

NORTHERN MICHIGAN UNIVERSITY

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

Marquette, Michigan

June 1 2020 through May 31, 2021

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: 3
Public TV Producer-Host - 493306
WNMU Clerk - 493362
WNMU Clerk - 493503

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

POSITION –

Public TV Producer – Host: 493306

NMU Channel 20
NMU Website
Michigan Works
UP Advantage
HigherEdJobs.com
HigherEdJobs.com Diversity and Inclusion Email list
NMU Career Services
Indeed
Linkedin
AVIXA AV Industry

WNMU Clerk: 493362

NMU Job Line
NMU Channel 20
NMU Website
Michigan Works
NMU Career Services
Indeed

WNMU Clerk: 493503

NMU Channel 20
NMU Website
Michigan Works
NMU Career Services
LinkedIn
Mining Journal
Indeed

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

Public TV Producer-Host #493306 – interviewed -6

WNMU Clerk #493362 – interviewed -3

WNMU Clerk #493503 – interviewed-1

Total interviewed = 10

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

Public TV Producer-Host #493306

1-Indeed

2-LinkedIn

1-NMU Website

1-Higher Ed Jobs

1-"Other" listed as source

WNMU Clerk #493362

1-NMU Website

1-Invited to apply

1-Indeed

WNMU Clerk #493503 – 4 applicants'

1-NMU Website

V. Contact information for each source

NMU Ch 20 – Julane Cappo, (906) 227-2470, 1401 Presque Isle Ave. Marquette, MI 49855

NMU Website - Julane Cappo, (906) 227-2470, 1401 Presque Isle Ave. Marquette, MI 49855

Michigan Works - Julane Cappo, (906) 227-2470, 1401 Presque Isle Ave. Marquette, MI 49855

UP Advantage – Glenys Brown – (906) 228-2500, 249 W. Washington St. Marquette, MI 49855

HigherEdJobs.com - Julane Cappo, (906) 227-2470, 1401 Presque Isle Ave. Marquette, MI 49855

HigherEdJobs.com Diversity and Inclusion email list - Julane Cappo, (906) 227-2470, 1401 Presque Isle Ave. Marquette, MI 49855

NMU Career Services - Julane Cappo, (906) 227-2470, 1401 Presque Isle Ave. Marquette, MI 49855

Indeed – (Postings on this site come from the NMU Employment Website)

LinkedIn – (Postings on this site come from the NMU Employment Website)

AVIXA AV Industry – (703) 273-7200, 11242 Waples Mill Rd Suite 200

EEO Outreach Activities

Below is a brief description of activities undertaken during June 1, 2020, through May 31, 2021, involving station personnel. WNMU market population is fewer than 250,000, and the station is therefore required to complete at least two outreach activities every two years.

NOTE: Due to the Covid-19 pandemic and the March 16, 2020 “Stay Home, Stay Safe” order by Michigan Governor Gretchen Whitmer, WNMU-TV and WNMU-FM were unable to extend many EEO programs usually offered during the year. These activities included scheduled station tours for elementary, middle and high school students, a reading and literacy program production opportunity for elementary students and their families, a Northern Michigan University College Summer Career fair, a high school career day, and Northern Michigan University’s fall *Wildcat Weekend* broadcasting session for college media students and families.

A. HIGH SCHOOL AND COLLEGE TRAINING (participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting)

August 2020 – May 2021. “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 succeed in entry-level broadcast careers. Approximately 40 NMU students participated during this period. Seven students received 15 college credit hours for their work.

March and April, 2021. 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.” Students come to the WNMU studios to record their poems aired every weekday morning and afternoon throughout the month and the station’s podcast on www.wnmufm.org. As the station was closed to visitors during the Covid-19 pandemic, student poets were asked to record their poetry on their own recording devices and send them to the station for airing.

June 2020—May 2021. “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. This program is usually aired weekly, but due to the pandemic, most weeks were missed when students couldn’t participate because of restrictions. Students were still able to produce five stories for air during this reporting period. Station personnel also discuss media opportunities with graduating seniors and the potential for employment at stations like WNMU as part of the production experience.

September 2020 – April 2021. Northern Michigan Nursing Students. Twice a month, NMU nursing students volunteered to answer phones for “Ask the Doctors.” Their participation included a tour of the station and interacting with doctors who appeared on the show.

November 9 and 11, 2020 “Intro to Broadcasting Class.” Staff at WNMU help train students in studio operations for NMU’s *Intro to Broadcasting* class. Due to COVID-19 safety precautions, participating students were limited to a total of eight individuals.

April 2021 “BC 250 Intro to Multi-Media Production”. Staff at WNMU help train students in studio operations for NMU’s *Multi-Media Production* class. Due to COVID-19 safety precautions, participating student numbers were limited to a total of 15 individuals.

May 13, 2021, and May 27, 2021. “Health Occupation Students of America.” Eight students from Marquette Senior High School Health Occupation Students of America (future medical professionals) volunteered to answer phones for “Ask the Doctors.” Participating students received an orientation to live broadcast studio operations where they interacted with local Doctors featured on the program and answered questions phoned in by our viewers for the program.

B. HIGH SCHOOL AND COLLEGE INTERNSHIP/STUDENT EMPLOYMENT PROGRAMS

(establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment)

June 2020 – May 2021. 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 to support 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.

August 2020 - April 2021 WNMU College Practicum Programs. During this reporting period, 6 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 “Ask the” series and other local programs.

June 2020—May 2021. Student Employment. During FY 2021, WNMU-FM employed six part-time Northern Michigan University students. Four students were assigned as on-air board operators/announcers responsible for the programming during their shifts. Two students were employed in clerical areas as station receptionists and copywriters for the station's Northern Notes calendar. They answered the station phone lines, helped with caller questions, and assisted with station mailings and data entry.

June 2020 – May 2021. Student Employment WNMU-TV. Throughout FY 2020- 2021, WNMU-TV employed 13 part-time students to work on local productions. Most of the students worked and developed their broadcasting skills on camera, audio, floor directing and graphics. Due to Covid 19 and a reduction in community volunteers, students were also trained to answered phones for the "Ask The" series.

June 2020—May 2021. Student Radio Station Advising. WNMU-FM Station Manager Evelyn Massaro served as staff advisor for WUPX, the student-run radio station at NMU, from July 2020 through January 2021. She participated in weekly staff meetings; guided students through how to keep broadcasting through a pandemic; assisted with the public file and Sound Exchange streaming reports compliance; and 2020 license renewal activities. From February 2021 through May 31, 2021, WNMU-FM Business and Community Coordinator Tammy Wixtrom Johnson became the staff advisor for WUPX when Evelyn Massaro stepped down. Ms. Johnson assisted with weekly staff meetings; guided students in learning safe broadcasting during a pandemic; and helped with the public file and BMI/ASCAP/SEESAC reporting. Worked with four student managers and 16 volunteer student broadcasters during the school year.

C. *JOB FAIRS AND CAREER PRESENTATIONS* (hosting of at least one job fair)

- 1. March 20, 2020. "Wildcat Weekend" Parent and Student Career Presentation.** Ten students and parents interested in broadcasting as a college major attended via zoom to learn more about potential career opportunities. WNMU's presentation included examples of various production opportunities along with a facility slideshow and a question and answer session, which allowed in-depth exploration of television and radio career paths.

D. *TOURS EMPHASIZING BROADCAST CAREER OPPORTUNITIES* (participation in other programs designed to promote outreach generally)

Due the COVID-19, general tours of station facilities were canceled during this reporting period.