

NORTHERN MICHIGAN UNIVERSITY

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

Marquette, Michigan

June 1 2017 through May 31, 2018

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 period.

- A. Business and Community Support Coordinator-Learning Resources Division
- B. Production/Operations Associate (WNMU-TV)
- C. Operator/IT Support-Learning Resources Division

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

- A. (Underwriter Sales Rep position) Northern Michigan University Employment Site, The Mining Journal, Michigan Works!, Dial-A-Job, HigherEdJobs.com, Alpena News, Escanaba Daily Press, Houghton Mining Gazette, Iron Mountain Daily News, Michigan Works, Public Radio Association of Development Officers, The Michigan Association of Broadcasters Job Bank, WNMU-FM website,
- B. Northern Michigan University Employment Site, The Mining Journal, Michigan Works!, Dial-A-Job, HigherEdJobs.com, WNMU-TV website, Michigan Association of Broadcasters Job Bank, HigherEdJobs.com affirmative action email list.
- C. Northern Michigan University Employment site, The Marquette Mining Journal, Alpena News, Escanaba Daily Press, Houghton Mining Gazette, Iron Mountain Daily News, Michigan Works, Public Radio Association of Development Officers, The Michigan Association of Broadcasters Job Bank, WNMU-FM website,

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

- A. 3 (Underwriting Sales Rep position)
- B. 4 (Production Associate position)
- C. 1 (Operator/IT Support position)

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

- A. 3 - NMU Employment site
- B. 2 - indeed.com; 1 - NMU employment site; 1 - NMU employee suggestion
Successful candidate referred by NMU employee suggestion
- C. 1 - NMU employee suggestion

EEO Outreach Activities

Below is a brief description of activities undertaken during the period June 1, 2017 through May 31, 2018, involving station personnel.

A. HIGH SCHOOL AND COLLEGE TRAINING

- 1. **September 2017 – April 2018. “Public Eye News”.** WNMU-TV provides real-life experience 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 60 NMU students participated during this period. 13 students received 18 college credit hours for their work.

2. **June 2017 – May 2018. “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. Station on-air staff also serves as emcees for the program’s annual Media Awards banquet in April each year.
3. **October 2017 – April 2018. “High School Bowl” Production.** WNMU-TV interacts with high school students, teachers, and parents through the production of a series of 42, half-hour High School Bowl programs, highlighting 40 high schools from the Upper Peninsula of Michigan and northeastern Wisconsin and hundreds of students. Competing teams bring students, teachers, and parents into the facility where they are exposed to station operations and learn more about careers and job opportunities in broadcasting and multi-media. 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.
4. **March, April, 2018. Poetry month featuring the poetry of NMU students and staff.** WNMU works with NMU professors to recruit budding poets to record their original works for air on WNMU-FM 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. This year WNMU-FM received more poems than it had days in April to broadcast them.
5. **April 18, 2018. “Young Authors”.** Produced one, three-minute television program that highlighted the *Young Authors* program in Marquette and Alger County with five students ranging from Kindergarten through 5th grade sharing their stories. In addition to their production, students were introduced to fundamental broadcast skills and the type of basic skills needed to be successful in the industry.
6. **January 11, and May 24, 2018. “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, write down the questions phoned in by our viewers and observe, from inside the studio, WNMU-TV’s live broadcast of this program.

B. HIGH SCHOOL AND COLLEGE INTERNSHIP/STUDENT EMPLOYMENT PROGRAMS

1. **June 2017 – May 2018. WNMU-TV 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-TV 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. **September 2017 – May 2018. MARESA Internship.** Working in conjunction with Marquette-Alger Regional Educational Services Agency, WNMU-TV mentored Marquette Senior High School student Ryan Gooch and Negaunee High School Student Even Hassell as they learned a variety of television production skills. Their primary focus was assisting with the production of the daily "Public Eye News" newscast, including graphics camera and on-air delivery.

4. **High School Internship WNMU-FM, Public Radio 90 July 11 - Aug 10, 2017.** Paid 30-hour High School Internship in partnership with the Marquette Regional Educational Service Agency. MARESA paid the student. Noah Kaukola from Negaunee High School. Interns shadowed staff on-air host announcers, news director, station manager, and engineers and actively joined in:
 - Working with on-air hosts to see how staff prep for music shows, on-air announcements, promo production and newscasts/community calendar spots
 - Learning how program automation works with hands-on scheduling of programming
 - Working with the WNMU-FM's News Director on phone interviews for news stories and posting of new stories to the station's website
 - Working with the station's social media person create posts
 - Learning how to file CDs in our music library
 - Observing a recording of WNMU-TV/FM's public affairs program, "Media Meet"
 - Participating in remote audio productions at 2017 Hiawatha Traditional Music Festival

5. **NMU internships through MARESA (Marquette/Alger Regional Educational Service Agency)**
 During the fall 2017 semester, the WNMU-FM music producer worked with 2 interns: Hunter Hayoe and Megan Strait to produce interviews with station manager Evelyn Massaro and chief engineer Grant Guston about their jobs, radio and the differences between commercial radio and public radio. They also both produced one 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 the podcast page.

 During the winter 2018 semester WNMU-FM worked with one additional student intern, Brady Skewis who performed similar responsibilities to those from the fall 2017 internships. Interns, combined participated in over 100 hours of production activity at the station.

6. **Student Employment**
 During FY 2018 WNMU-FM employed seven Northern Michigan University students who worked part-time at the station. Four 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 and assisted with station mailings and data entry.

C. JOB FAIRS AND CAREER PRESENTATIONS

1. **October 21, 2017. General Manager Eric Smith (TV & FM) – “Wildcat Weekend” Parent and Student Career Presentation.** Sixteen 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.
2. **February 10, 2018, 1300 - 1600. Northern Michigan University Summer Jobs Fair.** Great Lakes Rooms. WNMU-TV & FM. Participants included WNMU-TV Station Manager, Bruce Turner. Spoke with various students regarding summer positions at WNMU public broadcasting.
3. **March 21, 2018 NMU Summer Employment Fair.** University Center Station Managers Evelyn Massaro and Bruce Turner attended. Spoke with six students
4. **March 17, 2018. General Manager Eric Smith (TV & FM) – “Wildcat Weekend” Parent and Student Career Presentation.** Nineteen 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.
5. **May 11, 2018. Career Day” at NMU.** WNMU Station Manager Evelyn Massaro joined media panel to speak with 47 students from High Schools across Marquette County about broadcast career opportunities that illustrated the various types of career paths within the industry, the skills needed to be successful and salaries typically associated with this type of work. All students had opportunities to ask questions following the presentation.
6. **May 14, 2018. Alger County Scholars Day at NMU.** WNMU General Manager, Eric Smith and TV Producer Bob Thomson hosted four high school students interested in learning more about broadcasting careers and opportunities. Students had an opportunity to learn first about academic programs related to broadcasting and then participate in a tour of the station’s television and radio services. Presentations featured studio and control room demonstrations covering audio mixing, studio operations, directing and graphics.

D. TOURS EMPHASIZING BROADCAST CAREER OPPORTUNITIES

1. **September 21, 2017. Marquette Senior HS broadcasting class tour.** Approximately 15 students toured WNMU and observed “Public Eye News”.
2. **October 2017 – March 2018. High School Bowl Tours.** Occasional tours for High School Bowl audience members from area High Schools who came to support their Quiz Bowl teams.

3. **November 13, and 15, 2017 “NMU Writing and Announcing Class”** Hosted 18 students from writing and announcing class used the skills they learned in class to recreate a newscast in WNMU-TV studios. This experience gave them a feel of live TV instead of a classroom experience.
4. **January 4, 2018. Lake Superior Leadership Academy.** Hosted 18 area professionals in the WNMU-TV studios for an afternoon production session, explaining the television production process and conducting a mock TV newscast.
5. **November 10, 2017. Powell Township Elementary school tour.** Twenty students participated in the WNMU High School Bowl program and tour WNMU-TV and WNMU-FM.
6. **January 10, 2018. “Senior Center Tour”** 15-20 Senior Citizens were audience members of a Recording of High School Bowl. Afterward they received a tour of WNMU-TV’s production capabilities, along with information about student career opportunities.