

June 1, 2017 – May 31, 2018 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 06/01/2017 to and including 05/31/2018 (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

Annual EEO Public File Report
 Covering the Period from 06/01/2017 to 05/31/2018

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	West Michigan Reporter/Producer	Personal Contact	6	3-Corporation of Public Broadcasting 3-Personal Contact 0-From the following sources: University of Michigan Careers; Michigan Radio Website; Pure Michigan Talent Connect; Michigan Association of Broadcasters; Michigan Radio Facebook Post-6/8/17; Michigan Radio Twitter Feed-6/8/17
2	Corporate Support Account Executive	University of Michigan Careers & Personal Contact	3	3-University of Michigan Careers 2-Personal Contact 0-From the following sources: Pure Michigan Talent Bank; Greater Public; Michigan Radio LinkedIn; Michigan Radio Facebook-8/30/17; Michigan Radio Twitter Feed-8/30/17; Corporation of Public Broadcasting
3	Digital Media Assistant	Michigan Radio Website	3	2-University of Michigan Careers 1-Michigan Radio Website 0-From the following sources: Pure Michigan Talent Bank; Indeed.com; Personal Contact

4	Podcast Trainer/Producer	Personal Contact	4	2-Personal Contact 2-Corporation of Public Broadcasting 0-From the following sources: University of Michigan Careers; Michigan Radio Website; Current.org Website; Michigan Association of Broadcasters; Facebook Post-11/8/17; Twitter Feed- 11/8/17
5	Gift and Donor Administration Assistant	University of Michigan Careers	9	6-University of Michigan Careers 2-Indeed.com 1-Michigan Radio Website 1-Personal Contact 0-From the following sources: Pure Michigan Talent Bank; Direct Employers; Facebook Post-1/19/18; Twitter Feed-1/19/18; Higher Education.org
6	Broadcast Producer Intermediate	Michigan Radio Website	3	2-Michigan Radio Website 1-University of Michigan Careers 0-From the following sources: Michigan Association of Broadcasters; Pure Michigan Talent Bank; Facebook Post-3/29/18; Twitter Feed-3/29/18

Total Number of Persons Interviewed During Applicable Period: 28

Please note that three interviewees during this reporting period indicated referral to a job opening from two different recruitment sources.

Appendix 2

Annual EEO Public File Report

Covering the Period from 06/01/2017 to 05/31/2018

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	Full-time Positions for Which This Source Was Utilized (see Appendix 1)
A	Corporation for Public Broadcasting 401 9 th Street NW Washington, DC 20004 Phone: 202-879-9600 Email: http://www.cpb.org	5	#1,2,4,
B	Current.org 6930 Carroll Avenue, Suite 625 Takoma Park, MD 20912 Phone: 513-646-7620 Email: http://jobs.current.org	0	#4
C	Direct Employers Association 9002 N. Purdue Rd. Suite 100 Indianapolis, IN 46268 Phone: 866-268-6206 Email: https://directemployers.org .	0	#5
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	#2
E	HigherEdJobs.com 328 Innovation Blvd., Suite 235 State College, PA 16803 Phone: 814-861-3080 Email: https://www.higheredjobs.com	0	#5

F	Indeed.com Phone: 800-475-4361 Email: http://www.indeed.com	2	#3,5
G	Michigan Association Broadcasters 819 N. Washington Ave. Lansing, MI 48906 Contact Dan Kelley-IT/Website Manager Phone: 517-484-7444 http://michmab.com	0	#1,4,6
H	Michigan Radio Facebook Page Contact: Jodi Westrick Phone: 734.764.9210 http://www.facebook.com/michiganradio	0	#1,2,4,5,6
I	Michigan Radio LinkedIn Page Contact: Danielle Seering Phone: 734-764-9210 https://www.linkedin.com	0	2
J	Michigan Radio Corporate Sponsorship Website Contact: Danielle Seering Phone: 734-764-9210 http://sponsorship.michiganradio.org	0	2
K	Michigan Radio Corporate Sponsorship Twitter Page Contact: Danielle Seering Phone: 734-764-9210 Sponsorship Twitter@sponsorMIRadio	0	2
L	Michigan Radio Twitter Page Contact: Jodi Westrick Phone: 734-764-9210 http://twitter.com/MichiganRadio	0	#1,2,4,5,6
M	Michigan Radio Website 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Anthony Brown Phone: 734-764-9210 http://michiganradio.org	4	#1,2,3,4,5,6
N	Personal Contact	8	#1,4,5
O	Pure Michigan Talent Connect 201 N. Washington Sq. Lansing, MI 48913 Contact: Amy Hiltunen Phone: 888-522-0103 http://jobs.mitalent.org	0	#2,3,5

P	University of Michigan Careers at the U Wolverine Tower, Room 2005 3003 S. State St. Ann Arbor, MI 48109-1281 Attn: Judan Flanagan Phone: 734-763-8041 http://umjobs.org	12	#1,2,3,4,5,6
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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 paid internship program to University of Michigan students and members of the public, which gives them an opportunity to gain experience in broadcasting and journalism. Offering a paid internship program increased awareness and interest to Michigan Radio, and a more diverse applicant pool was received. Since July 1, 2017, 12 interns were placed in the areas of News, Online News, Operations, and Programming. During the course of their internship, they learn hands-on training to perform a variety of different tasks within each specific area.

Michigan Radio's various paid internship opportunities are currently made possible by two dedicated funds - The Robben Fleming Public Media Internship fund and the newly established Mark Brush Digital Media Internship fund. The former is the result of a five-year donor challenge totaling \$400,000 (with additional funds being solicited for endowment). The latter is the result of placing \$200,000 of the station's fund balance into a quasi-endowment. At present, approximately 10 individuals exploring a career in journalism are covered by these awards.

EEO Outreach - Job Fair Participation

Michigan Radio participates in university and community outreach efforts including job fairs. Since June 1, 2017, the station participated in two job fairs:

- October 27, 2017- Steve Chrypinski, Marketing Director and Vincent Duffy, News Director at Michigan Radio participated in the 2017 Michigan Association of Broadcasters Foundation Fall Broadcast Media Career & Networking Fair at Specs Howard School of Media Arts in Farmington, Michigan. 27 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 7, 2018- Michigan Radio participated in the 2018 Michigan Association of Broadcasters Foundation Broadcast Media Career and Networking Fair at the Great Lakes Media Show in Lansing. Steve Chrypinski, Marketing Director of Michigan Radio talked with 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.

- July 3, 2017-Vincent Duffy, News Director, participated in a question/answer session about media ethics and social media for a high school in Rhode Island via Skype. The summer class was called, “The Media and the Truth.” There were 8 students that participated in the discussion, including foreign students from China.
- November 14, 2017-The Flint reporting team: Steve Carmody, Lindsey Smith, Rebecca Williams, Sarah Hulett, and Mark Brush, spoke with a group of the University of Michigan Communication Studies and History undergrad students as part of research project on media coverage of the Flint Water Crisis. The group of 3 undergrad students, were interested in the broad areas of the challenges of reporting on Flint and bringing a complex story to public awareness via radio and our digital platforms, (We, streaming, etc.),and the challenges of a multi-dimensional story that included issues of science, scientific methodology and their politicization at the local, state, and national level.
- January 29, 2018-Rebecca Williams, reporter for the Environment Report, presented, “Life of a Reporter” to the University of Michigan’s English 140 course. Rebecca discussed the everyday life as a reporter-producer, what it’s like to work on complicated assignments and meet deadline, how to get the resources needed for the stories, and much more. There were 17 students in the class.
- February 1, 2018-Rebecca Williams, reporter for the Environment Report, presented to an Environmental Journalism class in the Undergraduate Science Building at the University of Michigan. There were 25 students in the class. Rebecca’s presentation included challenges journalists face in covering complex scientific issues, and how relationships are cultivated with scientists.
- February 5, 2018-Steve Schram, Executive Director/General Manager presented to an Eastern Michigan University Radio and TV Management class led by Instructor Patrick Campion of WEMU Radio. The 90 minute presentation included personal career path, road to management opportunities, discussed opportunities in public media compared to commercial media. 12 students in attendance.
- February 13, 2018-Lindsey Smith and Rebecca Williams volunteered to speak to an Environmental Justice class at the University of Michigan, where they discussed the Flint Water Crisis coverage. 20 law students attended.
- February 19, 2018, & April 6, 2018-Our Stateside Executive Producer Joe Linstroth hosted a tour of Michigan Radio studios for a University of Michigan English class. The classes consisted of 18 graduate students who were interested in looking for exposure to careers outside of the traditional academia. The class participants brought pitches for Stateside, which Joe critiqued; watched Cyndy Canty produce a live interview with a guest; and watched the interaction of the News meeting. Joe also held a Q&A session for the classes.

- March 9, 2018-Rebecca Williams, reporter for the Environment Report, presented to an Earth and Environmental Sciences graduate class at the University of Michigan. Rebecca held an open discussion on the topic of communicating with the media to ten graduate students.
- March 13, 2018-Steve Schram, Executive Director/General Manager presented, “You are the Public in Public Radio” to University of Michigan’s Osher Lifelong Learning Institute (OLLI), at Washtenaw Community College. Steve’s lively presentation shared insights into the history and highlights of the station’s 70 years of service to its listeners, discuss current issues in public radio at large, its role in communicating news, and the future direction of news journalism and public media content in the digital space. 90 members of the OLLI attended this Distinguished Lecture Series event.
- March 19, 2018-Stateside Executive Producer, Joe Linstroth, was a member of a panel discussion around Fake News at the school of Public Health. The 25 students of the Political Science class created questions for the panelist that asked, How you recognize fake news, What pressures do journalists and editors face, and What can the media do to address fake news?
- March 20, 2018-Stateside Executive Producer, Joe Linstroth, was asked to speak at the School of Public Health Ph.D. Writing Seminar. The topics of the session were dedicated to science journalism and working with the media to communicate science. 25 students participated in this program
- April 4, 2018-Rusty Brach, IT Systems Administrator, was asked to speak at Washtenaw Community college at their Professionals in the Classroom event. Rusty shared his career experience and how he grew in his career as Michigan Radio’s IT Systems Administrator. 44 professionals spoke at this event, and the feedback from the students was very positive, as they appreciated the reinforcement from professionals in career fields that students are interested in or may not have even known existed.
- May 15, 2018-Stateside Executive Producer, Joe Linstroth, was an evaluator for the University of Michigan Stephen M. Ross School of Business class, where he listened to 30 students give their final capstone project presentations. The Business Class students generated potential real-world solutions to the current talent retention in the state of Michigan as their final Capstone Project. Joe evaluated and critiqued the students’ projects and was able to use some of the student’s projects as a segment on Michigan Radio’s Stateside.

Training and Mentoring Programs for Station Personnel

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

- September 7, 2017-The University of Michigan Diversity, Equity, and Inclusion team offered a communication class entitled, “The Gentle Way to Earn a Black Belt in Communication.” The course taught a lot about conflict resolution. Attendees from Michigan Radio included: Steve Chrypinski, Tracy Samilton, Ellen Perry, and Cindy Payne. The class presentation was led by Deputy. Z. Christopher Delk. He discussed various ways to interact and approach people, and how to use tactical communication techniques to help alter communication dialogue.
- February 15, 2018- NPR’s 1A host, Joshua Johnson visited Michigan Radio, where he and his staff produced the show 1A live from Michigan Radio studios. Joshua and his staff then held a ‘lunch and learn’ session with the station’s programming and newsroom staff to discuss how to pitch, produce, and execute a daily national news program.
- April 10 and April 11, 2018-David Betts, Senior Diversity representative with the University of Michigan’s Office for Institutional Equity presented a session on Non-Discrimination, Bullying, and Sexual Harassment in the Workplace. The session discussed what constitutes acceptable and unacceptable workplace behavior; how to recognize harassment when it occurs; and how to report and respond to violations. This was mandatory for all of Michigan Radio staff to attend, and 59 staff members, including interns, attended one of the two sessions.

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

- July 5, 2017 – July 8, 2017-The Public Media Development and Marketing Conference (PMDMC) in San Francisco, CA, 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, Alison Warren, Alex Parsell, and Larry Jonas, Director of Development also attended various educational and professional development sessions to gain insight to new programs and maintaining sustainer member retention were some of the skills learned. The conference offered high-level industry-specific specialty tracks designed for public media professionals for all members of the station management team in attendance.
- April 11, 2018-News Director, Vincent Duffy attended the National Association of Broadcasters convention in Las Vegas, NV. Vince participated on a panel where he led the discussions on how First Amendment law affects coverage of social movements. 50 people attended this session at the convention.

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 industry and providing general information to the public about Michigan Radio, its mission and its public service.

- August 5, 2017-Lester Graham, Sr. Editor/Correspondent and Vincent Duffy, News Director, met with Morningside Neighborhood Organization to explain the Morningside project to about 40 local people in the neighborhood. The purpose of this project is to introduce hyper-local news in a digital delivery format for the people in Morningside community.
- October 12, 2017-Zoe Clark, Program Director; Vincent Duffy, News Director; Larry Jonas, Development Director; and Bryce Huffman, West Michigan Reporter, were the panelists for a Michigan Radio *Issues and Ale* event held in Grand Rapids, Michigan at Meijer Gardens. The topic of this event was, “What makes Michigan Radio Tick?” How does Michigan Radio choose the news it reports; how does Michigan Radio operate as an entire organization; and how is Michigan Radio’s funding structured were some of the various questions asked from the crowd of 100 people.
- January 6, 2018-Lester Graham, Senior Editor/Correspondent, and Vincent Duffy, News Director, introduced Imani Mixon, Michigan Radio’s new Podcast Producer to the leaders and local business owners of the Morningside neighborhood organization and explained the community podcast project’s mission and its benefits for their community.
- March 9, 2018- Steve Schram, Executive Director/General Manager presented, “You are the Public in Public Radio” to Birmingham, MI Senior Men’s Club. Steve’s lively presentation shared insights into the history and highlights of the station’s 70 years of service to its listeners, discuss current issues in public radio at large, its role in communicating news, and the future direction of news journalism and public media content in the digital space. The luncheon meeting was attended by 100+ Senior Men’s Club members at The Community House in Birmingham, MI.
- April 20, 2018-News Director Vincent Duffy spoke to Center for Healthcare Research and Transformation (CHRT) Media Day, held at the University of Michigan North Campus. The panelist discussion focused on media training and how to secure coverage with news media outlets. The audience of 20 included UofM health researchers, faculty members, and press spokespeople for the state legislators.