June 1, 2011 – May 31, 2012 Annual EEO Public File Report

WUOM (FM), Ann Arbor, MI Regents of the University of Michigan

Annual EEO Public File Report

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The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WUOM, and is required to be placed in the station's public inspection file, and posted on its website, if applicable.

The information contained in this Report covers the time period beginning _____06/01/2011______ to and including ____05/31/2012_____ (the "Applicable Period").

The FCC's EEO Rules require 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 new 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.

Appendices 1, 2 and 3 that follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to

Annual EEO Public File Report

Covering the Period from ____06/01/2011_____ to __05/31/2012____

Station(s) Comprising Station Employment Unit: WUOM

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position	Number of Interviews from each Recruitment Source
1	Assistant News Director	Personal Contact	5	1-Michigan Radio website 1-Corporation Public Broadcasting website 3-Personal Contact
2	Broadcast Producer Senior	Personal Contact	2	1-Corporation Public Broadcasting website 1-Personal Contact
3	Broadcast Producer Senior	Personal Contact	2	1-Corporation Public Broadcasting website 1-Personal Contact

Total Number of Persons Interviewed During Applicable Period: 9

Please note that in addition to the recruitment sources listed above as providing interviewees for each position, other sources which did not provide interviewees were also used to publicize these positions. Please see Appendix 2 for a full list of recruitment sources and cross-reference to the positions for which they were used.

Appendix 2 to

Annual EEO Public File Report

Covering the Period from $\phantom{00000000000000000000000000000000000$	2011 to05/31/2012
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Station(s) Comprising Station Employment Unit: WUOM

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period	Full-time Positions for Which This Source Was Utilized (see Appendix 1)
A	Broadcast Compliance Service 1700 Rockville Pike, Ste. 400 Rockville, MD 20852 Contact: Robin Cooper Phone: 301-998-6136 http://www.bcc-ok.com	0	#1,2,3
В	Corporation for Public Broadcasting 401 9 th Street NW Washington, DC 20004 Phone: 202-879-9600 http://www.cpb.org	3	#1,2,3
С	Michigan Association Broadcasters 819 N. Washington Ave. Lansing, MI 48906 Contact Dan Kelley-IT/Website Manager Phone: 517-484-7444 http://michmab.com	0	#1,2,3
D	Michigan Radio 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Cindy Payne Phone: 734-764-9210 http://michiganradio.org	1	#1,2,3
Е	Personal Contact	5	

F	University of Michigan	0	#1,2,3
	Careers at the U		
	Wolverine Tower, Room 2005		
	3003 S. State St.		
	Ann Arbor, MI 48109-1281		
	Attn: Anissa Majer		
	Phone: 734-615-7193		
	http://umjobs.org		

Total Number of Persons Interviewed During Applicable Period: 9

Appendix 3 to

Annual EEO Public File Report

Covering the Period from _	06/1/2011	to	05/31/2012	
Station(s) Comprisi	ng Station Em	ployment	Unit: WUOM	

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WUOM

Internship Program Designed to Assist Members of the Community to Acquire Skills Needed for Broadcast Employment. Michigan Radio offers an extensive internship program to University of Michigan students and members of the public, which gives them an opportunity to gain experience in broadcasting. Since June 1, 2011, 16 interns were placed in the News, Operations, Development, Marketing, and Programming areas. Interns learn to perform a variety of tasks including scheduling of interviews, reviewing books, researching guests & story topics, arranging nationwide studio interview placements, sending electronic feeds, gathering field tape, and fulfilling listener requests for recordings. Newsroom interns write and pre-record news stories for local newscasts, the Arts and Humanities radio project and The Environment Report. Interns learn how to schedule underwriting and spot announcements for local station breaks and engineer ISDN feeds as part of the operations department. They learn how to process membership gifts as part of the Development team. Interns also write press releases and coordinate outreach activities for the Marketing Department.

Of the 16 interns, 8 were female. One was a non-traditional intern who was a mid-career attorney seeking to switch careers and one was an University of Michigan Professor of Communication completing a Professional Development course and wanted to learn more about digital media and a working newsroom.

Michigan Radio also participates in externship programs with area schools.

EEO Outreach - Job Fair Participation

Michigan Radio participates in university and community outreach efforts including job fairs. Since June 1, 2011, the station participated in two job fairs:

- October 6, 2011- Michigan Radio promoted and participated in the 2011 Regional Broadcast Media Career and Networking Fair at Specs Howard School of Media Arts in Southfield Michigan. Marketing Director Steve Chrypinski participated and spoke with approximately 40 individuals and received 28 resumes from interested students. The station aired ten live announcements promoting the event.
- March 14, 2012- Steve Schram and Steve Chrypinski attended the Michigan Association of Broadcasters *Career & Networking Job Fair* at the Lansing Center in Lansing, Michigan. During the career fair, there were more than 45 people that had individual conversations with station managers present about career opportunities while visiting the Michigan Radio booth. Steve Chrypinski collected 24 resumes from students that are interested in the broadcasting career. The station aired twelve live announcements promoting the event.

EEO Outreach – Community & Educational Events

Michigan Radio participates in numerous events and programs sponsored by educational and community institutions related to broadcasting and the media.

- June 3, 2011- Steve Chrypinski, Marketing Director; Mike Perini, Midday Host; and Kyle Norris, Weekend Host all participated in Kalamazoo's Art Fair in Downtown Kalamazoo, Michigan. Over 150 people visited the Michigan Radio booth. Most of the visitors participated in the news quiz, and enjoyed meeting and talking with the on-air hosts.
- July 27, 2011 and November 21, 2011- Steve Schram, Director of Broadcasting for Michigan Radio, was the featured speaker at the Rotary Club of Ann Arbor and at the Kiwanis Club of Ann Arbor. For both of the presentations the topic of the luncheon presentation was, *Michigan Radio: The Fascinating Legacy of Public Radio from the University of Michigan.* Steve Schram presented to 100 Rotary members and 90 Kiwanis members who also participated in the Q&A session that followed each of the presentations.
- September 14, 2011 & January 18, 2012- Mark Brush, Environment Reporter, presented to a University of Michigan Journalism class of 30 students about interviewing skills required for effective results with scientists. The class is part of the University of Michigan Literature, Science and Arts program with concentration on the environment.
- October 2, 2011, October 27, 2011, April 4, 2012, and May 19, 2012- Michigan Radio hosted Donor Appreciation events in Grand Rapids and in Ann Arbor. At these events, donors and members were able to connect with the news reporters and on-air staff to learn more about Michigan Radio and its operations. At the Ann Arbor open house event, members of the on-air staff performed hands-on demonstrations of equipment and technique during the station tours. There were 200 people in attendance at the Grand Rapids event and a total of 265 people at the Ann Arbor events.
- March 8, 2012- Vincent Duffy, News Director, gave a presentation to a University of Michigan's journalism class of 11 students. The class learned more about digital media, news feeds, and how Michigan Radio manages news casts.
- March 26, 2012- Kyle Norris gave a presentation to 25 students in a Sound & Story class at the University School of Art & Design. Kyle's presentation explained how to tell stories using audio and how to craft compelling narratives. Kyle also listened to the student's audio stories and gave feedback on how to improve their work.
- March 27, 2012- Steve Schram spoke at the Aquinas College in Grand Rapids, Michigan to 39 adult students of their Osher Lifelong Living Institute. The presentation was about Michigan Radio and included its role in communicating news and issues, our relationship with NPR and the future funding of public media as well as its direction in the digital space.
- April 4, 2012- Rebecca Williams, host of *The Environment Report*, participated on a panel about communicating science to non-scientists at the Michigan State University Plant Biology Grad Student Retreat in East Lansing, Michigan. 20 students attended the event.

EEO Outreach – Information Dissemination

Michigan Radio makes one EEO on-air announcement per month. A copy of the on-air announcement and the affidavits of scheduled air time are retained in Michigan Radio's internal files for the corresponding reporting period.

EEO information is posted on the station website http://www.michiganradio.org/eeo.html

Training Programs for Station Personnel

Michigan Radio provides broadcast training for current employees as a means of enhancing skills.

- December 7 and December 8, 2011-Zoe Clark participated in one on one coaching with Marilyn Pittman, Broadcast Consultant. They worked on voice performance including copy marking, voice placement, breathing techniques and pacing.
- October 27, 2011-Robin Young, Host of NPR's *Here and Now*, held a master class professional development conversation with our staff. Robin covered how she prepares, strategizes, and executes an interview; how she works with her team to decide on a focus and what she does to ensure the outcome of the interview. She also revealed what types of questions work well, the level of prep work she does, and how to get guests to open up and share surprising things. Many of Michigan Radio's on-air staff and news staff were present for the very informational presentation.
- February 23, 2012-Deb Clark, Executive Producer of Marketplace, lead a master class for the Michigan Radio's news, on-air staff and station interns. Deb discussed how Marketplace makes economic stories relevant, how to make stories "pop" out of the radio, and took questions about the craft of creating good radio stories.

Station staff is regularly offered the opportunity to attend conferences and workshops in order to enhance their professional development and learn new skills.

- June 12-17, 2011-Program Director Tamar Charney attended a 6-day British Broadcasting Corporation leadership training program. The BBC College of Journalism's Editorial Leadership course was a weeklong intensive training covering developing and communicating editorial vision, serving the public with journalism, giving clear and consistent feedback to team members, leading in a multimedia news environment, and managing change. Participants in the course represented public media outlets from around the globe.
- June 23-25, 2011- Michigan Radio was represented by Lindsey Smith, Grand Rapids Reporter, Vincent Duffy, News Director, and Tamar Charney, Program Director at the Public Radio News Directors (PRNDI) conference. The areas of concentration this year were Reporter Training, Multi-platform storytelling, Critical Thinking, Ethics, and NPR Diversity. Lindsey Smith attended PRNDI's Reporter Training workshop where well-focused story visioning, effective interviewing, and powerful writing were the main topics covered. The workshop also included tips for spot, feature, and multimedia coverage in large and small shops.

- July 14-16, 2011- Michigan Radio was represented at the 2011 DEI Public Media Development and Marketing Conference held in Pittsburgh, Pennsylvania. The attendees were Steve Schram, Larry Jonas, Kathy Agosta, Steve Chrypinski, and Carol Lawrence. The conference featured intensive workshop training on Membership, Corporate Support, Philanthropy, Marketing, and Social Media featuring participation from public media professionals from across the country.
- September 20-23, 2011- Michigan Radio Program Director Tamar Charney and Operations Manager Peg Watson attended the 2011 Public Radio Programming Directors Conference (PRPD) in Baltimore, Maryland. The session's focuses were on public radio issues and how to handle some of the major issues that affect broadcasting, including Social Media and Digital Platforms. Attendees also learned new and creative ways to serve the various types of public radio audiences.
- September 24, 2011- Lester Graham, Michigan Radio's Investigative Reporter, attended the Illinois News Broadcasters Association Conference in Springfield, Illinois where he presented his session, *Investigative Reporting on a Shoestring Budget*. There were approximately 70 journalists in attendance.
- February 15-17, 2012- Tamar Charney, Vincent Duffy, and Steve Schram attended the Local Journalism Centers Feedback and Planning Meeting in Arlington, Virginia, hosted by the Corporation for Public Broadcasting. This "mini-conference" focused on the LJC Evaluation Findings, Editorial Focus, Sustainability, and Technology/Platforms.
- March 23-24, 2012- Vincent Duffy, Michigan Radio's News Director attended the Society of Professional Journalists Spring Conference in East Lansing, Michigan. Vince also presented at one of the breakout sessions. His presentation was titled: *Sourcing on Social Media: Twitter Doesn't Make it True*.
- April 15-18, 2012- Chief Engineer Bob Skon and News Director Vincent Duffy attended the National Association of Broadcasters (NAB) conference in Las Vegas, Nevada. Bob Skon observed the latest in Audio over IP technology. The move to audio over IP will be essential in the future operations of Michigan Radio from in-studio infrastructure to remote broadcasting. Vince Duffy planned and produced the Day of Journalism related program for the NAB in conjunction with Radio Television Digital News Association (RTNDA) and also compiled a *Cover it Live* blog of all the events. Vince attended a seminar on the new Political Broadcast Rules, which concentrated on the recent 9th Circuit Court ruling regarding political advertising that has direct implications for Public Radio.
- May 15-17, 2012- News Director Vincent Duffy, Grand Rapid's Reporter Dustin Dwyer, and Public Insight Analyst Sarah Alvarez attended American Public Media's PIN Camp training. The sessions explored ways to engage more closely with the communities the station serves through reporting and outreach events. The event was held at Minnesota Public Radio in St. Paul, Minnesota.

Michigan Radio's program director has been encouraging station staff to participate in training webinars offered by a variety of organizations, including NPR. The station's online news producer, producers, reporters, program director, and news director have participated in numerous webinars geared toward learning new online presentation skills and using websites in the newsroom.

Training for Management Personnel on Methods of Ensuring Equal Employment Opportunity and Preventing Discrimination.

Michigan Radio provides diversity training to upper management personnel to ensure equal employment opportunity and to prevent discrimination. Station hiring managers are also encouraged to make use of the University of Michigan's on-line hiring and EEO tutorials. The station's program manager also attended conference sessions dealing with diversity issues.

Community Events Designed to Educate and Inform the Public about Broadcasting Opportunities.

Michigan Radio offers tours of the station to area Boy, Cub, and Girl Scout Troops and summer camp program participants as well as other interested groups. Performing job shadows is also an opportunity for interested students and interns to learn more about the Broadcasting career.

- January 20, 2012 Michigan Radio hosted Girl Scout Troop 351 and Cub Scouts Troop on a tour of Michigan Radio. There were 12 girl scouts and 3 troop leaders. Michigan Radio's Vince Duffy and Kyle Norris gave demonstrations in the newsroom and recording studio.
- March 7, 2012-A job shadow session was hosted by Tamar Charney, Program Director. The student from Ball State University spent time learning about the job priorities, news logs, forward promotion, digital audio storage, on-air fundraising, and on-air breaks. The session lasted for a half day.
- March 14, 2012-Jennifer Guerra hosted a Michigan State journalism student interested in
 arts reporting for a day of job shadowing. Jennifer gave a tour of the Michigan Radio
 studio, and then they both traveled to Detroit to conduct in-person interviews for a feature
 that Jennifer was currently working on. The student obtained first-hand experience in
 many areas of the journalism field.
- March 23, 2012-Jennifer Guerra gave a group of 15 3rd and 4th graders from Ann Arbor's Summers-Knowl school a station tour to learn about the tools that reporters use in studio and out in the field. Jennifer conducted mini-interviews with each student and recorded their answers. She then produced a 4 minute audio postcard using their answers and sent the recording to their teacher.
- May 9, 2012- Development Director Larry Jonas gave a station tour to 6 Tiger Scouts and 5 parents. The troop was from Ann Arbor. Jennifer White demonstrated how an announcer operates the on-air control console and interprets weather from the National Weather Service.