

NORTHERN MICHIGAN UNIVERSITY

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

Marquette, Michigan

June 1 2016 through May 31, 2017



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.

1 position – WNMU-FM Media Programmer

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

NMU Job Listing Service – web
NMU internal e-mail notification
NMU channel 20
NMU telephone job line
NMU career services
NMU Alumni Newsletter
Michigan works job listing service

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

1

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

1 – NMU job listing service - web

EEO Outreach Activities

Below is a brief description of activities undertaken during the period June 1, 2016 through May 31, 2017, involving station personnel.

A. **HIGH SCHOOL AND COLLEGE TRAINING**

1. **September 2016 – April 2017. “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 is tied directly to broadcasting academic work and facilitates the “hands-on” experience needed to be successful in entry level broadcast careers. 58 NMU students participated during this period. 15 students received a total of 20 college credit hours for their work.
2. **June 2016 – May 2017. “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 2016 – April 2017. “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 38 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. **May 2017 – NMU senior student production.** NMU Graduate student Dan Zini in coordination with NMU professor Mark Shevy recorded and produced a program featuring the NMU Jazz Combo and NMU Jazz Band student ensembles performing original works written by members of the combo while the NMU Jazz Band will perform a selection of jazz standards. The program aired on WNMU-FM during NMU graduation weekend.
5. **March, April, 2017. 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.
6. **April 25, 2017. “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.

B. HIGH SCHOOL AND COLLEGE INTERNSHIP PROGRAMS

1. **June 2016 – May 2017. 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 being made in broadcasting that specifically use computers and file transfer technologies to deliver audio and video. A total of 12 students were recruited and trained under this program.
2. **WNMU-TV College Practicum Programs.** During this reporting period, 17 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 2016 – May 2017. MARESA Internship.** Working in conjunction with Marquette-Alger Regional Educational Services Agency, WNMU-TV mentored Marquette Senior High School student Anne Ludwig as she learned a variety of television production skills. Ms., Ludwig’s primary focus was assisting with the production of the daily “Public Eye News” newscast.

C. *JOB FAIRS AND CAREER PRESENTATIONS*

1. **August 29, 2016. Northern Michigan University Fall Fest.** Welcomed students back to campus and making them aware of student employment and internship opportunities at WNMU Public Radio 90 & WNMU-TV. Talked with approximately 30 students. WNMU senior students were on hand to recruit new staff for the “Public Eye News.”
2. **February 10, 2016, 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. **October 15, 2016. General Manager Eric Smith (TV & FM) – “Wildcat Weekend” Parent and Student Career Presentation.** 11 students and parents interested in broadcasting as a college major were hosted 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.
4. **March 18, 2017. General Manager Eric Smith (TV & FM) – “Wildcat Weekend” Parent and Student Career Presentation.** 29 students and parents interested in broadcasting as a college major were hosted 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 5, 2017. College Day” at NMU.** WNMU Station Manager Evelyn Massaro spoke with 56 students in two separate, one-hour sessions 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.

D. *TOURS EMPHASIZING BROADCAST CAREER OPPORTUNITIES*

1. **June 23, 2016. Detroit High School Tours.** 32 students from two high schools on hand to tour WNMU-TV and participate in a mock, video recorded newscast.
2. **September 14, 2016. Marquette Senior HS broadcasting class tour.** Approximately 15 students toured WNMU and observed “Public Eye News”.
3. **October 26, 2016. NMU political science class.** Approximately 24 students participated in recordings prior to the November presidential election.
4. **October 2016 – March 2017. High School Bowl Tours.** Occasional tours for High School Bowl audience members from area High Schools who came to support their Quiz Bowl teams.
5. **January 5, 2017. Lake Superior Leadership Academy.** Hosted 19 area professionals in the WNMU-TV studios for an afternoon production session, explaining the television production process and conducting a mock TV newscast.
6. **January 25, 2017. Powell Township Elementary school tour.** 20 students participated in the WNMU High School Bowl program and tour WNMU-TV and WNMU-FM.