

June 1, 2016 – May 31, 2017 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 06/01/2016 to and including 05/31/2017 (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 06/01/2016 to 05/31/2017

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	Broadcast Producer Intermediate-Weekend Morning Host	Michigan Radio Website	3	2-Michigan Radio Website 1-Personal Contact 0-From the following sources: University of Michigan Careers; Broadcast Compliance Service; Michigan Association of Broadcasters; Michigan Radio Facebook Post-4/21/16; Michigan Radio Twitter-4/21/16
2	Program Director	University of Michigan Careers	3	1-University of Michigan Careers 1-Michigan Radio Website 1-Corporation for Public Broadcasting 0-From the following sources: Broadcast Compliance Service; Pure Michigan Talent Bank; Public Radio in Mid America; Michigan Radio Twitter-June 29, 2016; Michigan Radio Facebook-June 29, 2016
3 & 4	Corporate Support Account Executive *	Michigan Radio On-Air Announcement September 2016	4	3-Michigan Radio On-Air Announcement September 2016 1-University of Michigan Careers 0-From the following sources: Michigan Radio Website; Michigan Association of Broadcasters; Pure Michigan Talent Bank; Greater Public; Corporation for Public Broadcasting; Diversity Employers; Michigan Radio Facebook post-9/2/16 & 10/1/16; Michigan Radio Twitter-9/2/16 & 10/1/16; On-Air Announcements August 2016. *See notation below

5	Major Gifts Assistant	University of Michigan Careers	6	6-University of Michigan Careers 0-From the following sources: Michigan Radio website; Corporation for Public Broadcasting; Michigan Association of Broadcasters; Greater Public; Michigan Radio Facebook post-8/4/16; Michigan Radio Twitter-8/4/16
6	Broadcast Producer Intermediate-Afternoon Weekend Host	Personal Contact	3	2-Michigan Radio Website 1-Personal Contact 0-From the following sources: University of Michigan Careers; Michigan Association of Broadcasters; Pure Michigan Talent Connect; Michigan Radio Facebook-9/27/16; Michigan Radio Twitter-9/27/16.

****Please note that this position was posted with two available positions. Two people were hired and they both heard of the position through the September on-air announcements.***

Total Number of Persons Interviewed During Applicable Period: 19

Appendix 2 to

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Covering the Period from 06/01/2016 to 05/31/2017

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,
B	Corporation for Public Broadcasting 401 9 th Street NW Washington, DC 20004 Phone: 202-879-9600 http://www.cpb.org	1	#2,3,4,5
C	Diversity Employers 16107 Kensington Dr., Suite 109 Sugar Land, TX 77479 Contact: Reston Edwards, Jr. Phone: 281-265-2472 Email: pres@diversityemployers.com	0	#3,4
D	Greater Public 401 North 3 rd Street, Suite 370 Minneapolis, MN 55401 https://www.greaterpublic.org Contact: Andrew Leitch Phone: 612-548-3378 Email: aleitch@greaterpublic.org	0	#3,4,5
E	Michigan Association Broadcasters 819 N. Washington Ave. Lansing, MI 48906 Contact Dan Kelley-IT/Website Manager Phone: 517-484-7444 http://michmab.com	0	#1,3,4,5,6

F	Michigan Radio Facebook Page Contact: Jodi Westrick Phone: 734.764.9210 http://www.facebook.com/michiganradio	0	#1,2,3,4,5,6
G	Michigan Radio Twitter Page Contact: Jodi Westrick Phone: 734-764-9210 http://twitter.com/MichiganRadio	0	#1,2,3,4,5,6
H	Michigan Radio Website 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Anthony Brown Phone: 734-764-9210 http://michiganradio.org	5	#1,2,3,4,5,6
I	Personal Contact	2	#1,6
J	Public Radio In Mid America (PRIMA) c/o Kansas Public Radio 1120 West 11 th St. Lawrence, KS 66044 http://wordpress.prima.org/ Contact: Dan Skinner Phone: 785-864-4603 Email: skinner@ku.edu	0	#2
K	Pure Michigan Talent Connect 201 N. Washington Sq. Lansing, MI 48913 Contact: Amy Hiltunen Phone: 888-522-0103 http://jobs.mitalent.org	0	#2,3,4,6
L	University of Michigan Careers at the U Wolverine Tower, Room 2005 3003 S. State St. Ann Arbor, MI 48109-1281 Attn: Michelle Hornbacker Phone: 734-763-8069 http://umjobs.org	8	#1,2,3,4,5,6
M	WUOM/WVGR/WFUM Radio 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Peggy Watson Phone: 734-764-9210	3	#3,4

Total Number of Persons Interviewed During Applicable Period: 19

Appendix 3 to

Annual EEO Public File Report

Covering the Period from 06/1/2016 to 05/31/2017

Station(s) Comprising Station Employment 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 and journalism. Effective January 1, 2016, Michigan Radio received a generous gift donation from a private donor, which now allows senior producers the ability to plan, create, and execute greater institutional training and coaching opportunities for students, recent graduates, and career-changing individuals exploring a future in journalism. Offering a paid internship program increased awareness and interest to Michigan Radio, and a more diverse applicant pool was received. Since June 1, 2016, 16 interns were placed in the areas of News, Online News, Operations, and Programming. Over the course of their internship, they learn to perform a variety of tasks. Of the 16 interns, two of them were on fellowship and one was an international student.

EEO Outreach - Job Fair Participation

Michigan Radio participates in university and community outreach efforts including job fairs. Since June 1, 2016, the station participated in two job fairs:

- October 20, 2016- Steve Chrypinski, Marketing Director and Cynthia Payne, Sr. Business Assistant at Michigan Radio participated in the 2016 Michigan Association of Broadcasters Foundation Fall Broadcast Media Career & Networking Fair at Specs Howard School of Media Arts in Farmington, Michigan. 26 young professionals interested in the journalism and broadcasting career fields visited our booth and learned about our internship program and various opportunities within Michigan Radio.
- March 8, 2017- Michigan Radio participated in the 2017 Michigan Association of Broadcasters Foundation Great Lakes Broadcasting Conference and Career Fair at the Lansing Center in Lansing, MI. Participants were Steve Chrypinski, Marketing Director of Michigan Radio and Zoe Clark, Program Director. There were approximately 24 individuals that stopped by the Michigan Radio booth, presented their resumes, and inquired about career opportunities.

EEO Outreach – Participation in Events or Programs with Educational Institutions Relating to Broadcasting Careers

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

- November 3, 2016-Rebecca Williams, The Environment Report, presented to Michigan State University's Lyman Briggs College, for their class Speaker Series. Rebecca discussed ways to capture a listener's attention when sharing a story on the radio and ways to communicate science that won't lose audience attention. There were approximately 25 students and faculty in attendance.
- February 9, 2017-Steve Carmody and Rebecca Williams, both reporters for Michigan Radio, were guest panelists at the University of Michigan Environmental Journalism class. They spoke on the collective lessons learned regarding coverage of the Flint water crisis. Carmody and Williams were also invited to create a role play for students where they practiced posing questions and thinking about coverage of key issues related to the environment and public health. Among the student's questions were "What should journalists be doing in other communities to avert similar disasters? In general, how do you see the story unfolding in Flint in the future"?
- March 10, 2017-Christina Shockley, Afternoon Host of All Things Considered and Rebecca Kruth, Weekend Edition Host, organized a tour for a student and his counselor from Oakland Community College. The student was very interested in seeking career opportunities in radio production. Rebecca Kruth gave the student and counselor an informative overview of her job responsibilities as an on-air Michigan Radio Show Host.
- March 14, 2017-Joe Linstroth, Executive Producer of Stateside, presented to a University of Michigan School of Public Health Writing Seminar Class about research and media training. He presented strategies to make research interesting for radio media, and took questions from the 30 students that attended. The instructor's thank you note appreciated Linstroth's time and knowledge, stating that his presentation was extremely useful and the feedback from the students about the Writing Seminar were off-the-charts positive."(K. Sonnevile, Instructor at School of Public Health).
- March 14, 2017-Our Stateside Executive Producer of Stateside, Joe Linstroth hosted a tour of Michigan Radio studios for a University of Michigan English class. The class consisted of eight students who were interested in looking for alternatives to academia for job opportunity. The class participated in the daily Stateside production meeting and Mr. Linstroth detailed his responsibilities as an Executive Producer.

Training and Mentoring Programs for Station Personnel

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

- June 22, 2017-Cynthia Payne, Senior Business Assistant, attended the webinar, “When Taking Care of Business Requires Working Overtime”. This session was based on the Fair Labor Standards Act’s Overtime Rule that the Department of Labor was putting into effect on December 1, 2016. How to adopt the new plan into your workforce, review of calculating the salary for effected staff, and best practices of implementation were the basic points for this informative session.
- July 17 & July 18, 2017-Valerie Geller, Personal Training Coach, conducted a two-day coaching and training retreat for the on-air, news, programming, online and social media staff. One-on-one coaching was held the first day of training. The second day of training focused on topical sessions including how to become a more powerful storyteller, how to never be boring, and how to never lose a listener. The 16 staff members in attendance learned valuable techniques that can be used to engage and grow their audiences.

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

- August 11 & August 12, 2017-The Public Media Development and Marketing Conference (PMDMC) in Boston, Massachusetts was attended by Michigan Radio’s Executive Director and General Manager Steve Schram, Corporate Support Director Kathy Agosta, Corporate Account Executive Carol Lawrence. The Development department’s Membership Team: Scott Baker, Jackie Stickney, and Alison Warren also attended various educational sessions to gain insight to new programs and maintaining sustainer member retention were some of the skills learned. There were high level industry specific specialty tracks designed for public media professionals for all members of the station management team in attendance.
- November 10, 2016-April VanBuren, State of Opportunity Producer, attended the 2016 People-Powered Publishing Conference in Chicago, Illinois. The one-day conference highlighted innovative projects and practices that build stronger connections between reporters and the publics they cover. April was able to learn about opportunities to share resources, and talk about what formats are working and network with other producers about each other’s work and current projects.

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

Michigan Radio staff participates in activities that inform and educate the interested public, students, and mid-career professionals about learning opportunities in the Broadcasting career.

- November 16, 2016-Cynthia Payne, Senior Business Assistant volunteered to be an evaluator at the Grass Lake Community Schools Seniors Portfolio Presentations. Each year the Grass Lake High School Seniors are required to present portfolios to community leaders describing their school experiences and their plans for the future related to their respective career pathways (GLHS). There were eight students that presented to the career path of Business, Management, Marketing and Technology. The evaluators were to score each student based on their appearance, research, and presentation skills, and then give them positive feedback on these various areas and offer any career related information we wanted to share with them. One student was interested in business/journalism, so our internship program information was shared. Cynthia was one of five evaluators for this group of students.
- December 5 & December 6, 2016-Michigan Radio's News Director, Vincent Duffy, gave a speech at the Goethe Institute in Budapest, Hungary at a conference hosted by the Center for Independent Journalism and the Editor's Forum. The topics of Vince's presentations were: The Important Role Journalism Organizations Can Play in Maintaining Journalism Ethics, Independence, and Integrity in These Challenging Times; and The Importance Local News Coverage Can Provide to Radio Audiences. For both presentations, the audience of 60 included European journalists and editors; News Directors; Hungarian government officials; and the Press Attaché from the United States Embassy in Budapest.
- February 6, 2017-Michigan Radio was represented by News Director, Vincent Duffy; Interns, Bryce Huffman, and Emma Winowiecki; and former Michigan Radio Intern, Paige Pflieger, at the University of Michigan's 2017 Florida Seminars. The purpose of Michigan Radio's participation in the event was to promote the existence of our paid internship program and attract new donors. Michigan Radio Executive Director and General Manager Steve Schram also attended the seminars and spoke individually to interested donors and supporters of the station regarding the internship program. A core goal of the program is to increase diversity among student applicants to the internship and ultimately the field of public media journalism.
- February 15, 2017-Zoe Clark, Program Director received a request from an interested community member wanting a tour of the radio station. Christina Shockley gave the tour and answered questions about the radio station and broadcasting career.
- February 25, 2017 through March 5, 2017-News Director Vincent Duffy was invited by Okay Journalism, a non-government organization that promotes independent journalism. Vince was hosted by a translator the entire trip. He spoke to Guild of Analytical Journalists in Voronezh, Russia; Met with the English Club Interlingva Language School; and presented to a University journalism class. Vince reported that each class was well

attended, very engaged, curious about media in the United States, and eager to discuss the comparisons and differences between our media laws. One of Vince's presentations was titled, "Fake News vs Alternative Facts: How Relationship between Media and the Audience Change in the Era of Post-Truth." Vince in return, learned a great deal about Russian culture and was able to establish Russian media contacts.

- March 24, 2017-Vincent Duffy, News Director of Michigan Radio, was a panelist for the Center for Healthcare Research and Transformation (CHRT) Media Day, held at the University of Michigan North Campus. The panelist discussion was on media training and how to respond to a reporter from the media. The audience of 18 included UofM health researchers, faculty members, and press spokespeople for the state legislators.
- March 27, 2017-Michigan Radio held a special event for Donors of Michigan Radio. The guest speaker was Vincent Duffy, News Director of Michigan Radio. Vince talked to the donors about his recent trip to Russia and how he met with a Russian Journalism class regarding media perceptions in Russia. In attendance were about 14 station donor members and five Michigan Radio managers and staff.
- April 1, 2017-Vincent Duffy, Michigan Radio's News Director, was the moderator for The Role of Media in Peacemaking. This event was held on campus at the University of Michigan as part of the Rotary International World Peace Conference presented by the Rotary Club of Ann Arbor. How does news promote peace through news reporting was the main discussion. The attending audience of 300 were mostly Rotary members from all over the world and journalism students from the University of Michigan. The session was introduced and hosted by the conference emcee Michigan Radio Executive Director and General Manager Steve Schram.
- April 20, 2017-Vincent Duffy, News Director participated in the West Michigan PRSA "Meet the Media" event in Grand Rapids, Michigan. The event provided public relations professionals to meet and develop relationships with news decision makers at local news outlets. Vince met with 19 different public relation professionals at this event.