

NORTHERN MICHIGAN UNIVERSITY

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

Marquette, Michigan

June 1 2021 through May 31, 2022

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.

None.

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

N/A

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

N/A

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

N/A

V. Contact information for each source

N/A

EEO Outreach Activities

Below is a brief description of activities undertaken during June 1, 2021, through May 31, 2022, 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 on-going Covid-19 Pandemic, some of the normally scheduled outreach activities were cancelled because of in-person gathering limitations.

A. **CAREER OPPORTUNITIES** (*participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting*)

1 **September 2021 – April 2022**

. **Public Eye News - Career Opportunities & Internship**

- . Robert Thomson WNMU-TV Station Manager, Mike Settles TV Producer/host
- . 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 48 NMU students participated during this period. 17 students received 25 college credit hours for their work. The two producers are paid internship positions.

2 **March and April, 2022**

. **National Poetry Month - Career Opportunities**

- . Tammy Wixtrom Johnson WNMU-FM Station Manager, Nicole Walton News Director, Hans Ahlstrom Program Director, Kurt Hauswirth Host/Announcer
- . 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 which are aired every weekday morning and afternoon throughout the month as well as podcast on www.wnmufm.org. WNMU-FM had 10 NMU students and 5 NMU professors participate in the poetry month program.

3 June 2021 - May 2022.

- . **8-18 Media – Upper Peninsula Children’s Museum - Career Opportunities**
- . Tammy Wixtrom Johnson WNMU-FM Station Manager, Nicole Walton News Director, Hans Ahlstrom Program Director, Kurt Hauswirth Host/Announcer
- . 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 aired weekly, but due to the pandemic, some weeks were missed when students couldn’t participate because of restrictions. 4 students were able to produce 10 stories for airing 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.

4 April 4, 6, 11, 13, 18 and 20

- . **Education and Career Opportunities - BC250 Introduction to Multi Media Production**
- . Robert Thomson WNMU-TV PBS Station Manager, Mike Settles TV Producer/host, Mike Lakenen Producer/Director
- . WNMU worked with Professor Mark Shevy to help train and operate studio for Multi Media Production class students to take what they learned in the classroom and apply it to real broadcasting experience. 2 hours each day.

5 June 2021 – May 2022

- . **WNMU College Practicum Programs**
- . Robert Thomson WNMU-TV PBS Station Manager, Mike Settles TV Producer/host, Mike Lakenen Producer/Director
- . During this reporting period, 14 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.

B. INTERNSHIP/STUDENT EMPLOYMENT PROGRAMS (*establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment*)

1 June 2021 - May 2022

- . **Student Employment**
- . Tammy Wixtrom Johnson WNMU-FM Station Manager, Nicole Walton News Director, Hans Ahlstrom Program Director, Kurt Hauswirth Host/Announcer
- . During FY 2021 WNMU-FM employed six Northern Michigan University students who worked part-time at the station. Five 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. They answered the station phone lines, helped with caller questions and assisted with station mailings and data entry.

2 September - November, 2021

- . **Internship**
- . Tammy Wixtrom Johnson WNMU-FM Station Manager
- . Student James Lewis worked on an internship that involved training to run the studio board, the Enco live-assist, following the log, promo production and announcing. He also learned about producing a Weekday program for air, including pulling the music for the show, research of artists, announcing, recording voice breaks and putting all of the elements together into a 2-sound file program. His final product/program aired March 11, 2022.

3 January - April, 2022.

- . **Internship**
- . Tammy Wixtrom Johnson WNMU-FM Station Manager
- . NMU Student James Lewis worked on a second internship that involved training new student employees and getting them ready to host a solo on-air shift. Mr. Lewis was also responsible for production of the feature University Beat, which includes choosing a topic, generating questions, interviewing the subject, or an expert, identifying interviewee voice cuts to use, writing and recording host copy, editing host tracks and subject tracks together into a feature of up to 4 minutes.

4 June 2021 - May 2022

- . **Student Employment**
- . Robert Thomson WNMU-TV PBS Station Manager, Mike Settles TV Producer/host, Mike Lakenen Producer/Director
- . Throughout 2021- 2022 FY WNMU-TV employed over 17 part time students to work on local productions. Most students worked and developed their broadcasting skills on Camera, audio, floor directing and graphics. Students were also trained to answered phones for the "Ask the" series.

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

1 October 27,2021

- . **Job Fair**
- . Tammy Wixtrom Johnson WNMU-FM Station Manager, Robert Thomson WNMU-TV PBS Station Manager
- . WNMU participated in the Northern Michigan University Fall Job Fair. This involved meeting with prospective students and employment seekers about broadcast employment opportunities in both radio and tv. Spoke with six (6) individuals that were interested in employment and invited them to meet with WNMU further to discuss the opportunity to advance their field of study and potentially work at WNMU. Gave out four applications to students and took names and numbers for others to provide them with further details.

2 April 20, 2022

- . **Career Presentation**
- . Nicole Walton WNMU-FM News Director
- . Presented a talk about careers in radio, public broadcasting, news and multimedia journalism to the Gwinn Middle and High School students. News media recording equipment was also demonstrated.

D. TOURS EMPHASIZING BROADCAST CAREER OPPORTUNITIES *(sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting)*

1 January 6, 2022

- . **Station Tour**
- . Patrick Lakenen WNMU General Manager
- . Hosted the Lake Superior Community Leadership Academy class of 19 community leaders for a full station tour explaining the production process and conducting 3 mock TV newscast with all members participating in front of the camera and behind the scenes. Also discussed public broadcasting operation, employment opportunities, technology, and local fundraising efforts/

2 March 19, 2022.

- . **Parent and Student Career Presentation**
- . Patrick Lakenen WNMU General Manager, Robert Thomson WNMU-TV PBS Station Manager
- . "Wildcat Weekend". 23 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.

3 April 29, 2022

- . **Transmitter Station Tour**
- . Tammy Wixtrom Johnson WNMU-FM Station Manager, Andrew Beaulieu WNMU Chief Engineer
- . Hosted the five Executive Staff members of the student radio station WUPX on a tour to the WUPX transmitter and tower site. Students were given an overview of how the transmitter works, detailed information about the type of antenna and how that works, along with FCC regulations governing tower sites and transmitter power.

E. GENERAL OUTREACH – *(participation in general (as opposed to vacancy-specific) outreach efforts)*

1 September, 2021 – April 2022

- . **NMU Nursing Student community engagement**
- . Robert Thomson WNMU-TV Station Manager, Mike Settles TV Producer/host, Mike Lakenen Producer/Director
- . Twice a month, 4 to 6 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. This also fulfilled their community engagement requirement for the semester.

2 October 2021 – February 2022

- . **High School Bowl Tours**
- . Robert Thomson WNMU-TV Station Manager
- . Hosted tours for High School Bowl audience members from area High Schools who came to support their Quiz Bowl teams.

3 October, 2021 – March 2022

- . **NMU Law Forum student volunteers**
- . Robert Thomson WNMU-TV Station Manager, Mike Settles TV Producer/host, Mike Lakenen Producer/Director
- . Once a month one or two NMU Law Forum students volunteered to answer phones for “Ask the Lawyers”. This include tours of the station and meeting attorneys scheduled to appear on the program.

4 January 13, April 28 and May 12

- . **Marquette Senior High School student volunteers**
- . Robert Thomson WNMU-TV Station Manager, Mike Settles TV Producer/host, Mike Lakenen Producer/Director
- . 18 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 toured the station and were able to interact with local Doctors on the panel. More importantly they were responsible for interpreting and writing questions phoned in by our viewers.

5 February 17, 2022

- . **WZMQ Lilly Broadcasting executives tour**
- . Patrick Lakenen WNMU General Manager, Robert Thomson WNMU-TV Station Manager,
- . Hosted tour for Vice President Brian Tauring and General Manager John Christianson from Lily Broadcasting and talked about collaboration between WNMU and WZMQ (CBS affiliate) to benefit the community.

6 March 28, 29, 30, 2022

- . **Station Tour**
- . Tammy Wixtrom Johnson WNMU-FM Station Manager
- . Hosted six students from the Northern Michigan University’s Lydia Olson Library Digital Tutoring Lab on a tour through the broadcast facilities with an emphasis on the new podcast studio, which is available for student use year-round. Basic podcast production was discussed, along with basic editing software instruction. WNMU-FM has agreed to work with the NMU Lydia Olson Library Digital Tutoring Lab for students interested in podcasting.

7 April 4, 2022

- . **Professor Ben Fidler EN 111 class tour**
- . Robert Thomson WNMU-TV Station Manager
- . Hosted students of EN 111 class to learn about Public Media Operations and opportunities for NMU students. The tour included master control, Studios and Studio Control room.

8 April 13, 2022

- . **Professor Dacia Price EN 111 Class tour**
- . Robert Thomson WNMU-TV Station Manager
- . Hosted tour for students of EN111 class to learn about Public Media Operations and opportunities for NMU students. The tour included Master Control Operations, studios and Studio control room.

9 April 4th, 2022

- . **Station Tour**
- . Tammy Wixtrom Johnson WNMU-FM Station Manager
- . Hosted eight students from a Northern Michigan University EN111 class with instructor Ben Fiddler on a tour through the FM broadcast facilities with an emphasis on the new podcast studio, which is available for student use year-round. Basic podcast production was discussed, along with basic editing software instruction. WNMU-FM is encouraging more students to utilize the podcast facilities.

10 April 13, 2022

- . **Station Tour**
- . Tammy Wixtrom Johnson WNMU-FM Station Manager
- . Hosted four students from a Northern Michigan University EN111 class with instructor Dacia Price on a tour through the FM broadcast facilities with an emphasis on the new podcast studio, which is available for student use year-round. Basic podcast production was discussed, along with basic editing software instruction. WNMU-FM is encouraging more students to utilize the podcast facilities.