

**June 1, 2013 – May 31, 2014 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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Regents of the University of Michigan

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 06/01/2013 to and including 05/31/2014 (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 06/01/2013 to 05/31/2014

Station(s) Comprising Station Employment Unit: WUOM

Section 1: Vacancy Information

	<b>Full-time Positions Filled By Job Title</b>	<b>Recruitment Source of Hiree</b>	<b>Total Number of Interviewees from All Sources for This Position</b>	<b>Number of Interviews from each Recruitment Source</b>
1	Corporate Support Account Executive	Michigan Radio On-Air	6	6-Michigan Radio On-Air Announcement
2	Corporate Support Account Executive	Michigan Radio On-Air	6	6-Michigan Radio On-Air Announcement
3	Marketing Assistant	University of Michigan Careers and Personal Contact	2	2-University of Michigan Careers 1-Personal Contact
4	Web Producer	Michigan Radio website	4	3-University of Michigan Careers 1-Michigan Radio website
5	Broadcast Producer	Personal Contact	3	2-Personal Contact 1-University of Michigan Careers
6	Corporate Support Account Executive	Michigan Radio On-Air	5	4-Michigan Radio On-Air Announcement 1-University of Michigan Careers 1-Personal Contact
7	Corporate Support Account Executive	Michigan Radio On-Air	5	4-Michigan Radio On-Air Announcement 1-University of Michigan Careers 1-Personal Contact

Total Number of Persons Interviewed During Applicable Period: 31

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

Appendix 2 to

Annual EEO Public File Report

Covering the Period from 06/01/2013 to 05/31/2014

Station(s) Comprising Station Employment Unit: WUOM

Section 2: Recruitment Source Information

	<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period</b>	<b>Full-time Positions for Which This Source Was Utilized (see Appendix 1)</b>
A	Backpage.com Online Classified Ads Posting Board Grand Rapids, MI 49503 <a href="http://posting.grandrapids.backpage.com">http://posting.grandrapids.backpage.com</a>	0	#1,2
B	Broadcast Compliance Service 1700 Rockville Pike, Ste. 400 Rockville, MD 20852 Contact: Robin Cooper Phone: 301-998-6136 <a href="http://www.bcc-ok.com">http://www.bcc-ok.com</a>	0	#1,2,3,4,5,6,7
C	Grand Rapids Business Journal c/o Gemini Publications 549 Ottawa Avenue NW Grand Rapids, MI 49503-1444 Phone: 616-459-4545	0	#1,2
D	Indeed.com Online Classified Ads Posting Board Ann Arbor, MI 48103 <a href="https://employers.indeed.com">https://employers.indeed.com</a>	0	#1,2
E	Marketing, Advertising & Public Relations at Univ. of MI LinkedIn Group Contact: Elyssa Daniel <a href="http://www.linkedin.com/groupItem">http://www.linkedin.com/groupItem</a>	0	#6,7
F	Michigan Association Broadcasters 819 N. Washington Ave. Lansing, MI 48906 Contact Dan Kelley-IT/Website Manager Phone: 517-484-7444 <a href="http://michmab.com">http://michmab.com</a>	0	#1,2,6,7

G	Michigan Radio Facebook Page Contact: Anthony Brown Phone: 734.764.9210 <a href="http://www.facebook.com/michiganradio">http://www.facebook.com/michiganradio</a>	0	#1,2,3,5,6
H	Michigan Radio Twitter Page Contact: Anthony Brown Phone: 734-764-9210 <a href="http://twitter.com/MichiganRadio">http://twitter.com/MichiganRadio</a>	0	#1,2,3,5,6
I	Michigan Radio Website 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Cindy Payne Phone: 734-764-9210 <a href="http://michiganradio.org">http://michiganradio.org</a>	1	#1,2,3,4,5,6,7
J	Personal Contact	5	#3,5,6,7
K	Public Radio Group on LinkedIn Contact: Elyssa Daniel <a href="http://www.linkedin.com/groupItem">http://www.linkedin.com/groupItem</a>	0	#6,7
L	Pure Michigan Talent Connect 300 N. Washington Sq. Lansing, MI 48913 Contact: Customer Contact Center Phone: 888-522-0103 <a href="http://jobs.mitalent.org">http://jobs.mitalent.org</a>	0	#1,2
M	University of Michigan-Ann Arbor Page on LinkedIn Contact: Elyssa Daniel <a href="http://www.linkedin.com/groupItem">http://www.linkedin.com/groupItem</a>	0	#6,7
N	University of Michigan Careers at the U Wolverine Tower, Room 2005 3003 S. State St. Ann Arbor, MI 48109-1281 Attn: Anissa Majer Phone: 734-615-7193 <a href="http://umjobs.org">http://umjobs.org</a>	8	#1,2,3,4,5,6,7
O	WUOM/WVGR/WFUM-FM Radio 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Peggy Watson Phone: 734-764-9210	20	#1,2,6,7,

Total Number of Persons Interviewed During Applicable Period: 31

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

Appendix 3 to

Annual EEO Public File Report

Covering the Period from 06/1/2013 to 05/31/2014

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. Since June 1, 2013, 24 interns were placed in the News, Operations, Marketing, and Programming areas. Interns learn to perform a variety of tasks including scheduling of interviews, reviewing books, researching guests and 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. Operations interns learn how to schedule underwriting and spot announcements for local station breaks and engineer ISDN feeds as part of the operations department. Interns also write press releases and coordinate outreach activities for the Marketing Department.

Of the 24 interns, 18 were female. Two of the interns were non-traditional interns. One is a retiree from the University of Michigan after 30 years of service who always had a strong interest in journalism and radio stories in particular. The other non-traditional intern was a Knight Wallace Fellow at the University of Michigan who chose to do an additional internship with Michigan Radio's news staff to learn more about journalism and broadcasting.

**EEO Outreach - Job Fair Participation**

Michigan Radio participates in university and community outreach efforts including job fairs. Since June 1, 2013, the station participated in three job fairs:

- October 2, 2013- Michigan Radio promoted and participated in the 2013 Regional Broadcast Media Career and Networking Fair at Specs Howard School of Media Arts in Southfield, Michigan. Marketing Director Steve Chrypinski and Business Manager Elizabeth Noren participated and spoke with approximately 35 individuals and received 20 resumes from interested students. The station aired twelve live announcements promoting the event.
- February 21, 2014-Stephen Schram, Director/General Manager of Michigan Radio, participated in Michigan State University College of Communication Arts & Sciences Connect job fair. This career oriented event has the intent of serving broader purposes than just a career fair; this event encourages companies who are hiring interns or full-time employees for any of the communication, arts, or sciences (CAS) fields. It also incorporated a component for alumni who are not necessarily hiring, but interested in an opportunity to meet the MSU CAS students to help them network and answer career

related questions in a more informal setting. There were 25 students that visited and were interviewed at Michigan Radio's booth

- March 12, 2014- Marketing Director Steve Chrypinski and Director/General Manager Steve Schram attended the Michigan Association of Broadcasters Career & Networking Job Fair at the Lansing Center in Lansing, Michigan. Not only was Michigan Radio represented at this job fair, but they also were one of the media sponsors. During the career fair, more than 25 people had individual conversations with station managers about career opportunities while visiting the Michigan Radio booth. Steve Chrypinski collected 10 resumes from students who are interested in the broadcasting career.

### **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.

- September 4, 2013-Rebecca Williams, Environment Reporter, presented to a University of Michigan Alternate Dispute Resolution Law School Class about her work as an environment reporter and the importance of the environmental issues that are covered. There were 20 students in the class, and the professor commented in his thank you that the students were very engaged and learned about the pervasiveness of environmental issues and the importance of journalists to bring these stories to the public.
- September 24, 2013 – Kyle Norris, Afternoon Weekend Host/Producer, presented to a University of Michigan Audio Production class of 25 students with the focus on storytelling through sound and interview, interviewing skills, and recording techniques. Kyle gave real-world advice to the students' audio documentary project and offered general guidance for working with sound as a whole. Per the professor, "Kyle's presentation encouraged the students to expand their ideas of what it can mean to work in audio production or journalistic media."
- November 6, 2013-Jennifer Guerra, State of Opportunity Reporter, gave a tour to a 2<sup>nd</sup> grade class from Angell Elementary in Ann Arbor of Michigan Radio Studios. Jennifer recorded the students and produced an audio postcard for them and then sent it to their teacher. There were 20 students that were in attendance.
- December 9, 2013-Mark Brush, Broadcast Producer, and Lester Graham, Investigative Reporter, each helped with the Media Workshop for Dow Sustainability Fellows for doctoral candidates and post-docs. The purpose for Mark's and Lester's assistance was to give the fellows guidance and help them translate their research and finding into publicly relevant forms. There were a total of 15 in the class. This session was held at the Graham Institute's office in Ann Arbor.
- March 3, 2014 through March 7, 2014-Mark Brush, Broadcast Producer, taught a week long course titled, "Magic of Making Radio," to nine students ranging in grades 5<sup>th</sup> through 8<sup>th</sup> at the Ann Arbor Open Public School. Mark introduced the concept of radio drama, had the students perform radio drama, collect sound effects, taught the class about Foley artist, and how to write and edit scripts. Mark also taught this same class for two weeks from April 21, 2014-May 2, 2014. This class was titled "Magic of Making Radio II." The same

course of study was followed as in “Magic of Making Radio”, except that there were five students and each student produced an original radio drama and worked with editing and scripting their own individual pieces.

- March 12, 2014-Rebecca Williams, Environment Reporter, presented to an Environmental Science course at Cornerstone University in Grand Rapids, MI via Skype. Rebecca discussed her job as being an environment reporter and the issues she reports on. There were 20 students in the class.
- April 3, 2014-Vincent Duffy, Newsroom Director at Michigan Radio, spoke to 30 Knight Wallace Fellows at the University of Michigan. The Knight Wallace Fellows are mid-career journalists in a fellowship program, and they were interested in hearing about the challenges, structure, social media aspects, and basic journalism work that Michigan Radio faces and completes on a day-to-day basis.

### **EEO Outreach – Information Dissemination**

Michigan Radio makes several EEO on-air announcements per month. A copy of the on-air announcements and the affidavits of scheduled air times 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/eo.html>

### **Training and Mentoring Programs for Station Personnel**

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

- June 28, 2013-A training master class with producers from the BBC was held. Station reporters, interns, and producers met with Junaid Ahmed and Beth Ryder from BBC Newshour. The session dealt with story social media use in journalism, story development, and techniques used by the BBC to create Newshour. The staff that participated included: Sarah Hulett, Kate Wells, Emily Fox, Rossie Nunez, Austin Davis, Mark Brush, Jenn White, Jen Guerra, Tom Sleeker, Julia Field, and Kyle Norris.
- September 12, 2013-Sean Cole, Producer/Reporter and Host and most recently guest host of The Story, spent a day working with Jennifer Guerra, Sarah Alvarez, Dustin Dwyer, and Kimberly Springer. The workshop focused on creative storytelling approaches to pieces and documentaries. Sean also met with the stations reporters, producers and interns during a brown bag master class session to discuss similar topics.
- September 19-20, 2013-News Director Vincent Duffy, Online Producer Mark Brush, and Program Director Tamar Charney attended the National Public Radio DS/Knight Leadership Conference in Washington, DC. This mentoring session with other large news stations focused on sharing best practices for digital editorial projects. Workflow, disaster planning, user generated content, and other issues were covered.
- February 5, 2014-Mike Innes, Producer and Editor of BBC Newshour, conducted a master class for Michigan Radio’s journalists and interns. Mike discussed BBC news philosophy, social media, show producing and other topics related to his job. The attendees were: Jenn



White, Vincent Duffy, Lindsey Smith, Melanie Kruvelis, Claire Toeniskoetter, Renee Gross, Kyle Norris, Noah Gordon, Megha Styandarayana, Emily Fox, Alli Billings, Kate Wells, Cyndy Canty, Mercedes Mejia, Lucy Perkins, and Tamar Charney.

- March 28, 2014-Margaret Low Smith, National Public Radio (NPR) Senior Vice President for News, held a master class session for all Michigan Radio staff that was interested in meeting her and learning more about NPR and how she and NPR approach journalism. This was an informal question and answer conversation type format held at Michigan Radio in Ann Arbor, MI.
- Ongoing-Executive Sales Foundations Training and Planning and Sales Strategy Development for the sales management team by Sandler Training: Kathy Agosta, Underwriting Manager, Paula Zmudczynski, Elyssa Daniels, Rachel Wall, and Anna Megdall. Sandler offers sales training for our underwriting team, and a separate track for our sales management team. This dual format includes highlights of the courses delivered to the account executives and gives the executive sales management team exposure to sales planning and strategy techniques, including recruiting, assessments, and processes, coaching, and one-on-one consulting. This comprehensive training program is held in Ann Arbor in a small class setting.

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

- August 22-25, 2013-Vincent Duffy, News Director attended The Excellence in Journalism Conference. This year's conference provided professional development, including sessions on mobile newsgathering, and improving relations between reporters and Public Information Officers.
- September 18-19, 2013-Michigan Radio was represented by Tamar Charney, Program Director at the Public Radio Programming Conference (PRPD) conference. The PRPD conference gives Program Directors insight to the latest trends in media, technology, and culture; and provides the tools needed to navigate into the future as well as emphasize the importance of delivering compelling content that touches listeners. Topics included strategic planning for the future, ways the job of a Program Director has changed, and audience metrics in the digital age.
- October 3-4, 2013-Program Director Tamar Charney and All Things Considered Host/Engagement Director Jennifer White attended the W.K.Kellogg Foundation Communities in Action convening on Racial Equity in Grand Rapids. This workshop with other Kellogg grantees explored issues related to diversity and racial equity with in our organizations and in the work we do. Attendees explored the issues from the individual, organizational, and community perspectives.
- November 20, 2013-Michigan Association of Public Broadcasters (MAPB) presented a one-day News Workshop with Jonathan Stoneman from the BBC. Attendees learned about story development, storytelling techniques, and tools for finding story sources. The

Michigan Radio staff that participated was Steve Carmody, Tracy Samilton, Zoe Clark, Emily Fox, Cyndy Canty, Mercedes Mejia, Alli Billings, and Virginia Gordon.

- February 12-13, 2014-Michigan Radio's Mark Brush and Sarah Alvarez attended the Knight Foundation & NPR Digital Services Conference in Washington, DC. The conference focus was on digital storytelling and how to better attract and maintain your listening audience. Both Mark and Sarah were able to apply this information directly to the web contents and also for the State of Opportunity project.
- March 18, 2014-Kate Wells, News Reporter, participated in the Making Sense of Data online course presented by Google. This course taught new ways to structure, visualize, and manipulate data for creatively writing news and story coverage.

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..

- August 12, 2013-Michigan Radio senior managers attended a training session offered by the Office of Institutional Equity entitled, "Campus Commitment." David Betts from the University of Michigan Human Resource Office of Equity led the discussion by giving a detailed overview of the University of Michigan's Campus Commitment policy. This session included review of the Nondiscrimination Statement, defining difference between discrimination and harassment, prohibited forms of discrimination and harassment; and the University's Commitment statement.
- April 24, 2014-Business Manager Betsy Noren and Senior Business Assistant Cynthia Payne participated in the webinar, "OFCCP Final Rule for Veterans and Individuals with Disabilities: A Session for HERC Members." This was a very in-depth session regarding the new federal mandated rules on how to better protect veterans with disabilities against discrimination in the workplace. It also reviewed employer record keeping during the employment application process and when it is appropriate for asking applicants to self-identify. With this being a very new process, more information is to follow regarding this issue.

## **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.

- July 23, 2013-“Women’s Center Women-in-Media Happy Hour” was attended by Kyle Norris, Reporter/Afternoon Host. There were 15 professional women there and Kyle spoke with each one about their professional background and careers along with telling the women about her work at Michigan Radio. The Women’s Center for Southeastern Michigan is a nonprofit women’s resource center that is based in Ann Arbor. Their mission is to build confidence, strengthen connections, and create positive change in the lives of women and families they serve.
- September 21, 2013 & April 26, 2014 - Michigan Radio hosted a Member Open House in Grand Rapids at the San Chez Bistro and in Ann Arbor at Michigan Radio Studio. 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. A total of 260 members attended these events.
- October 25, 2013-Steve Schram, Director of Michigan Radio, attended the 2013 Broadcasting Career Builder Conference Speed Networking Session. Steve met with 30 college and high school students individually during the session. The knowledge of the Broadcasting Career professionals and the networking gave much insight to the students and professionals interested in entering into the broadcasting industry.
- April 10, 2014-Steve Schram, Director/General Manager of Michigan Radio, was the featured presenter at Michigan State University for the student radio station staff of The Impact 89FM. Steve’s presentation focused on “10 Essential Ideas to Building Your Own Career Success in Media.” The one hour presentation was followed by 90 minutes of Q&A from the students. A total of 35 students attended the event.