

NORTHERN MICHIGAN UNIVERSITY

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

Marquette, Michigan

June 1 2015 through May 31, 2016



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 Production / Operations Associate
- 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
- WNMU-TV web site

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
- 1 – Word-of-mouth suggestion / NMU web site. The successful Production / Operations Associates candidate was selected from this source.
- 6 – Word-of-mouth suggestion. The successful Operator / Technician candidate was selected from this source.

EEO Outreach Activities

Below is a brief description of activities undertaken during the period June 1, 2015 through May 31, 2016, involving station personnel.

A. HIGH SCHOOL AND COLLEGE TRAINING

1. **September 2015 – April 2016. “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. 76 NMU students participated during this time period.

2. **June 2015 – May 2016. “8-18 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 2015 – April 2016. “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 39 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. **October – December 2015. NMU Senior Student Audio Production Class Program.** Advanced audio production classes at Northern Michigan University guided by Dr. Charles Ganzert used WNMU-FM facilities to air recorded in-studio performances by regional and international musicians. Students are responsible for all aspects of the process from set-up and recording to mixing and post production. WNMU-FM music producer, Hans Ahlstrom provided student instruction for the production featuring singer/songwriters Dave Bett, Kerry Yost, and Dan Truckey in a roundtable setting, playing and talking about their songs and songwriting. The program was hosted by Jane Cislucyis, and aired Friday, Dec. 11 at 3pm & Saturday, Dec. 12 at 10pm on WNMU-FM, and on www.wnmufm.org.
5. **November 2015. Class Presentation.** WNMU-FM’s Hans Ahlstrom spoke with students in NMU Professor Mark Shevy’s class about the effect music has on an audience when producing a multi-media production and how different kinds of music can affect the final production.
6. **November – December 2015. NMU Student Produced Live Performances on WNMU-FM.** Advanced audio production classes at Northern Michigan University guided by Dr. Charles Ganzert used WNMU-FM facilities to air recorded in-studio performances by regional and international musicians. Students were responsible for all aspects of the process from set-up and recording to mixing and post production. Hans Ahlstrom provides student instruction and hosted the program which featured the Lansing based world fusion band Wisall. The final production aired on WNMU-FM February 19, 20, 2016.
7. **January – April 2016. Student Produced Live Performance.** WNMU-FM student Hannah Moran did final post-production with music mix of local *Story Corps* pieces which were edited by the advanced audio production class at NMU under the guidance of Dr. Charles Ganzert. Pieces were edited from nearly 200 (45-minute) recordings down to a three-minute final production. Pieces began airing on WNMU-FM in April, 2016.
8. **March 17, 2016. Poetry Month Readings.** Hans Ahlstrom spoke with NMU professor Lynn Domina’s 401/501 poetry writing class on March 17, 2016 to talk about WNMU-FM’s National Poetry Month series and to invite students to come down to read their work. Approximately 10 students were in the class.

9. **March – April 2016. NMU Faculty & Staff Poetry Month Project.** WNMU staff worked 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.
10. **April 20, 2016. “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.
11. **Sept 13 – 15, 2015. WVBI Community Radio Workshops on Beaver Island, Michigan.** WNMU-FM’s Hans Ahlstrom, Dan Truckey from Beaumier UP Heritage Center, NMU Professor Charles Ganzert and Kevin Boyle, NMU Alum hosted a series of workshops that focused on preparing, hosting and producing a quality radio program, oral history theory, recording, production, and archiving. Attendees included 20 high school students, Historical Society members, and interested local citizens.

B. HIGH SCHOOL AND COLLEGE INTERNSHIP PROGRAMS

1. **June 2015 – May 2016. WNMU-TV Student Master Control Operator Training.** Students are actively recruited and trained in program switching, master control operations and transmitter observations. During this period, WNMU 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. **WNMU-TV College Practicum Programs.** During this reporting period, 23 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 and other local programs. Over 1,000 hours of student studio and control room production time resulted from this program.
3. **September 2015 – May 2016. MARESA Internship.** Working in conjunction with Marquette-Alger Regional Educational Services Agency, WNMU-TV mentored Marquette Senior High School student Ben Anthony as he learned a variety of television production skills.

C. JOB FAIRS AND CAREER PRESENTATIONS

1. **August 24, 2015. Northern Michigan University Fall Fest.** Welcomed 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. **February 10, 2016. Northern Michigan University Summer Jobs Fair.** Great Lakes Rooms. WNMU-TV & FM. Participants included WNMU-TVTV Station Manager, Bruce Turner and Sales Manager, Leigh Barry, WNMU-FM. Spoke with a total of 10 students regarding summer positions at WNMU public broadcasting.
3. **October 17, 2015. General Manager Eric Smith (TV & FM) – “Wildcat Weekend” Parent and Student Career Presentation.** 14 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 19, 2016. General Manager Eric Smith (TV & FM) – “Wildcat Weekend” Parent and Student Career Presentation.** 23 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 6, 2016. College Day” at NMU.** WNMU Station Manager Evelyn Massaro spoke with 45 students in two separate, one-hour sessions about 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.
6. **May 3, 2016. Michigan Association of Broadcasters (MAB) Career Fair – Lansing Center, MI.** Hosted an information booth at the MAB Career Fair talking with high school juniors and seniors about broadcast education opportunities and options for training and education in the field. Co-sponsored MAB student awards lunch during the same event which included an opportunity to address students interested in broadcasting.

D. TOURS EMPHASIZING BROADCAST CAREER OPPORTUNITIES

1. **October 2015 – March 2016. High School Bowl Tours.** Occasional tours for High School Bowl audience members from area High Schools who came to support their Quiz Bowl teams.
2. **July 17, 2015. Station Tour for NMU Library Staff.** One-hour tour of WNMU-TV and WNMU-FM for members of NMU’s academic services including Dean Leslie Warren to show what services are available.
3. **January 7, 2016. Lake Superior Leadership Academy.** Hosted 21 area professionals in the WNMU-TV studios for an afternoon production session, explaining the television production process and conducting a mock TV newscast.
4. **May 2, 3, 4 2016. Young Authors conference tour.** Producer/Director Bob Thomson and Mike Lakenen provided three separate tours for a total of approximately 75 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.

5. **May 17, 2016. High School Broadcast Tour.** A one-hour tour from Marquette Senior High School broadcasting class. Tour included master control operation as well as production operations for local programs. Students learned the basic operation of a television station and what WNMU-TV has to offer college students.