

NORTHERN MICHIGAN UNIVERSITY

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

Marquette, Michigan

June 1 2019 through May 31, 2020

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 this period.

Number of positions filled: 2
Public TV Producer-Host
Graphic Designer / Communications Specialist

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

NMU Job Line
NMU Channel 20
NMU Website
Michigan Works
UP Advantage
HigherEdJobs.com
HigherEdJobs.com Diversity and Inclusion Email list
NMU Career Services
AVIXA Industry Site

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

10

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

Indeed -1
HR Website- 2
NMU Employee- 3
LinkedIn- 1
Friend - 2
Not indicated- 1

EEO Outreach Activities

Below is a brief description of activities undertaken during the period June 1, 2019 through May 31, 2020, involving station personnel.

NOTE: Due to the Covid-19 pandemic, and the March 16, 2020 “Stay Home, Stay Safe” order by Michigan Governor Gretchen Whitmer, WNMU and WNMU-FM were unable to extend EEO programs normally offered during the final quarter of this review period. These activities included, scheduled station tours for grade and high school students, a reading and literacy program production opportunity for elementary students and their families, a high school career-day fair and an early spring 2020 Wildcat Weekend broadcasting session for college media students and families.

A. HIGH SCHOOL AND COLLEGE TRAINING

- 1. September 2019 – March 2020. “Public Eye News”.** WNMU provides on-air, broadcast opportunities 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 ties directly to broadcasting academic work and facilitates the “hands-on” experience needed to be successful in entry-level broadcast careers. Approximately 55 NMU students participated during this period. 17 students received 20 college credit hours for their work.
- 2. June 2019 – May 2020. “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.
- 3. July 9, 2019. Aim North Students.** WNMU staff working with young students from the Detroit area about careers in the television field and opportunities as a broadcast student at Northern Michigan University. The students had hands-on experience with cameras, audio board, graphics and even talent positions with Weather (green-screen) and news anchor positions. Included an operational tour of the WNMU technical core.
- 4. September, 2019 – February 2020. Northern Michigan Nursing Students.** Twice a month, NMU nursing students volunteered to answer phones for “Ask the Doctors”. This included a tour of the station and interacting with doctors who appeared on the show.
- 5. September, 2019 – February 2020. Northern Michigan Law Forum.** Once a month the NMU Law Forum volunteered to answer phones for “Ask the Lawyers”. This include tours of the station and meeting attorneys scheduled to appear on the program.
- 6. October, 2019 – February, 2020. “High School Bowl” Production.** WNMU interacts with high school students, teachers, and parents through the production of a series of 40, half-hour High School Bowl programs, featuring 40 high schools from the Michigan’s Upper Peninsula and northeastern Wisconsin. Students compete academically and are exposed to station operations and learn more about careers and job opportunities in broadcasting and multimedia. 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.
- 7. November, 9 and 11, 2020 “Intro to Broadcasting Class”.** Staff at WNMU help train and operate studio for NMU Intro to Broadcasting class for students to take what they learned in the classroom and apply it to real broadcasting experience.
- 8. March and April, 2020. Poetry month featuring the poetry of NMU students and staff.** WNMU-FM works with NMU professors to recruit budding poets to record their original works for air on the station during April which is “National Poetry Month” in April. 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. In mid-March

new poetry recordings were suspended due to stay home, stay safe order issued by the Governor due to the coronavirus pandemic.

- 9. December 12, 2019 and January 9, 2020. "Health Occupation Students of America".** 12 Marquette Senior High School Students who are members of the Health Occupation Students of America (future medical professionals) volunteered to answer phones for "Ask the Doctors". They were able to interact with local Doctors on the panel, record questions phoned in by our viewers and observe, from inside the studio, WNMU's live broadcast of this program.

B. HIGH SCHOOL AND COLLEGE INTERNSHIP/STUDENT EMPLOYMENT PROGRAMS

- 1. June 2019 – May 2020. WNMU 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 made in broadcasting that use computers and file transfer technologies to deliver audio and video. Nine students were recruited and trained under this program.
- 2. WNMU College Practicum Programs.** During this reporting period, 11 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.
- 3. June 2019 - August 2019 – NMU Summer Internship.** During the summer 2019 semester, Hans Ahlstrom, WNMU-FM's Operations Manager worked with NMU student intern A. Marks. Mr. Marks interviewed full-time employees about their various job duties including Station Manager Evelyn Massaro, Community support coordinator Tammy Wixtrom and Chief Engineer Andrew Beaulieu. He learned the differences between commercial radio and public radio and participated in an on-air station fundraiser. He also produced a University Beat program, which included identifying an appropriate topic, identifying and contacting interviewees, conducting the interview, and producing the final feature. This program aired twice and was added to our WNMU podcast page.
- 4. June 2019 – May 2020. Student Employment.** During FY 2020 WNMU-FM employed six Northern Michigan University students who worked part-time at the station. Three students were assigned as on-air board operators/announcers responsible for the programming during their shifts. Three students were employed in clerical areas as station receptionists and copywriters for the station's Northern Notes calendar of events. They answered the station phone lines, helped with caller questions and assisted with station mailings and data entry.
- 5. June 2019 – May 2020. Student radio station advising.** FM Station Manager Evelyn Massaro was staff advisor for WUPX the student-run radio station at NMU July 2019-June 2020. Participated in weekly staff meetings. Assisted with public file and Sound Exchange streaming reports compliance, and 2020 license renewal activities. Involved with planning and execution of station events. Put procedures in place for after hours and holiday on-air monitoring. Worked with 12 students during the school year.

C. *JOB FAIRS AND CAREER PRESENTATIONS*

- 1. October 12, 2019. General Manager Eric Smith (TV & FM) – “Wildcat Weekend” Parent and Student Career Presentation.** 15 students and parents interested in broadcasting as a college major attended 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.

D. *TOURS EMPHASIZING BROADCAST CAREER OPPORTUNITIES*

- 1. October 2019 – February 2020. 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. January 9, 2020. Lake Superior Leadership Academy.** Hosted 18 area professionals in the WNMU studios for an afternoon production session, explaining the television production process and conducting a mock TV newscast.