

# 2007 ANNUAL EEO PUBLIC FILE REPORT

June 1, 2006 through May 31, 2007

WNMU(TV) and WNMU-FM  
Marquette, MI

**I. Full-time positions filled during period**

None.

**II. Each recruitment or referral source used to seek candidates for each vacancy**

Not Applicable.

**III. Total Number of persons interviewed for all full-time vacancies filled during period:            0**

**IV. Total number of interviewees for all full-time vacancies filled during period per source:            0**

**V. Supplemental EEO Outreach activities during the reporting period:**

Below is a brief description of activities undertaken during the period June 1, 2006 through May 31, 2007, including station personnel involvement.

1. WNMU(TV) interacts with high school students, teachers, and parents through the production of a series of 49 one-hour High School Bowl programs, highlighting 50 high schools from the Upper Peninsula of Michigan and northeastern Wisconsin and hundreds of students. This year 332 students participated along with adult coaches and parent volunteers. The students, teachers, and parents are exposed to station operations, and inquiries about careers and job opportunities are encouraged.

2. WNMU(TV) provides real-life broadcast experience to Northern Michigan University students through Public Eye News, a daily 15-minute news program that is hosted, produced, directed, and staffed by university students who volunteer at the station.

3. WNMU-TV/FM participated in a career day on April 27, 2007, hosted by Northern Michigan University for approximately 700 high school students from Marquette and Alger Counties. Two presentations were made at this event by the General Manager for WNMU-TV/FM regarding careers in broadcast related fields. In addition, two separate presentations regarding careers in public television and producing documentaries were given by the Producer/Host from WNMU-TV. In total approximately 95 students attended the presentations.

4. WNMU-FM's news staff members work with the area's local children's museum to teach radio production, and the station airs programs produced by youths aged 8 – 18. During the reporting period, 52 programs were produced and aired. As part of this program, station personnel have discussed media careers with graduating seniors and the potential for employment at stations like WNMU.

5. WNMU(TV)'s Station Manager continues as an active member of the Marquette County tobacco or health coalition – a program designed to keep publicized the dangers of smoking.
6. WNMU(TV) and FM continue to offer students from Northern Michigan University and local high schools the opportunity for television and radio internships throughout the year. This year, six NMU students and one student from Westwood High School participated in this program, receiving valuable broadcast related experience and course credit.
7. WNMU(TV) and FM hosted the Lake Superior Leadership Academy class on March 1, 2007, providing media instruction to 20 students enrolled in this course. The leadership academy experience is to assist in training individuals who are moving into volunteer positions of responsibility within the community.
8. WNMU-FM provided 9 Northern Michigan University students, graduate assistants, and faculty the opportunity to write and produce an on-air program involving each individual reading their poetry. This program allowed these individuals to interact with radio station personnel, while teaching them how to produce an on-air program.
9. WNMU-FM hosted 22 members of Iron Mountain High School jazz band on April 19, 2007. The students were given a tour of the broadcast facilities and a discussion was held regarding public radio's role in jazz and careers in broadcasting.
10. WNMU-FM's Station Manager spoke at the UP College Radio Stations Conference on March 31, 2007, at Northern Michigan University. The station manager spoke with students about HD radio and what it might mean to the future of broadcast radio. Other topics discussed were data casting, multiple program streaming, the future of automation, FCC mandates, and broadcast related employment positions.