

| EEO Public File Report   |                |           |             |  |                    |              |
|--|----------------|-----------|-------------|--|--------------------|--------------|
|  |                |           |             |  |                    |              |
| WNMU(TV) & WNMU-FM, Marquette, MI                                  |                |           |             |  |                    |              |
| June 1, 2024 –May 31, 2025   |                |           |             |  |                    |              |
|  |                |           |             |  |                    |              |
| 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 |
| 0  |                |           |             | There were no full-time positions filled during this year's filing period.                             |                    |              |
|  |                |           |             |  |                    |              |
|  |                |           |             |  |                    |              |
| * 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 |
|   | There were no full-time positions filled during this year's filing period. |         |                   |                          |
|   |  |         |                   |                          |

**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).*

| <b>No.</b> | <b>Date</b>        | <b>Initiative</b>   | <b>Description</b>  | <b>Scope of Involvement</b>   | <b>Personnel Involved</b>  |
|------------|--------------------|---|---|---|--|
| 1          | 8/26/2024 – 5/3/25 | 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          | 3/1/25 – 4/2/25    | 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.                       | Michael Lakenen, TV Producer/Director  |
| 3          | 9/1/24 – 5/31/25   | 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. 7 students were able to produce 11 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 |
| 4          | 6/1/24 – 5/31/25   | 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  |

|   |                    |  |  |   |   |
|---|--------------------|--|--|---|---|
| 5 | 6-28-24            | Tours emphasizing broadcast career opportunities.  | Partnered with College for Kids program.   | Hands on station tour for 20 fifth and sixth grade students. Tour included discussion on broadcast and journalism career opportunities.   | Robert Thomson, TV Station Manager  |
| 6 | 10/25/24           | 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 | 9/3/24 & 5/3/25    | Internship Program   | Explore broadcast opportunities with college students.                           | 12 Northern Michigan University students received hands-on broadcast-related experience and 14 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 | 10/19/24 & 3/22/25 | 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.   | Robert Thomson, TV Station Manager  |
| 9 | 5/15/25            | 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. | Robert Thomson, TV Station Manager, Michael Lakenen, TV Producer/Director   |

|    |         |   |  |   |  |
|----|---------|---|--|---|--|
| 10 | 1/9/25  | Community events regarding broadcasting opportunities.  | Hosted Lake Superior Community Leadership Academy for exposure to local media. | Hosted 21 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 |
| 11 | 9/24/24 | Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination | Webinar provided by Gray, Miller, & Persh legal firm.                          | Attended a webinar covering Equal Employment Opportunity compliance. Topics included discussion of the FCC's broadcast station EEO rules and regulations. | Patrick Lakenen, General Manager WNMU-TV/FM  |