

EEO Public File Report

**WNMU(TV) & WNMU-FM, Marquette, MI
June 1, 2023 – May 31, 2024**

Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
1	494181 Engineer Technician II	6-23-23	8-1-23	NMU employment website	1	1
				HigherEd Jobs	0	0
				HigherEdJobs.com – Diversity and Inclusion Email List	0	0
				Michigan Works	0	0
				Indeed.com	0	0
				CPB Jobline	0	0
				Greater Public	0	0
				WNMU-TV Facebook	0	0
				WNMU-FM On-air	0	0
				Other	1	0
2	494265 MLC Engagement Coordinator	9-7-23	10-2-23	NMU employment website	1	1
				HigherEd Jobs	0	0
				HigherEdJobs.com – Diversity and Inclusion Email List	0	0
				Michigan Works	0	0
				Indeed.com	1	0
				CPB Jobline	0	0

			Greater Public	0	0
			WNMU-TV Facebook	0	0
			On-air WNMU-TV/FM	0	0
			LinkedIn.com	1	0
			Other	0	0
* See Attached List of Recruitment Sources for Contact Information					

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies				
No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Northern Michigan University (NMU) employment website 1401 Presque Isle Ave	Julane Cappo 906-227-2330	2	N
2	HigherEd Jobs.com 1401 Presque Isle Ave	Julane Cappo 906-227-2330		N
3	HigherEdJobs.com – Diversity and Inclusion Email List 1401 Presque Isle Ave	Julane Cappo 906-227-2330		N
4	Michigan Works 1401 Presque Isle Ave	Julane Cappo 906-227-2330		N
5	Indeed.com Postings on this site come from NMU employment website		1	N
6	LinkedIn.com Postings on this site come from NMU employment website		1	N
7	WNMU-TV/FM On-air 1401 Presque Isle Ave	Patrick Lakenen 906-227-1300		N
8	WNMU Facebook page 1401 Presque Isle	Nicole Walsh 906-227-1300		N
9	CPB Jobline 401 Ninth Street, NW, Washington, DC 20004-2129	Carole Mah 202-879-9600		N

10	Greater Public	Joyce MacDonald		
	PO Box 303279, Austin, TX 78703-0055	800- 454-2314		
11	Other		1	N
	Applicants did not specify a recruitment source			

**Prong 3 Longer-Term Recruitment Initiatives
Implemented During Previous Year**

WNMU-TV/FM is located in a smaller market (outside of metropolitan areas of 250,000 population or more).

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	8/28/2023 – 5/4/24	Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting	Established annual scholarship program to award student interested in broadcasting career	Reviewed applications, selected and awarded scholarships to two Northern Michigan University students to produce student led Public Eye news live broadcast. 24 additional students participated in the production.	Mike Settles, TV Producer/Host, Robert Thomson, TV Station Manager
2	1/16/2024 – 4/27/24	Internship Program	Explore broadcast opportunities with college students.	Hosted two interns from Northern Michigan University exploring radio careers.	Tammy Wixtrom-Johnson, FM Station Manager, Kurt Hauswirth, FM Host/Announcer, Nicole Walton, News Director, Hans Ahlstrom, Program Director
3	3/26/24 – 4/27/24	Events or programs with educational institutions relating to career opportunities in broadcasting.	Explore broadcast opportunities with college students in media courses.	WNMU-TV staff collaborated with Northern Michigan University faculty to facilitate hands-on learning in conjunction with video production course taught in WNMU-TV local production Studio A.	Robert Thomson, TV Station Manager, Michael Lakenen, TV Producer/Director
4	9/1/23 – 5/31/24	Community events regarding broadcasting opportunities.	Explore broadcast opportunities with 8-18-year-old local youth.	WNMU-FM staff collaborate with U.P. Children’s Museum to teach production techniques. 8 students were able to produce 13 stories for airing during this reporting period.	Tammy Wixtrom Johnson FM Station Manager, Nicole Walton News Director, Hans Ahlstrom Program Director, Kurt Hauswirth Host/Announcer

5	6/1/23 – 5/31/24	Participation in other activities to provide opportunities in broadcasting careers	Advise NMU student run radio station.	Tammy Wixtrom-Johnson shares advising duties of college radio station with a Northern Michigan University faculty member.	Tammy Wixtrom Johnson, FM Station Manager
6	10/25/23	Participation in job fair.	Participated in local job fair to recruit student and staff positions.	Hosted a booth at job fair.	Robert Thomson, TV Station Manager, Tammy Wixtrom-Johnson, FM Station Manager
7	9/30/23 & 5/4/24	Internship Program	Explore broadcast opportunities with college students.	9 Northern Michigan University students received hands-on broadcast-related experience and 19 course credit hours. Student interns were involved with various aspects of television production including news, sports, and local programs.	Robert Thomson, TV Station Manager, Michael Lakenen, WNMU-TV Director/Producer, Mike Settles, WNMU-TV Host/Producer
8	10/14/23 & 3/16/24	Tours emphasizing broadcast career opportunities.	Partner with Northern Michigan University in Wildcat Weekend recruitment effort.	Collaborated with NMU faculty to host prospective students and parents. Discussed academic and experiential learning opportunities at NMU and WNMU-TV/FM.	Patrick Lakenen, General Manager WNMU-TV/FM, Robert Thomson, TV Station Manager
9	10/5/23	Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting;	Host event Big Brothers – Big Sisters organization	14 participants were exposed to how to produce local TV productions. This included a discussion of the broadcasting field and career opportunities.	Robert Thomson, TV Station Manager

10	5/16/24	Events or programs with educational institutions relating to career opportunities in broadcasting.	Hosting Young Wildcat Scholars education and career exploration event.	Hosted three groups of sixth graders from NMU's nine charter schools. Students come from diverse backgrounds from all around Michigan. The focus was to show students the depth and breadth of careers in television and radio broadcasting and the education needed to get into the field.	Patrick Lakenen, General Manager WNMU-TV/FM, Robert Thomson, TV Station Manager, Tammy Wixtrom-Johnson, FM Station Manager, Michael Lakenen, TV Producer/Director
11	2/1/24	Community events regarding broadcasting opportunities.	Hosted Lake Superior Community Leadership Academy for exposure to local media.	Hosted 23 community leaders to inform and educate concerning broadcasting industry and career opportunities at WNMU-TV/FM and other local media	Patrick Lakenen, General Manager WNMU-TV/FM, Robert Thomson, TV Station Manager, Tammy Wixtrom-Johnson, FM Station Manager