



WMUK/WKDS 2025-2026 ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report: June 1, 2025 through May 31, 2026
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 their website.

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 formally accepted the job offer in writing. 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, 2025 to May 31, 2026

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

- There were no full-time job vacancies that were filled during the Applicable Period.
- Total number of persons interviewed for all full-time vacancies filled during period: **0**
(See above)

SECTION 2: Recruitment Sources

Time Period Covered: June 1, 2025 to May 31, 2026

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

- N/A (There were no full-time job vacancies that were filled during the Applicable Period.)

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

Time Period Covered: June 1, 2025 to May 31, 2026

Stations in Employment Unit: WMUK 102.1 FM and WKDS 89.9 FM (collectively, "WMUK," "the Station" or "the SEU").

	Date	Type of Recruitment Initiative (Menu selection)	Brief Description of Activity	Participant Title
1.	Biweekly	Participation in other activities that the licensee itself has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	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 full-time 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. A certified copy of the on-air announcement and air time schedule is retained in the Station's files.	N/A
2.	06/26/2025-06/27/2025	Establishing training programs designed to enable station personnel to acquire skills that may qualify them for higher level positions.	The News Director and a full-time Reporter attended a conference by the Public Media Journalists Associations (PMJA) in Kansas City, MO, entitled "#PMJA2025: Cultivating Innovation." The conference was described as being "dedicated to exploring the latest tools, techniques, and strategies for public media journalists" via interactive workshops and panels. The conference also provided opportunities to "network with peers and leaders, learn from experts, and discover how to shape a vibrant future for public media."	News Director, Reporter
3.	Fall 2025 & Spring 2026 Semesters	Establishment of an internship program designed to develop skills needed for broadcast employment.	The Station maintains a paid news internship program designed to develop skills needed for broadcast journalism employment. Interns spend approx. 10 hours per week receiving training and producing news stories, with emphasis placed on audio production and	News Director

	Date	Type of Recruitment Initiative (Menu selection)	Brief Description of Activity	Participant Title
			reporting. For the reporting year, two (2) paid interns from Western Michigan University (WMU) participated from the Fall 2025 through Spring 2026 semesters, with an extension into the Summer 2026 period (starting May 2026). This internship program did not overlap with the prior year's internship program, and therefore counts as a separate outreach activity.	
4.	09/25/2025	Participation in other activities that the licensee itself has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	WMUK-FM News Director Sehvilla Mann was a guest speaker for the Western Michigan University JRN 3590 class in Dunbar Hall, taught by Glen Dillon. The News Director provided an overview of public radio journalism and her role as news director. The class of approximately 10 students then walked to WMUK-FM's facility in Friedmann Hall, and were given a tour of the Station. At the end of the tour, students had an opportunity for a Q&A with the News Director, as well as the Content Operations & Audience Development Director. This Q&A allowed for questions about the radio industry in general, as well as journalism. The entire guest speaking engagement and subsequent tour and Q&A were approximately an hour total in length.	News Director, Content Ops Dir.
5.	October & November 2025 (Dates varied)	Establishing training programs designed to enable station personnel to acquire skills that may qualify them for higher level positions.	One full-time reporter viewed several recorded virtual sessions through an Investigative Reporters and Editors (IRE) training called "AccessFest 2025," circa October-November. The reporter viewed them asynchronously and completed at least three (3) training sessions.	Reporter
6.	10/16/2025	Participation in at least four (4) activities sponsored by community groups active in	Attended a meeting of the Arts, AV Technology and Communication advisory committee to the Kalamazoo	General Manager

	Date	Type of Recruitment Initiative (Menu selection)	Brief Description of Activity	Participant Title
		broadcast employment issues	Regional Educational Service Center (KRESA) Career Connect program. "Career Connect is a continuum of career education programs that empowers the next generation of learners to explore career pathways and develop real-world skills." This advisory body provides guidance for Education for the Arts (EFA) specifically. During this meeting, EFA staff confirmed strong student enrollment across their programs, with staff working to update course names and address challenges with new student registration software. The director outlined plans to create a thirty-year strategic plan for EFA's future direction, while industry members discussed the changing media landscape, including opportunities presented by a new low-power FM radio station.	
7.	01/27/2026	Participation in other activities that the licensee itself has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	WMUK-FM News Director Sehvilla Mann and Content Operations & Audience Development Director Gordon Evans provided a tour of WMUK-FM for Western Michigan University's Digital Media Production (JRN 3590) class taught by Glen Dillon. Approximately 10 students were in attendance. During the tour, they were given a demonstration of audio production techniques in a WMUK production studio, and one student from the class recorded an audio spot as part of a practice exercise. The entire demonstration was approximately an hour total in length. Some questions were asked during the tour, relating to the industry.	News Director, Content Ops Dir.
8.	02/03/2026	Participation in at least four (4) activities sponsored by community groups active in	Attended a meeting of the Arts, AV Technology and Communication advisory committee to the Kalamazoo	General Manager

	Date	Type of Recruitment Initiative (Menu selection)	Brief Description of Activity	Participant Title
		broadcast employment issues	Regional Educational Service Center (KRESA) Career Connect program. "Career Connect is a continuum of career education programs that empowers the next generation of learners to explore career pathways and develop real-world skills." This advisory body provides guidance for Education for the Arts (EFA) specifically. During this meeting, members were given a tour of the KVCC Center for New Media and how it is preparing students for careers in new media. Relevant committee discussion after the tour included: AI's growing but limited role in the industry and how students can prepare for the rapidly shifting media industry reality, updates from the Center for New Media on accreditation, and the upcoming end of Adobe Animate as well as its impact on students currently learning new media tools. EFA Director Kate Yancho shared her organization's strategic priorities, including developing a strategic vision, workspace and funding challenges, and seeking to expand student involvement in work-based learning opportunities	
9.	02/10/2026-02/11/2026	Training or mentoring programs designed to enable employees to acquire skills to qualify for higher-level positions.	Key station employees participated in a two-day virtual "Audience Development Summit" designed to "[bring] together leaders from across content, development, marketing, and station management to offer insights and expertise on ways to reach new audiences." This virtual summit also included the latest audience research and sessions designed to showcase (and learn from) broadcasting peers who are innovating in the audience, content, revenue, and community engagement spaces.	Chief Engineer, Content Ops. Director, Development Director, General Manager

	Date	Type of Recruitment Initiative (Menu selection)	Brief Description of Activity	Participant Title
10.	02/25/2026	Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	The Station General Manager (GM) hosted fifteen students from the Western Michigan University "Introduction to Audio Production" (COM 2570) class for a tour of WMUK-FM's Friedmann Hall facilities. David Evans teaches the class. The tour covered the station's history, mission, and core operational areas. A Q&A session followed with the GM and Content Operations Director, during which students were encouraged to pursue careers in broadcasting or media production and informed about WMUK's internship program, with the next internship opening in the coming 2027–2028 academic year. Additionally, the GM told students that he is available for informational interviews about ways to get a start in the broadcasting industry.	General Manager, Content Operations Director
11.	03/26/2026	Participation in a job fair by station personnel with hiring responsibilities	Participation Michigan Association of Broadcasters Foundation (MABF) Media Career Fair, at the Crowne Plaza in Lansing, Michigan. A station management-level employee engaged with students and career-minded professionals interested in broadcasting. Over 375 registered for the event in total. Among registrants, a number of participants at the Station booth were provided with a general overview of the Station, public radio, and how to amass the desired qualifications and skills for a career in broadcasting. The Station representative informed some interested participants about the Station's yearlong paid news internship program. Visitors were also made aware of a full-time Associate Director of Major Giving opening at the Station. Four (4) resumes were kept on	Content Ops. Director

	Date	Type of Recruitment Initiative (Menu selection)	Brief Description of Activity	Participant Title
			file, though none related to the position opening. This career fair was promoted on-air by the Station in advance of the event.	
12.	05/20/2026	Participation in other activities that the licensee itself has designed to further the goal of disseminating information about employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.	The Station management team participated in an EEO Self-Assessment for the 2025-2026 reporting year, with the stated goal of internally reviewing our effectiveness at meeting FCC EEO requirements. One manager noted the possible advantages of participating in the Michigan Association of Broadcaster's fall career fair at Ford Field in Detroit, which the Station has not previously participated in. The primary advantage being the ability to reach a wide range of high school students traveling there from across the state who are contemplating college. It was also observed that the Station should consider attending career events at local high schools, which have a plurality of minority students, with one high school in particular having an active journalism program via its student newspaper. A similar possibility was raised for the regional vocational program, KRESA, which could provide similar engagement opportunities for students interested in pursuing a career in broadcasting. Finally, another manager suggested that we reach out to our licensee's professors working within the Communications department, for opportunities to partner on tabling at recruitment events.	General Manager, Content Ops Director, Development Director, Chief Engineer, News Director, Business Manager Associate

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, 2026, 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>