

**ANNUAL EEO PUBLIC FILE FORM
June 1, 2021 through May 31, 2021**

**Stations in Station Employment Unit:
WGVU-DT, WGVK-DT, WGVU-AM, WGVU-FM,
WGVS-AM, WGVS-FM**

EEO OUTREACH ACTIVITIES DURING REPORTING PERIOD

**(In this Memo, “WGVU” refers to all six stations licensed to Grand
Valley State University)**

**SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION**

1. Hosting Job Fairs

College of Science and Engineering Virtual Career Fair 2021

Date: September 17, 2021 – 3 hours in length

Participating Employees: David Oliver – Director of Engineering

Host/Sponsor of Activity: Central Michigan University

Brief Description of Activity: Virtual Career Fair organized by the CMU Career Development Center. Offered Science and Engineering College students information about seeking employment in broadcasting

2021 Virtual GVSU Career and Internship Fair

Date: October 7, 2021 – 4 hours in length

Participating Employees: David Oliver – Director of Engineering

Host/Sponsor of Activity: Grand Valley State University

Brief Description of Activity: The virtual event was free and open to students and alumni seeking professional employment or internship opportunities. Participants registered online. Students were able to sign up for one-on-one meetings, explore various career paths, build their professional networks and learn more about different organizations and professional opportunities.

2022 Virtual GVSU Career and Internship Fair

Date: February 24, 2022 – 4 hours in length

Participating Employees: Vance Orr – Marketing and Promotions Manager
Kristyn Bomberg – Education Supervisor
Nate Abromowski – Digital Production Coordinator

Host/Sponsor of Activity: Grand Valley State University

Brief Description of Activity: The virtual event was free and open to students and alumni seeking professional employment or internship opportunities. Participants registered online. Students were able to sign up for one-on-one meetings, explore various career paths, build their professional networks and learn more about different organizations and professional opportunities.

2. Internship Program

Date: June 1, 2021 – May 31, 2022

Brief Description: WGVU has an active internship program for students at Grand Valley State University, students of other universities or high school, and

members of the community. The number of slots and types of internship positions vary each year. The availability of these internships are advertised on WGVU's website and GVSU's Handshake application.

Participating Employees: Kristyn Bomberg – Education Supervisor
Rachel Cain – Education Engagement Coordinator

The WGVU Education Internship is designed to enable GVSU students to develop and enhance skills within the fields of education and nonprofit under the guidance of WGVU's experienced staff, supporting the intern in alignment with their own goals, interests, and passions around education. The Education Intern will be an active team member in addressing education priorities of WGVU and the communities we serve, learning all aspects of the WGVU Education Program, including PBS, NPR, WGVU, and MLC education assets and resources.

Participating Employees: Vance Orr – Marketing and Promotions Manager
Daniel Metivier – Marketing and Community Engagement Coordinator

WGVU Public Media Promotions department has a open intern position during the Fall, Winter, and summer semesters. These students gain a variety of real world experiences through daily engagement with coworkers, partners/ sponsors, and with different marketing and production vendors. Workload and education includes; Audience research; campaign strategy; creative copy writing and campaign voice development; interpersonal communications; campaign budgeting; and a variety of different design/ art production skills.

Participating Employees: Rick Bierling – Radio Program Manager
WGVU Radio Production and Programming had three student interns from the GVSU Department of Visual and Media Arts. These students learned every aspect of radio broadcast operations including recording audio, multi-track audio editing, programming and scheduling automation, live sound mixing, and how to perform live on-air duties. These students also played a vital role in assisting the news department and on-air hosts in preparing their newscasts, managing the website content, and posting on social media. The goal was to give these students a comprehensive hands-on day-to-day experience to prepare them for a future career in broadcasting.

Participating Employees: Daniel Boothe – Reporter/Producer
WGVU News Radio had one intern this year who participated in the daily operations of the newsroom. This included updating our website on a daily basis and sharing content on social media. Our intern trained to be a junior reporter in the newsroom as well. This included learning how to pitch story ideas, professionally ask for interviews from area leaders, develop interview techniques, practice vocal performance and live reading skills on a daily basis, how to craft a story, how to write in AP style, audio engineering training, and how to package everything together to produce on-air content. Our intern exceeded in all levels this year, and her work appeared regularly on our airwaves.

Participating Employees: Philip Lane – Director of Content
Andrew Murray – Producer/Director

WGVU Television Production had one student intern from the GVSU Department of Visual and Media Arts. The student works with WGVU learn the process of creating content in our production department, gaining experience in all aspects of television production. This includes studio and field audio, studio and field cameras, non-linear editing, and other aspects of production with the goal of preparing them to leave WGVU with skills to continue to grow in the broadcasting field.

3. Participation in programs designed to promote outreach generally

Date: June 17, 2021

Participating Employees: Kylie Ambu – Inclusion Reporter
Steve Chappell – Grants Manager
Megan Davey – Assistant General Manager
Brooke Hotchkiss – Membership Officer
Jennifer Moss – Morning Edition Host
Vance Orr – Marketing and Promotions Manager
Alyssa Richardson – Membership Coordinator

Brief Description: WGVU was a Diamond sponsor and the sole Media sponsor of the 2021 Summit on Race and Inclusion conference presented by the Lakeshore Ethnic Diversity Alliance.

4. Scholarship Program

Dates: 6/1/2021 – 5/31/2022

Participating Employees: David Oliver – Director of Engineering
Phil Lane – Director of Content
Megan Davey – Assistant General Manager
Ken Kolbe – General Manager
Jim Rademaker – General Manager

Brief Description: WGVU offers two scholarship programs each year. The WGVU Public Media Scholarship is open to students from all fields of study. The WGVU LZ Michigan Scholarship provides financial assistance to students who are Veterans or Veterans Dependents. A panel of station employees decide who will receive these scholarships. 12 individual scholarships were awarded during this reporting period totaling \$35,000.00.

5. Employee Training Programs

- Through Grand Valley State University, WGVU employees are encouraged to further their education and improve their potential for advancement by attending University courses tuition free.
- Staff members are encouraged to participate in conferences and meetings paid for by WGVU. Including Great Lakes Media Show, 2022 NETA Conference,

Public Media Business Association 2021, 2021 PBS Annual Meeting, Public Media Women in Leadership, APTS 2022 Public Media Summit.

6. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

The General Manager position was posted to The Association for Women in Communications and Public Media Women in Leadership.

7. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

CPB Harassment and Bias Prevention Training

Date: Required to be completed by September 30, 2021

Participating Staff: All Employees, including hourly and interns

Brief Description: All station personnel are required to complete an anti-harassment training annually which is administered through the Corporation for Public Broadcasting.

Social Justice Training

Participating Staff: All Full-Time Staff Members

Dates: September 14, 2021; October 19, 2021; November 16, 2021

Brief Description: All station personnel participated in a three-part series moderated by GVSU's Division of Inclusion and Equity on Social Justice 101, Social Justice 201 and Equity Leadership