

WMUK/WKDS 2022-2023 ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report: **June 1, 2022 through May 31, 2023**

Licensee: **Western Michigan University**

Call Signs of Stations Comprising Station Employment Unit: **WMUK 102.1 FM, Kalamazoo, MI**
(Facility ID No. 71874)

WKDS 89.9 FM, Kalamazoo, MI
(Facility ID No. 4198)

The purpose of this EEO Public File Report (“Annual EEO Report” or “the Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Equal Employment Opportunity Rules.

This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WMUK, Kalamazoo, MI and WKDS, Kalamazoo, MI (collectively, “the Station” or “SEU” *); and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Annual EEO Report covers the time period from **June 1, 2022 to May 31, 2023** (the “Applicable Period”).

The FCC’s EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. Further, an applicant was deemed “interviewed” whether interviewed in person or by web video conference technology. Additionally, throughout this Report the terms “WMUK” and “the Station” refer to WMUK 102.1 FM and WKDS 89.9 FM – collectively “the Station Employment Unit” or “SEU.”

SECTION 1: Vacancy Information

Time Period Covered: **June 1, 2022 to May 31, 2023**

Stations in Employment Unit: **WMUK 102.1 FM and WKDS 89.9 FM**

Full-time Positions Filled by Job Title	Date Position First Opened	Date Position Filled *	Recruitment Source of Hiree	Total Number of Interviewees
Technical Operations Assistant	06/07/2022 **	08/17/2022	Internal (www.wmujobs.org)	5
Business Manager Associate ***	02/07/2023	04/04/2023	On-air job announcement	3
Report for America Reporter ****	12/01/2022 ****	04/19/2023	Report for America	5

* **Note 01:** For the purposes of this Annual EEO Public File report, the Station considers a vacancy “filled” when the applicant has signed and dated a formal station Letter of Offer accepting the position, and not when the offer was extended nor the official first day of employment.

** **Note 02:** The *Technical Operations Assistant* position was first posted during the prior reporting period (02/07/2022) but was not filled during that period due to a lack of qualified applicants. Therefore, it was **not** included in the prior year’s EEO Report for the Station Employment Unit, or SEU (i.e. 2021-2022 Annual EEO Public File Report). The search was relaunched in June 2022 (i.e. a second recruitment effort), during the current reporting year. For the avoidance of confusion, the SEU is including only the dates for the **second effort** to recruit for the position in this Report. A candidate was hired from this second search.

*** **Note 03:** The *Business Manager Associate* position was previously filled and reported in the prior year EEO Report (i.e. 2021-2022 Annual EEO Public File Report). However, the position became vacant within less than a year, and a new search was launched to fill this position again. This Report includes this new search, which resulted in a hiring to fill the vacancy.

**** **Note 04:** The *Report for America Reporter* position is part of our Station Employment Unit, however the initial recruitment was conducted nationally by Report for America (RFA). Report for America is a national service program launched by The GroundTruth Project, Inc., that per their website “*places talented emerging journalists in local newsrooms to report on under-covered issues and communities.*”

The Station was selected for the *Report for America Reporter* position as part of a competitive process. This position is specifically designed to cover topics relating to the rural-urban divide in Southwest Michigan. Applicants for the RFA Reporter position first applied through the RFA website (<https://www.reportforamerica.org/>), where they were screened and vetted by Report for America. Per RFA, “*an extensive recruitment and outreach program to attract talented, diverse corps members*” was utilized for approximately two months: December 2022 – January 2023 (**RFA did not provide specific dates**). RFA’s recruiting process for the 2023-2024 cohort of applicants (which includes the SEU’s hire) is included as **Attachment A** to this Report.

From this large pool, RFA evaluated and referred five (5) qualified candidates, which the SEU extensively interviewed and skills tested. The candidate selected by the SEU was approved by the SEU’s licensee, Western Michigan University, for a “no post” hiring -- i.e. the search did not need to be posted on the licensee’s job application portal, because this pre-screening work had already been done by the partnering organization: RFA. For employment purposes, the hired candidate is a full employee of Western Michigan University, however the position is jointly funded by the SEU and RFA.

For purposes of this Report, “Date Position First Opened” is the approximate date the position was first published on RFA’s website, and “Date Position Filled” is the date the candidate signed a letter of offer from the SEU.

Total Number of Persons Interviewed During Applicable Period: 13

SECTION 2: Recruitment Source InformationTime Period Covered: **June 1, 2022 to May 31, 2023**Stations in Employment Unit: **WMUK 102.1 FM and WKDS 89.9 FM**** An Asterisk Designates Sources Entitled to Vacancy Notifications*

Recruitment Source & Contact Information (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
Corporation for Public Broadcasting Jobline http://www.cpb.org/jobline 401 Ninth Street NW Washington, DC 20004-2129 Cara Dalrymple, HR / cdalrymple@cpb.org (202) 879-9600	2	Business Manager Associate Technical Operations Assistant
Davenport University Linda.Lamorandier@davenport.edu <i>Not directly contacted by SEU (Contacted by Licensee's HR Department)</i>		Business Manager Associate Technical Operations Assistant
El Concilio Kalamazoo * 930 Lake St, Suite A Kalamazoo, MI 49001 Nathaly Olavarria, Community Engagement Manager ovalle@elconciliokzoo.org <i>Note: The SEU sends job vacancies to this source, which is entitled to vacancy notification. However, the SEU's licensee simultaneously sends vacancies related to the Station independent of the SEU (to a different email address). Therefore the recruitment source organization was notified of each vacancy listed at least twice.</i>		Business Manager Associate Technical Operations Assistant
Grand Rapids Urban League mmartin@grurbanleague.org <i>Not directly contacted by SEU (Contacted by Licensee's HR Department)</i>		Business Manager Associate Technical Operations Assistant
Gun Lake Band of Pottawatomi * 2872 Mission Dr., Shelbyville, MI 49344 Maaike Dombrowski, Human Resources (Sent for Business Mgr. Assoc. position) maaike.dombrowski@glt-nsn.gov Janine M. Sam, Human Resources (Sent for Technical Operations Asst. position) janine.sam@glt-nsn.gov		Business Manager Associate Technical Operations Assistant

Recruitment Source & Contact Information (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
HERC (Higher Education Recruitment Consortium) www.hercjobs.org/ <i>Not directly contacted by SEU (Contacted by Licensee's HR Department)</i>		Business Manager Associate Technical Operations Assistant
Hispanic/Latino Commission of Michigan hlcom@michigan.gov <i>Not directly contacted by SEU (Contacted by Licensee's HR Department)</i>		Business Manager Associate Technical Operations Assistant
HRDI (Michigan Works! Dislocated Worker Program) bronwynhrdi@gmail.com <i>Not directly contacted by SEU (Contacted by Licensee's HR Department. HRDI shares vacancy info with partner agencies.)</i>		Business Manager Associate Technical Operations Assistant
Indeed.com Indeed, Inc., Mail code 5160 P.O. Box 660367, Dallas, TX, 75266-0367 <i>No contact person information is available for this job bank.</i>		Technical Operations Assistant
Internal (www.wmujobs.org) (Employment portal for SEU's licensee.) Address: 1903 West Michigan Avenue Kalamazoo, MI 49008 Isys S McCormack, Human Resources Rep. 269-387-3646 / isys.mccormack@wmich.edu	1	Technical Operations Assistant (Listing only for candidates who qualified as internal candidates by SEU's licensee. See "Western Michigan University" for external candidate entry.)
Kalamazoo Regional Educational Service Agency (KRESA) & YOU Kalamazoo RESA (Youth Opportunities Unlimited) quinnetta.simmons@kresa.org tammy.tank@kresa.org tlipari@kresa.org <i>Not directly contacted by SEU (Contacted by Licensee's HR Department)</i>		Business Manager Associate Technical Operations Assistant
Kalamazoo Valley Community College (KVCC) Career and Student Employment Services employment@kvcc.edu <i>Not directly contacted by SEU (Contacted by Licensee's HR Department)</i>		Business Manager Associate Technical Operations Assistant

Recruitment Source & Contact Information (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
Metropolitan Kalamazoo Branch NAACP * PO Box 51473 Kalamazoo, MI 49005-1473 Wendy Field, President mkb.naACP@gmail.com mattie3017@yahoo.com		Business Manager Associate Technical Operations Assistant
Michigan Assoc. of Broadcasters Job Bank http://www.michmab.com/Careers/JobBank 819 North Washington Avenue Lansing, MI 48906-5815 Dan Kelley, Director of Technical Services (517) 484-7449 / dkelley@michmab.com		Business Manager Associate Technical Operations Assistant
Michigan WORKS! Southwest * 1601 South Burdick St. Kalamazoo, MI 49001 Denise Mott (Business Services Coord.) (269) 488-7611 / dmott@miworkssw.org <i>Note: The SEU sends job vacancies to this source, which is entitled to vacancy notification. However, the SEU's licensee simultaneously sends vacancies related to the Station independent of the SEU. Therefore the recruitment source organization was notified of each vacancy listed at least twice.</i>		Business Manager Associate Technical Operations Assistant
National Alliance of State Broadcasters Associations http://www.careerpage.org/search.php 2333 Wisconsin Street NE Albuquerque, NM 87110 (505) 881-4444 Suzan Strong, Web Services suzanstrong@nmba.org suzanstrong@nasbaonline.net		Business Manager Associate Technical Operations Assistant
Northside Association for Community Development nacd@sbcglobal.net <i>Not directly contacted by SEU (Contacted by Licensee's HR Department)</i>		Business Manager Associate Technical Operations Assistant
Nottawaseppi Huron Band of Potawatomi * 1485 Mno-Bmadzewen Way Fulton, MI 49052 Audrey Weiber, Human Resources Director 269.704.8377 audrey.weiber@nhbp-nsn.gov		Business Manager Associate Technical Operations Assistant

Recruitment Source & Contact Information (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
ONEplace, Kalamazoo Public Library non-profit employment website: www.kpl.gov/oneplace/employment Kalamazoo Public Library 315 South Rose, Kalamazoo, MI 49007 Matthew Lechel, ONEplace@kpl Director 269-553-7847 matthewl@kpl.gov / ONEplace@kpl.gov		Business Manager Associate Technical Operations Assistant
OutFront Kalamazoo * 340 S. Rose St., Kalamazoo, MI 49008 Melisa Schultz, Director of Operations 269.349.4234 / office@outfrontkzoo.org		Business Manager Associate Technical Operations Assistant
Personal Referral	2	Business Manager Associate Technical Operations Assistant
Pokagon Band of Potawatomi * PO Box 180 Dowagiac, MI 49047		<i>Note: This recruitment source has previously indicated interest in receiving vacancy notifications, however the Station has been unable to obtain updated contact information for such notifications despite repeated attempts to find an appropriate contact. Therefore no vacancies could be sent to this source during the Reporting Period.</i>
Public Radio Program Directors 1108 S. Braddock Avenue, Suite C Pittsburgh, PA 15218 https://prpd.org/jobs Abby Goldstein, President & Exec. Director agoldstein@prpd.org / 412-838-2815		Technical Operations Assistant
Public Job Posting - None Specified		
Publicmediajobs.org Career Center (Part of the broadcast industry publication <i>Current</i>) 4400 Massachusetts Ave., NW Washington, DC 20016 <i>No contact person information is available for this job bank.</i>		Technical Operations Assistant
Report for America 10 Guest Street, Boston, MA 02135 www.reportforamerica.org Vincent McCraw, Region 2 Manager vmccraw@reportforamerica.org 313-407-4997	5*	Report for America Reporter * Note: One candidate was recruited via this source, but originally learned of opening through Personal Referral. For EEO reporting purposes, it is being counted as an RFA referral.
Social Media Post: Facebook		Business Manager Associate Technical Operations Assistant
Social Media Post: LinkedIn		Business Manager Associate
Social Media Post: Twitter		Technical Operations Assistant

Recruitment Source & Contact Information (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
Unknown (Applicant did not specify, or not on record)	1	Business Manager Associate
Website: Not Specified		
Western Michigan University https://www.wmujobs.org/ Employment portal for SEU's licensee (This source is for external candidates. See "Internal" listing for internal candidates who also applied through this website portal.) Address: 1903 West Michigan Avenue Kalamazoo, MI 49008 Isys S McCormack, Human Resources Rep. 269-387-3646 / isys.mccormack@wmich.edu		(None for external candidates via this employment portal. See "Internal (www.wmujobs.org)" listing for internal candidates who also applied through this website portal.)
WMUK 102.1 FM and WKDS 89.9 FM On-air announcement Address: WMUK-FM Western Michigan University 1903 West Michigan Avenue Kalamazoo, MI 49008-5351 www.wmuk.org Stephen Williams, General Manager (269) 387-5719 / stephen.a.williams@wmich.edu	1	Business Manager Associate Technical Operations Assistant
WMUK-FM Station eNewsletter (Distributed weekly) Address: WMUK-FM Western Michigan University 1903 West Michigan Avenue Kalamazoo, MI 49008-5351 www.wmuk.org Gordon Evans, Content Operations Director (269) 387- 5725 / gordon.evans@wmich.edu		Business Manager Associate Technical Operations Assistant
WMUK-FM Station Website https://www.wmuk.org/ Address: WMUK-FM Western Michigan University 1903 West Michigan Avenue Kalamazoo, MI 49008-5351 www.wmuk.org Stephen Williams, General Manager (269) 387-5719 / stephen.a.williams@wmich.edu	1	Business Manager Associate Technical Operations Assistant
Total Respondents Interviewed by All Recruitment Sources	13	

[See next page for Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken.]

SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered: **June 1, 2022 to May 31, 2023**

Stations in Employment Unit: **WMUK 102.1 FM and WKDS 89.9 FM**

(1) Community Announcements

During the past year, WMUK and WKDS (collectively, “WMUK,” “the Station” or “the SEU”) ran monthly on-air announcements informing area community groups and organizations of how they could be added to a list of organizations notified of employment openings as they occur. These announcements generally ran at a minimum as follows: one day every two weeks, twice a day in random day parts.

As a result of outreach to community organizations in prior years, as well as our on-air announcements, several organizations have requested that WMUK provide notification of Station job vacancies. WMUK maintains a file of those who have expressed interest in the past of being notified. In recent years the organizations requesting notification of WMUK employment opportunities have included: Michigan Works, El Concilio Kalamazoo, Gun Lake Band of Pottawatomi, Nottawaseppi Huron Band of Potawatomi, OutFront Kalamazoo, and the Metropolitan Kalamazoo NAACP. The Station will remove organizations from our notification list upon request.

(2) Internship Program

WMUK’s ongoing news internship program continues to serve the targeted purpose of teaching young people skills needed for broadcast employment, specifically skills required to become multimedia reporters and producers with an emphasis on audio production and reporting. This includes research, reporting, writing, producing, and presenting audio news content for the station’s broadcast service and website. Interns gain experience in reporting and producing short and long-form news content, and creating news content for WMUK’s webpage.

Typically, there are three semesters (Fall, Spring and abbreviated Summer semesters) during each calendar year. Paid interns commit to the Fall and Spring semesters (i.e. one academic year). The summer semester is generally unpaid, is generally extended only when there is interest for such a position by a student (i.e. it is not guaranteed from year to year).

During a semester, each intern spends approximately 10 hours per week at the station receiving training and producing news stories. Our internships are targeted at students of our licensee, Western Michigan University (WMU), but are not technically restricted to WMU students. Two paid interns, one Caucasian female and one Caucasian male, participated in the program between September 2022 and May 2023. This was during the Fall 2022 and Spring 2023 semesters.

(3) KRESA Career Connect Advisory Board

During the reporting year, WMUK’s General Manager (GM) continued participation in an advisory board related to media studies. Specifically, this board was reorganized as the *Arts, AV Tech and Communications Advisory Board* (previously known as the *Media Production Advisory Committee*) as part of a larger reorganization by the *Kalamazoo Regional*

Educational Service Agency (KRESA). The focus of the new board is to provide a broader level of input than one particular course.

The committee typically meets quarterly and offers consultation and program evaluation related to media studies in cooperation with KRESA's Career Connect team. KRESA Career Connect provides a wide range of career and technical education, training, and work-based learning opportunities for Kalamazoo-area K-12 students.

The purposes of the *Arts, AV Tech and Communications Advisory Board* is to maintain an advisory role, by providing information about broadcast employment issues. In particular, this advisory body provides input on course program planning, development and operations.

- a. At a general KRESA Joint Advisory Committee Meeting on Tuesday, October 18, 2022 (attended by WMUK's General Manager) the organization announced that it was redesigning the CTE program under a new name: *Career Connect*. Under the new Career Connect Advisory structure, there is a Joint Advisory Council, Pathway Teams comprised of occupational experts to offer guidance and perspective on Career Connect programs, as well as a Leadership Council comprised of local industry, community and Educational Leadership in the community. This change coincides with the construction of the new KRESA facility ("Career Connect Campus") designed around creating a collaborative and inviting space for student instruction.

With regard to the Pathway Teams aspect of this new organizational model, each team will provide advising over separate occupational areas – similar to the former CTE structure. The WMUK General Manager was invited to participate in the new **Arts, A/V Tech, and Communications** Pathway Advisory Team, within the Career Connect program. This team is comprised of media and arts industry experts, and local educators working in courses represented within this pathway. *"The goal of the committee is to improve career preparation for students by developing closer cooperation between business and education. [The experts'] knowledge of training needs and worker competencies would be valuable to the program."* Pathway Teams are asked to meet four times a year. KRESA's leadership noted additional service opportunities beyond a commitment to the Pathways Team advisory committees will be offered.

After a main overview session outlining the above changes, the joint advisory session broke into separate Pathway Teams, with the WMUK General Manager (GM) attending the inaugural meeting for the **Arts, A/V Tech, and Communication** team. Three industry experts attended this meeting (including the GM) and provided background information on the previous advisory committee (that had been phased out by KRESA, per a board update during the April 2022 meeting). It was noted that the Media Production Course, which is also slated to be discontinued, would still continue for the current school year as well as the 2022-2023 academic year, but will be discontinued thereafter.

The **Arts, A/V Tech, and Communication** Pathway Team committee meeting was moderated by two members of KRESA's YOU program. YOU works with people ages 14 through 24 to help them find employment opportunities. This is done through year-round programming internships, job shadowing and job training. They also provide barrier navigating support to help people who might have trouble

getting into industries. The YOU leaders explained that under the new organizational structure, there will be a broader range of occupational training and job placement services provided, and it will no longer be limited to high school students.

The committee members present were John McNeil (retired reporter and freelancer), Matt Schuster (Executive Director, Public Media Network) and Stephen Williams (WMUK General Manager). The committee moderators provided an overview of committee roles and responsibilities, and noted that they will work to set up a more formal committee structure, including a team support member who helps to arrange spaces for meetings, taking notes, etc.

Committee members were asked to commit to participating in meetings seven (7) times over two (2) years, and to offer input on programs and services related to the **Arts, A/V Tech, and Communication** topic of the committee. Each Pathway team normally selects a chairperson, but because the team is relatively small, it was deemed not necessary at this time.

As this was an introductory meeting, there was no formal educational advising component provided by the media committee members for this meeting. However, committee members did ask several questions, and provided input on how the Pathway team should be set up. Members were also asked what elements should be included in an **Arts, A/V Tech, and Communication** themed course. The general consensus by committee members was that aspiring communications workers should have a broad range of skills, especially knowledge of how to write compellingly and with an eye towards good stories. Additionally, participants should learn how to operate video and audio equipment, as well as having good communications skills and soft skills needed for occupational development in broadcasting, journalism and related fields. Other feedback included the need to teach people media literacy, how to meet media deadlines swiftly and under pressure, and finally having introductory, intermediate and then more advanced classes (as opposed to the current all-encompassing Media Production Course).

Members were further asked how COVID impacted their respective media operations. The general consensus was that it created a significant negative impact on local news media.

Committee members were told all of their feedback would be used to help determine what programs at KRESA would be developed for us to advise upon. The General Manager agreed to a two-year commitment to the **Arts, A/V Tech, and Comms Career Connect Advisory** group. The term is October 18, 2022 – June 30, 2024. As a KRESA Career Connect Advisory Team member, the General Manager also agreed to occasionally offer hosted tours of the Station Employment Unit, telling his career story, and being a guest speaker for people interested in pursuing a career in the media and broadcasting industry.

(4) Judging for Student Broadcast Awards

WMUK's General Manager (GM) was invited to be a judge in the 2023 Michigan Student Broadcast Awards, awarded by the Michigan Association of Broadcasters Foundation (MABF). The GM accepted this invitation and judged 22 entries in the high school Talk

Show category. Per the EEO acknowledgment letter, there were 540 entries from high school and college broadcasting students statewide; however the GM evaluated only an assigned portion of these entries.

Evaluations were done via an online judging system that presents the list of audio entries to be reviewed and judged, as well as opportunities to provide suggestions and comments for individual entries “to help encourage and educate students.” Per the MAB, *“this is an excellent opportunity to provide valuable feedback to the future of our industry.”*

Per the EEO acknowledgment letter from the Michigan Association of Broadcasters Foundation, *“The information about the 2023 Michigan Student Broadcast Awards was widely disseminated and marketed to high school and college students, who represent future job seekers, in Michigan.”*

The Station views participation by its GM in this activity as an educational opportunity for potentially aspiring broadcasters, which also fulfills one of the EEO prongs required by broadcasters to fulfill on an annual basis.

(5) Broadcast Career Fairs and Related Events

WMUK’s General Manager and other station staff typically participate in broadcast career fairs or other related events targeted at broadcast industry job seekers each year. Promotion for these events is widely disseminated on-air during the one to two weeks prior to the date they occur. These events are designed to inform the public of employment opportunities in broadcasting, as well as offering professionals and job seekers the opportunity to network. We believe these types of events are of particular value to students and other career-minded citizens interested in the broadcasting profession across our region, while simultaneously assisting WMUK/WKDS in fulfilling one of the Outreach Prong 3 – Menu Option EEO initiatives established by the FCC. See below for more information on the career fair event attended by our Station Employment Unit (herein, “the Station” or “WMUK”).

- a. WMUK participated in the *Spring 2023 MAB Foundation Media Career Fair* on Wednesday, March 15, 2023 from approximately 2 pm to 3:30 pm. This event was part of the Great Lakes Media Show, held at the Lansing Center in Lansing, Michigan. This career and networking fair is sponsored by the Michigan Association of Broadcasters Foundation (MABF). According to the Foundation, more than 250 students and business-minded professionals registered to attend this fair. WMUK’s Station Manager and its Director of Content Operations & Audience Development participated in the fair at the Station’s career fair booth, talking and engaging with students and career-minded professionals interested in broadcasting. Participants at our booth were provided a general overview of the Station, public radio, and how to amass the desired qualifications and skills for a career in broadcasting. The WMUK staff present also provided advice on how persons who are pursuing different fields of study or work could transition into broadcasting. Several attendees were provided information on how they can pursue careers in the field of broadcasting via popular industry job banks. Internship flyers and applications were made available at the WMUK table for students interested in the Station’s yearlong paid news internship program. This career fair was promoted on-air by the Station in advance of the event.

(6) Conferences & Training

- a. WMUK (i.e. Station Employment Unit) afforded training opportunities to its personnel that enabled them to acquire skills for higher-level positions and/or enhance their professional development skills (paid for by the Station).
 - i. WMUK's development staff, comprising the Director of Development and also WMUK's Corporate Support and Major Giving Officer, attended the 2022 Public Media Development and Marketing Conference (PMDMC) in Chicago, Illinois from July 19-21, 2022. This event is hosted by Greater Public, the main development non-profit in the public broadcasting industry. PMDMC is "*public media's largest conference devoted to issues surrounding revenue generation, marketing, and management.*" It affords public media marketing and development professionals the opportunity to learn more about best practices in the industry. Specifically, staff attended training and skills enhancement sessions on development, membership, underwriting, major giving, planned giving, and related areas. The Station paid for registration, travel and lodging costs for this conference.
 - ii. During the reporting year, the Director of Content Operations & Audience Development attended several trainings and explorations into ways to improve news reporting organizationally, including the following:

- a. *Solutions Journalism Summit – September 20, 2022*
Attended the Solutions Journalism Summit in Detroit where the issues of covering mental health and caregiving were featured.

The keynote address was given by Solutions Journalism Network co-founder and CEO David Bornstein. Bornstein discussed how journalists can better cover the issues of mental health, caregiving and the mental health of caregivers.

The Content Operations Director was also part of a panel at the conference on telling a story across multiple platforms. He discussed a collaborative reporting series on solutions to homelessness in Kalamazoo, reported by WMUK and MLive/Kalamazoo Gazette.

- b. *Filling the Gaps Webinar – February 1, 2023*
Attended webinar called *Filling the Gaps: News Deserts and Local Public Radio*. It was presented by the Shorenstein Center on Media, Politics and Public Policy at the Harvard Kennedy School. The webinar explored how public radio could fill the role left by newspapers which have either been downsized or have gone out of existence.
 - c. *Future of Public Media, Newspapers and News: Case Studies in progress in Maine and Pennsylvania – May 11, 2023*
Attended webinar on public media entities that have recently

acquired or entered into partnerships with existing newspapers. The discussion centered on ways to merge organizations and create greater content.

- iii. The Station afforded our part-time Development Associate the opportunity to complete free self-guided online training courses, including the following:
 - a. *Justice at Work by Freedom Lifted* – A self-paced online training for individuals and groups that goes beyond most of those that focus solely on diversity, equity, and inclusion (DEI). Offered by the Kalamazoo Public Library. The time commitment for the online training is 3-4 hours. Training is ongoing.
 - b. *Illustrator One-on-One Fundamentals via LinkedIn Learning* – A self-paced online training for individuals showing how to use Adobe Illustrator 2021 in the first of three comprehensive training courses by industry professional Deke McClelland. Offered by the Kalamazoo Public Library. Training is ongoing.
 - c. *Illustrator Starter via LinkedIn Learning* – A self-paced online training designed to deepen graphic design knowledge by learning Illustrator's basic tools, transform shapes, use colors and gradients. Offered by the Kalamazoo Public Library. Training completed November 1, 2022.
 - d. *Salesforce Tips via LinkedIn Learning* – A self-paced online training for individuals teaching practical tips and tricks that can help learners customize Salesforce to suit their unique needs and leverage Salesforce features in day-to-day operations. Offered by the Kalamazoo Public Library. Training completed on October 27, 2022. Of note, this training offered helpful preparation for the Station's planned conversion to the Salesforce CRM (customer relationship management) platform. The Development Associate will be a primary user of Salesforce, and in the course learned about customizing Salesforce, naming conventions, using follow-up reminders and tasks, and avoiding common mistakes.
- iv. In April and May 2023, all active part-time and full-time WMUK staff completed an online training module designed to prevent workplace harassment. This training was required for all Community Service Grant (CSG) station recipients, per the Corporation for Public Broadcasting (CPB). This online interactive training was offered by CPB, via the EverFi training platform. The training is designed to address the following topics: a.) what constitutes acceptable and unacceptable workplace behavior, b.) how to recognize harassment when it occurs, and c.) how to report and respond to violations. Both CPB and Station Management view this training as an opportunity to continuously affirm our commitment to maintaining a work environment that is free from all forms of discrimination and harassment.
- v. The Station provided a paid consultation visit by professional voice

trainer Elizabeth Terrel on Wednesday, May 17, 2023. The voice trainer provided an approximately 90-minute session for all station personnel, with guidance on how to improve our professional communications skills on-air. Her guidance was based on audio samples the Station provided beforehand of our on-air membership drives. The goal of the session was to provide a broad overview of ways in which Station staff can further develop and enhance their voice talent for live pitching, recorded spots and related areas, as well as improving the Station's on-air voice sound as a whole. This session will be followed with more in-depth studio voice training both in group settings and one-on-one sessions in the following reporting year (2023-2024).

(7) Station tours for student classes

In 2023, after a pause due to the COVID-19 pandemic, WMUK-FM resumed offering and conducting on-site tours, which frequently includes discussions about career opportunities in radio, and the skills necessary to be successful in the broadcast industry – i.e. knowledge of audio production, reporting, and other facets of broadcast media, with particular attention to public media. These services have been provided to Communications students at Western Michigan University (WMU) during the past year.

During these tours, WMUK personnel discuss employment in broadcasting, as well as internship or employment opportunities at WMUK. In the reporting year, WMUK's News Director participated in one such tour at our Station main studios.

- a. WMUK's News Director provided a tour in the Spring 2023 semester to students in the Journalism 3100 (Convergence Journalism) class of Western Michigan University's School of Communication on Thursday, March 16, 2023 at approximately 2:15 pm. The course instructor was WMU journalism instructor Richard Junger. During this tour students were given access to general areas of the station's main studio facilities, including Engineering areas, our Control Room, production studios, and the Takeda concert studio.

At the start of the tour, the News Director provided an overview of WMUK and public radio, as well as our historic connection with NPR. Towards the end of the tour, the News Director informed students about opportunities to participate in WMUK's internship program.

(8) Informational Tours & Interviews

WMUK-FM staff periodically provides broadcast career advice to individuals, in the form of one-on-one informational tours and/or interviews.

One informational tour and session took place from approximately 2-3 pm on Monday, March 13, 2023 with two Western Michigan University students from WIDR 89.1 FM. While WMUK/WKDS and WIDR share common governance, the former is a professionally-staffed station group and the latter is a student-run college FM station. We are managerially and editorially independent. WMUK's Director of Content Operations & Audience Development led the session – which included a full tour of WMUK's main studio facilities, as well as an overview of our automation and production systems (which the students were especially interested in learning about). They also discussed policies and

procedures for ensuring quality broadcast operations. The students also met briefly with the Station's Chief Engineer to discuss more technical aspects of radio operation.

The students who participated were Daniel Hubble, a Production Assistant at WIDR, and Ryan Misiak, Production Director at WIDR. Mr. Hubble is a first-year student from Okemos, MI and Mr. Misiak is a sophomore from Brighton, MI. Both students expressed an interest in broadcasting, and they were offered advice on where to find job opportunities in the broadcasting field – as well as how to make themselves marketable from a recruiting standpoint. Both students noted they found this tour and session helpful.

Western Michigan University and EEO

Western Michigan University, the licensee for WMUK and WKDS (i.e. the Station Employment Unit), maintains an Equal Employment Opportunity program in compliance with state and federal law.

WMUK Employment Opportunities

As of May 31, 2023, there were no active full-time employment opportunities at the Station Employment Unit. Community organizations may be placed on a list to be notified of future vacancies, if they so choose.

WMUK provides notice of full-time employment openings as they occur to organizations within the community requesting them. If your organization wishes to be placed on our list of community groups to be notified, you may make your request by e-mail to employment@wmuk.org or through a written request mailed to:

WMUK-FM
Employment Opportunities
1903 W. Michigan Avenue
Kalamazoo, MI 49008-5351

Western Michigan University as an Equal Employment Opportunity Employer

As an Equal Employment Opportunity employer, WMUK's licensee, Western Michigan University, periodically informs personnel (including WMUK staff members) and potential applicants for employment of our EEO policies, program and HR Policies within the university. To learn more about the University's EEO policies, program and HR policy, please visit the following website: <https://wmich.edu/hr/manual-eeo>

ATTACHMENT A:

“Process for advertising open corps member positions 2023-2024 service year”

Source: *Report for America*

REPORT FOR AMERICA

Process for advertising open corps member positions 2023-2024 service year

By Earl Johnson, Vice President of Recruitment and Alumni Engagement

Report for America has an extensive recruitment and outreach program to attract talented, diverse corps members to serve a two to three-year commitment in our host newsrooms.

After announcing the host newsrooms and positions for the new cohort the first week in December, we launched a two-month, comprehensive recruitment campaign targeting an assortment of constituencies including college journalism programs and career services offices, college media outlets, state press and journalism professional organizations and collegiate journalism organizations. In addition, we ran monthly, year-round virtual information sessions informing journalists of our mission and newsroom opportunities.

Report for America has a database of top college journalism programs as identified by U.S. News and World Report to include the top 50 HBCU and Hispanic-serving institutions. The recruitment team schedules virtual and in-person information sessions with these programs to provide information regarding newsroom positions and the application process. Finally, Report for America has a database of over 3,500 prospective corps member leads who have self-identified with us as having an interest in our program. These leads receive a monthly newsletter to keep them informed about our program and the impact journalism produced by our current corps members.

ADVERTISING CAMPAIGN AND JOB PLACEMENT LISTINGS

The following diverse journalism organizations and vendors were targeted for RFA ad placement and job listings to publicize our 60 host newsroom openings for the 2023-2024 cohort. The ads ran for approximately two months – December of 2022 – January 30, 2023. In addition, we held 10 virtual information sessions with the membership of organizations to issue direct appeals to apply for our positions.

Editors and Publishers Media Job Board/Journalismjobs.com - E&P and JJ.Com are the two exclusive vendors the recruitment team used to place individual position descriptions for our 60 newsroom openings. Each listing featured information about the newsroom, a description of the long and short form beat, salary and benefit information and a link to the Report for America corps member application. An individual listing for WMUK was listed for E&P and Journalismjobs.com.

Comprehensive Job Placement Advertising

- Society of Environmental Journalists
- Society of Professional Journalists
- National Association of Black Journalists

- National Association for Hispanic Journalists
- The Association of LGBTQ Journalists
- Asian American Journalists Association
- Native American Journalists Association
- JournalismNext.com – Journalists of color network
- Investigative Reporters and Editors
- South Asian Journalists Association
- New York Association of Black Journalists
- Education Writers Association
- Associated Collegiate Press

HANDSHAKE COLLEGIATE CAREER SERVICES PLATFORM

Report for America is a registered user of the Handshake career services platform. This platform provides access for individual job postings targeting specific university career services offices. This year, we featured our job advertisement on 314 individual university accounts with top journalism programs as ranked by U.S. News and World Report, including Eastern Michigan and Michigan State University.

VIRTUAL INFORMATION SESSIONS

In addition to the individual information sessions held with professional journalism organizations, the RFA recruitment team held over 90 individual sessions with college and university journalism programs and career services offices throughout the two months of our recruitment campaign (December of 2022-January of 2023) targeting the top journalism colleges to include HBCU and Hispanic-serving journalism programs. emerging journalists from each college use the job listings to apply directly to Report for America for consideration for our host newsroom positions. In addition, the recruitment team runs continuous monthly virtual information sessions on Thursdays each week for anyone interested in learning about our mission and the application process. These year-round sessions target prospective corps members and host newsrooms.

CONFERENCE ATTENDANCE

The RFA recruitment team attended several journalism conferences as a presenter and exhibitor to amplify the Report for America brand and our mission. As an exhibitor, we successfully grew our database of diverse, prospective corps members by collecting demographic data of each person we connected with at the conferences. This information was added to our database and used to stay connected and to send our invitation to apply. This database grew to over 3,500 prospective corps members prior to the launch of the application call (December 2022-January of 2023). The following conferences were attended by the recruitment team for 2022:

- Investigative Reporters and Editors
- Asian American Journalists Association
- National Association of Black Journalists
- National Association of Hispanic Journalists
- NLGJA: Association of LGBTQ Journalists
- Native American Journalists Association

FELLOWSHIP PARTNERSHIPS

The development of partnerships with organizations that provide access to prospective emerging and mid-career journalists with strong writing and reporting skills helps the recruitment team identify potential reporters for our host newsroom positions. This year, the recruitment team partnered with the following

organizations to send our invitation to apply to selected candidates in their fellowship databases and to hold virtual information sessions.

- Emma Bowen Foundation
- The New York Times Corps and Fellowship Programs
- The Dow Jones News Fund
- The Wall Street Journal Fellowship Program