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.

1 position – WNMU-TV Operator / Technician

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

Marquette Mining Journal
NMU Job Listing Service – web
NMU internal e-mail notification
Charter Communications channel 20
NMU telephone job line
NMU career services
NMU Alumni Newsletter
Michigan works job listing service

III. Total number of persons interviewed for all full-time vacancies filled during period.

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

1 – Bargaining unit e-mail notification
2 – Word-of-mouth suggestion. The successful candidate was selected from this source.

EEO Outreach activities during reporting period

Below is a brief description of activities undertaken during the period June 1, 2014 through May 31, 2015, involving station personnel.

A. HIGH SCHOOL AND COLLEGE TRAINING

1. September 2014 – April 2015 “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 2014 – May 2015 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 2014 – April 2015 “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 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 2015 – 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 musician Jeremy Kittel.

5. **March – April 2015 – Student produced live performance on WNMU-FM.** Advanced audio production classes at Northern Michigan University guided by Dr. Charles Ganzert to post-produce Story Corps pieces edited from nearly 200 (45-minute recordings) recorded in the Story Corps mobile studio during July 2014. Final productions will be aired on WNMU-FM.

6. **March – April 2015 – 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. The project generated more programs in an amount that exceeded available air time in the month of April.

7. **April 21, 2015 – “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 2014 – May 2015 – WNMU-TV hired 5 student broadcast control room operators.** Students are actively recruited and trained in program switching, master control operations and transmitter observations. During this period, WNMU also provided 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. **September – November 2014. Poli-Si on the Fly.** Worked closely with Broadcast and Political Science class to produce political science program segments about the 2014 elections. Recorded in WNMU-TV Studio’s for air on WNMU-TV’s Public Eye News.

3. **WMNU-TV college practicum programs.** During this reporting period, 18 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. Over 1,000 hours of student studio and control room production time resulted from this program.

4. March 26, 2015 – Marquette Senior Class Project. Assisted the Marquette Senior High School TV production class with video capture of their final project. Students worked in the WNMU-TV studio and received assistance in television lighting and videography.

5. **September 2014 – May 2015 – MARESA Internship.** Working in conjunction Marquette-Alger Regional Educational Services Agency, WNMU-TV mentored Marquette Senior High School student Mary Roney as she learned a variety of television production skills.

6. **Sept 2014 – May 2015 – WNMU-FM student internships.** During this reporting period, WNMU-FM hired and trained 3 students as part of its ongoing efforts to give students meaningful media production experiences. **Kris Thomas** interned with Hans Ahlstrom summer 2014 and was trained to do a board shift, incl. announcing for two University Beat features and public radio staff interviews. One of his productions won a 2015 Catholic Diocese Good News Award. **Chris Jandro** interned with Hans Ahlstrom winter 2015, completed board shift training and announcing for two University Beat features that included public radio staff interviews. **Hannah Moran** interned with Hans Ahlstrom during the winter 2015 semester and also produced two University Beats. She also completed the advanced board-op training program and was involved in the production of Jazz Showcase and Sunday Swing program promos.

C. **JOB FAIRS AND CAREER PRESENTATIONS**

1. **August 25, 2014 – 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 30 students. WNMU senior students were on hand to recruit new staff for the “Public Eye News.”

2. **October 8, 2014 – Northern Michigan University fall jobs fair.** WNMU TV and FM participated along with other employers and spoke with 24 students.

3. **November 8, 2014 – General Manager Eric Smith (TV & FM) – “Wildcat Weekend” parent and student career presentation.** 13 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.

4. **March 21, 2015 – General Manager Eric Smith (TV & FM) – “Wildcat Weekend” parent and student career presentation.** 16 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 8, 2015 – Audio Engineer Pat Lakenen and WNMU-FM Station Manager Evelyn Massaro & TV Producer/Director Bob Thomson; “College Day” at NMU - 41 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 & 24, 2014 – 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.


4. June 3, 2014 – Mock Quiz Bowl for prospective NMU students. Worked in conjunction with the NMU admissions department helping students understand career opportunities in broadcast journalism. Session included hands-on instruction with studio production equipment.

5. May 6, 7,8 2015 – Young Authors conference tour. Producer/Director Bob Thomson provided 3 separate tours for a total of approximately 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.