, visually impaired and print disabled individuals in Kansas and western Missouri. Services are offered free of charge to anyone in their listening area who is unable to read normal printed material.

25. September 18, 2012

- a) Laura Lorson met with eight staff members from KU's student-run radio station, KJHK. She spoke for about 45 minutes on writing for radio and radio voice performance. She then took questions from the students for another hour and a half. This was an opportunity for KU students to learn about the mechanics of radio production and performance, and to address specific issues the students had encountered while on the air or preparing features. The students seemed to enjoy the conversation and remarked on their interest in several KANU programs, including news programming and *This American Life*. Most important, they realized that KANU staff is accessible and friendly and willing to help them as they pursue careers in radio.

26. September 29, 2012

- a) Laura Lorson met with Claire McInerny, a KU senior in journalism and communications, for a one-hour workshop on radio production and performance. Ms. McInerny was among those present at a discussion and Q&A Laura gave to several staffers from the KU student radio station, KJHK. Ms. McInerny was very excited about having the opportunity to discuss and practice radio tasks with a professional, so she was invited to spend some time at the station after business hours in order to familiarize herself with radio production and voice delivery techniques.

- b) Wendy Huggins and Joanna Fewins represented KANU in the DCAP AIDS Walk in downtown Lawrence. KANU was a media sponsor of the event.

27. November 16, 2012

- a) Bob McWilliams emceed a West Side Folk concert by Peter Mulvey at the Lied Center of Kansas.

28. November 26, 2012

- a) Laura Lorson appeared on KTWU public television to help with a fall fundraising telecast. She was identified as a host at KANU and as a host for the KTWU quiz program *Quest*. She discussed the importance of funding public broadcasting and how KTWU and KANU work together to provide alternative programming for the people of northeastern Kansas. She also talked about the many KANU and KTWU outreach projects in the community, showing the dedication of both organizations to community service and regional reporting. She appeared from 7 p.m. through 9:20 p.m. on KTWU during the “American Masters” television program highlighting the career of broadcaster and comedian Johnny Carson.

29. November 27, 2012

- a) KANU offered its meeting room facility to the Kansas Lions, District 17-O (northeastern Kansas) to hold a judging to select the district’s *Peace Posters* for 2013. Winners were entered in the state competition.

30. December 8, 2012

- a) KANU hosted 13 6th and 7th grade students from First Presbyterian Church for a full-day Confirmation retreat. They attended a seminar and educational tour of Kansas Public Radio and Audio-Reader.

31. January 17, 2013

- a) J. Schafer, KANU News Director, hosted a group from the 2012 Leadership Lawrence civic leadership program. The recipients took a tour of the KANU studios and learned about the various types of service KANU provides to listeners in our broadcast area.

C. Internships Offered: KANU has an ongoing, established internship program that allows interns to gain necessary skills for careers in broadcast journalism and public radio development.

1. Development Department Intern Program—Development interns assist with station events, marketing campaigns, direct mail solicitations, fundraising and campus outreach efforts. Development Department interns for 2012 included:

- a) Jan Siebert, July-August 2012
- b) Sixuan Wu, August 2012-present
- c) Jennifer Salva, January 2013-present

2. **News Department Intern Program**—News interns are instructed in digital editing technique, story creation, story production, sound-gathering, research, story writing and other aspects of news production. News Department interns for 2012 included:
 - a) Kaitlin Brennan, May 2012-present
 - b) Justine Greve, May 2012-present
 - c) Dana McCoy, May 2012-present
 - d) Thomas Strauser, August 2012-present
 - e) Jeff Carmody, August 2012-present
 - f) Jessica Tierney, September 2012-present
3. **Music Department Intern Program**—Music interns assist in organizing live performances by greeting visiting musicians, helping them get settled in to the live performance studio, assisting in the engineering room during the broadcast and getting the proper release forms and paperwork filled by the musicians after the performance. Music Department interns for 2012 include:
 - a) Alex Anderson, January 2013-present

D. Participation in Educational Institution Events or Programs

1. January-May 2012

- a) Kansas Public Radio “hired” Prof. David Guth’s class – Journalism 676, Strategic Campaigns – to develop public relations and awareness campaigns, to reinforce loyalty among listeners and introduce us to non-listeners, using a variety of traditional means (on air, print, outdoor, trades with other arts organizations, etc.) and new avenues (such as listening apps, Internet usage, e-correspondence, social media, etc.). Overall, this effort will lead to increased membership of first-time donors and greater retention of current donors.

One of the most satisfying aspects of this educational interaction was introducing the class, mainly seniors, to public radio. Through their research, classwork and field work, they examined how well college-aged listeners were familiar with public radio, what their impressions of public radio were, and – most importantly for KANU – cost-effective strategies for appealing to new, younger listeners, maintaining their interest as life-long listeners and learners and cultivating them as new listener-members.

Their end-of-year presentations featured well-researched audience data, well-analyzed strategies from audience growth, and dynamic and effective outreach tools for reaching young listeners through the tools they use every day.

2. January 2012-present

- a) Laura Lorson, host of *All Things Considered* is the host of *Quest*, a televised game show for high-schoolers. The show is underwritten by the Kansas National

Education Association and produced by Washburn University in Topeka. The program focuses on general knowledge and trivia questions. The participants are high school age, spanning 9-12th grades. Laura's involvement with the show reinforces KANU's commitment to K-12 education and support of programs that foster academic excellence.

3. February 10-May 20, 2012

- a) Laura Lorson read and produced a series of audio textbook and unit chapters for the University of Kansas School of Education. This is part of a KU project known as the eLearning Design Lab which makes classes available online for students who are print-disabled, have physical challenges in accessing the University campus, have time to access campus for a class or find in some other way that an aural presentation of the material is helpful. This project, encompassing eight chapters from three education school modules, took approximately 12 hours, including postproduction time. The sound files are accessible through the University of Kansas School of Education website.

4. March 14, 2012

- a) Bob McWilliams hosted the pre-concert presentation at the Lied Center of Kansas highlighting the *SFJazz Collective*.

5. April 23, 2012

- a) Station tour given by Steve Kincaid to two groups of engineering students. The students were in a class that focused on communication systems. Many of the systems they have been studying\designing are in use in our facility. They toured our studios and tower.

6. May 25, 2012

- a) Bryan Thompson presented at the Sunflower Health Advocacy Fellows. His address was: "The Impact of Changing Media."

7. October 19, 2012

- a) J. Schafer emceed a fundraiser for the KU International Studies program at the University of Kansas Adams Alumni Center.

8. January 24, 2013

- a) Bryan Thompson was interviewed for the KTWU public television program, "I've Got Issues." He discussed KanCare issues affecting the state and citizens of Kansas.

9. January 25, 2013

- a) Bob McWilliams hosted the pre-concert jazz talk for the Folly Theater's performance with James Carter.

E. Equal Employment Opportunity Training

1. February 21, 2012

- a) Station Manager Janet Campbell attended the Staff Leadership Summit hosted by the University of Kansas office of Human Resources and Equal Opportunity.

2. June 21, 28, 29, 2012

- a) Phil Wilke attended the Your Leadership Edge seminar, hosted by the Kansas Leadership Center. KLC's mission is to foster leadership training that will increase civic dialogue and promote, incorporate and model a philosophy of leadership that reflects Kansas civic culture.