Annual EEO Report – WNMU(TV) & WNMU-FM

Marquette, Michigan

June 1 2013 through May 31, 2014

A summary of activities related to personnel hiring and outreach activities conducted by WNMU and WNMU-FM.
Hiring Activities

I. Full-time positions filled during period.
   None

II. Each recruitment or referral source used to seek candidates for each vacancy.
   None

III. Total number of persons interviewed for all full-time vacancies filled during period.
   None

IV. Total number of interviewees for all full-time vacancies filled during period per source.
   None

EEO Outreach activities during reporting period

Below is a brief description of activities undertaken during the period June 1, 2013 through May 31, 2014, involving station personnel.

A. HIGH SCHOOL AND COLLEGE TRAINING

1. September 2013 – April 2014 “Public Eye News”. WNMU-TV provides real-life 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. The program is tied directly to broadcasting academic work and facilitates the “hands-on” experience needed to be successful in entry level broadcast careers.

2. June 2013 – May 2014 Eight to Eighteen Media Productions through the Upper Peninsula Children’s Museum. WNMU-FM’s news staff members continue to work with the area’s local children’s museum to teach radio news and editorial production techniques. WNMU-FM airs the programs produced by these youth ages 8-18. During the reporting period, weekly programs aired as part of this series. Station personnel discuss media opportunities with graduating seniors and the potential for employment at stations like WNMU as part of the production experience. Station on-air staff also serves as emcees for the program’s annual Media Awards banquet in April each year.

3. October 2013 – April 2014 “High School Bowl” Production. WNMU-TV interacts with high school students, teachers, and parents through the production of a series of 42 half-hour High School Bowl programs, highlighting 40 high schools from the Upper Peninsula of Michigan and northeastern Wisconsin and hundreds of students. Competing teams bring students, teachers, and parents into the facility where they are exposed to station operations and learn more about careers and job opportunities in broadcasting and multi-media. In addition to the approximately 450 high school students exposed to television production and the skills used in recording programs, seven NMU production students crew this show on a regular basis, learning a variety of production skills.
4. **March – May 2014 – NMU senior student production audio production class.** Advanced audio production classes at Northern Michigan University guided by Dr. Charles Ganzert use WNMU-FM facilities to air recorded in-studio performances by regional musicians. WNMU-FM music producer, Hans Ahlstrom provides student instruction and hosts the program which this year featured local musicians *Sparrow Tree.*

5. **March 13, 2014 – Student produced live performance on WNMU-FM.** Project with 25 NMU Senior Broadcast students to present a live, in-studio music performance from their campus class on WNMU-FM.

6. **March – April 2014 – Poetry month featuring the poetry of NMU students and staff.** WNMU works with NMU professors to recruit budding poets to record their original works for air on WNMU-FM during April which is “National Poetry Month”. Students come to the WNMU studios to record their poems which are aired every weekday morning and afternoon throughout the month as well as podcast on www.wnmufm.org.

7. **April 25, 2014 – “Young Authors”.** Produced one, three-minute television program that highlighted the *Young Authors* program in Marquette and Alger County with six students ranging from Kindergarten through 5th grade sharing their stories. In addition to their production, students were introduced to fundamental broadcast skills and the type of basic skills needed to be successful in the industry.

**B. HIGH SCHOOL AND COLLEGE INTERNSHIP PROGRAMS**

1. **June 2013 – May 2014 – WNMU-TV and WNMU-FM hired and trained a total of 7 student broadcast control room operators.** Students are actively recruited and trained in program switching, master control operations and transmitter observations. During this period, WNMU added information technology (IT) operations as part of its orientation and training in support of the advances now being made in broadcasting that specifically use computers and file transfer technologies to deliver audio and video.

2. **WNMU-TV college practicum programs.** During this reporting period, 20 Northern Michigan University students participated in this program, receiving broadcast related experience and course credit. Student interns were involved with various aspects of television production including WCHA hockey broadcasts, public affairs programs produced in the WNMU studios and pre-production activities for the station’s “High School Bowl” program. The number of participants increased from 15 reported in the previous period.

3. **Sept 2013 – May 2014 – WNMU-FM student internship.** NMU Senior Phillip Nichols worked with producer Hans Ahlstrom on the production of three University Beat programs, short 3-minute news/interview programs that look inside the heart of Northern Michigan University. He also participated in the recording and production of the NMU Advanced Audio Production class’ final project which airs on WNMU-FM over graduation weekend. His first program “Street Symphony: the Medicine of Music” featuring an interview with Robert Gupta about how music affects the brain and how he uses his musical talents to help people with mental illnesses won a 2014 Good News Award for materials aired in 2013. The Good News Awards are designed to honor works of excellence that are produced and distributed by Michigan’s Upper Peninsula media outlets. The awards are sponsored by the Judicatory Heads of the Evangelical Lutheran, Presbyterian, United Methodist, Catholic, and Episcopal churches in the Upper Peninsula of Michigan.
C. JOB FAIRS AND CAREER PRESENTATIONS

1. August 26, 2013 – Participated in Northern Michigan University Fall Fest, welcoming students back to campus and making them aware of student employment and internship opportunities at WNMU Public Radio 90 & WNMU-TV. Talked with approximately 35 students. WNMU senior students were on hand to recruit new staff for the “Public Eye News.”

2. November 9, 2013 – General Manager Eric Smith (TV & FM) – “Wildcat Weekend” parent and student career presentation. 27 students and parents interested in broadcasting as a college major were hosted in the WNMU studio to learn more about potential career opportunities. Examples of various production opportunities along with facility tours and a question and answer session allowed in-depth exploration of television and radio career paths.

3. February 12, 2014 – Northern Michigan University summer jobs fair. WNMU TV and FM participated along with other employers and spoke with 9 students.

4. March 22, 2014 – General Manager Eric Smith (TV & FM) – “Wildcat Weekend” parent and student career presentation. 18 students and parents interested in broadcasting as a college major were hosted in the WNMU studio to learn more about potential career opportunities. Examples of various production opportunities along with facility tours and a question and answer session allowed in-depth exploration of television and radio career paths.

5. May 9, 2014 – Audio Engineer Pat Lakenen and WNMU General Manager Eric Smith & Radio Station Manager Evelyn Massaro; “College Day” at NMU - 37 students in two separate sessions attended these 1-hour discussions of broadcast career opportunities that illustrated the various types of career paths within the industry, the skills needed to be successful and salaries typically associated with this type of work. All students had opportunities to ask questions following the presentation.

D. TOURS EMPHASIZING BROADCAST CAREER OPPORTUNITIES

1. June 17 & 25, 2013 – Station tour – “Gear UP” students. Department of Education grant program for low income students from Lower Michigan designed to provide experiences in a variety of career fields. A total of 24 students received hands-on experience in a television broadcast studio.


3. July 1, 2013 – High school tour. Evelyn Massaro gave three high school students from Holly High School in downstate Michigan a tour of the WNMU facilities and spoke with them about learning opportunities available to NMU broadcast students.

4. September 12, 2013 – Women’s Federated Club House, Marquette, MI. Approximately 60 women from the American Association of University Women toured WNMU-FM to learn more about the station’s 50th Anniversary. Station Manager Evelyn Massaro provided the presentation which included an illustrated history of activities and opportunities.
5. **February 18, 2014 – WNMU-TV/FM guided tour of the broadcast and production facilities located at Northern Michigan University.** Managers from both stations were on hand to discuss station operations, public involvement with area groups and individuals and employment opportunities.

6. **March 4, 2014 – Boy Scout Tiger Cub Pack 373 from Marquette, MI (11 people).** Six boys ages 6-7 years old and 5 adults toured WNMU TV and FM facilities to learn about station operations. Producer/Director Bob Thomson and FM Station Manager Evelyn Massaro gave the tours.

7. **May 6, 7, 2014 – Young Authors conference tour.** Producer/Director Bob Thomson provided 2 separate tours for a total of 60 K-5th grade students of WNMU TV and Radio. The tours featured physical demonstrations of various production techniques and a question and answer session about the equipment and career opportunities in the broadcast industry.