

June 1, 2012 – May 31, 2013 Annual EEO Public File Report

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

Annual EEO Public File Report

WUOM (FM), Ann Arbor, MI
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 06/01/2012 to and including 05/31/2013 (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 06/01/2012 to 05/31/2013

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	Account Executive	University of Michigan	7	7-Michigan Radio on-air announcement 7-University of Michigan Careers at U
2	Broadcast Producer Intermediate	Personal Contact	4	2-Corporation Public Broadcasting website 3-Personal Contact
3	Receptionist	University of Michigan Careers	11	2-Broadcast Compliance Service 1-Michigan Talent Bank 2-Personal Contact 7-University of Michigan Careers
4	Broadcast Producer Inter.	Personal Contact	3	1-Michigan Radio website 1-Personal Contact 1-University of Michigan Careers
5	Corporate Support Assistant	University of Michigan Careers and Personal Contact	16	1-Broadcast Compliance Service 15-University of Michigan Careers

Total number of persons interviewed during applicable period: 41

Please note that nine 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 06/01/2012 to 05/31/2013

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	3	1,2,3,4,5
B	Corporation for Public Broadcasting 401 9 th Street NW Washington, DC 20004 Phone: 202-879-9600 http://www.cpb.org	2	2,4
C	Developmental Exchange 401 N. 3 rd St., Suite 370 Minneapolis, MN 55401 Contact: Josh Andrews Phone: 773-336-2060 http://deiworksite.org/job-line	0	1
D	Michigan Association Broadcasters 819 N. Washington Ave. Lansing, MI 48906 Contact Dan Kelley-IT/Website Manager Phone: 517-484-7444 http://michmab.com	0	1,2,4
E	Michigan Radio Website 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Cindy Payne Phone: 734-764-9210 http://michiganradio.org	1	1,2,3,4,5

F	Michigan Radio Facebook Page Contact: Anthony Brown Phone: 734-764-9210 http://www.facebook.com/michiganradio	0	1,3,4,5
G	Michigan Radio Twitter Page Contact: Anthony Brown Phone: 734-764-9210 https://twitter.com/MichiganRadio	0	1,3,4,5
H	Michigan Radio LinkedIn Contact: Steve Chrypinski Phone: 734-764-9210 http://www.linkedin.com/jobs	0	1
I	Personal Contact	6	2,3,4,
J	Pure Michigan Talent Connect 300 N. Washington Sq. Lansing, MI 48913 Contact: Customer Contact Center Phone: 888-522-0103 https://jobs.mitalent.org	1	1,3,4,5
K	WUOM/WVGR/WFUM Radio Michigan Radio 535 West William, Suite 110 Ann Arbor, MI 48103-4978 Contact: Peggy Watson Phone: 734-764-9210	7	1
L	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 http://umjobs.org	30	1,2,3,4,5

Total Number of Persons Interviewed During Applicable Period: 41

Please note that nine 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 06/1/2012 to 05/31/2013

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, 2012, 28 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 and Programming interns write, prepare interviews, and record elements for coverage on local newscasts, Stateside, The Arts and Humanities radio project, and The Environment Report. State of Opportunity interns create content for the State of Opportunity website, maintain a robust social media presence for the project, and assist in the sourcing and production of content for on-air and online content. 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, and the interns also write press releases and coordinate outreach activities for the Marketing Department.

Of the 28 interns, 16 were female. One of the interns, Dr. Nishant Sekarin, is a Clinical Lecturer at the University of Michigan Medical School and a staff physician at the VA Ann Arbor Healthcare System. Dr. Sekarin interned at Michigan Radio to learn how to also become a medical correspondent for media outlets.

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, 2012, the station participated in two job fairs:

- October 16, 2012- Michigan Radio promoted and participated in the 2012 Regional Broadcast Media Career and Networking Fair at Western Michigan University in Kalamazoo, Michigan. Marketing Director Steve Chrypinski participated and spoke with approximately 50 individuals and received 30 resumes from interested students and recent graduates. The station aired eight live announcements promoting the event.

- March 13, 2013- Steve Schram, Director of Michigan Radio; Steve Chrypinski, Marketing Director; Tamar Charney, Program Director; and Vincent Duffy, News Director attended the Michigan Association of Broadcasters Career & Networking Fair at the Lansing Center in Lansing, Michigan. During the career fair, there were 45 students, recent-graduates, and professionals interested in the broadcasting career that visited the Michigan Radio booth and discussed the career opportunities available at Michigan Radio. Steve Chrypinski collected 24 resumes from students that were seriously 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.

- August 29, 2012-Michigan Radio's News Director, Vincent Duffy, spoke to 50 members of the Jackson Rotary Club. Vince's presentation focused on the direction of Michigan Radio and some of our programming. Members asked questions regarding all aspects of the station from programming to our operations.
- September 12, 2013-Vincent Duffy, News Director at Michigan Radio, spoke at AimWest, which is a business tech group in Grand Rapids. The topic covered was, *How News Media Outlets Use Social Media*. The group consisted of 75 business professionals.
- January 28, 2013-Kyle Norris, Afternoon Weekend Host and Arts Reporter, gave a presentation to a journalism class at the University of Michigan Dearborn campus. There were 25 college students in the class. Their instructor contacted Michigan Radio and asked if someone could speak to her class about storytelling, audio production, interview skills, and broadcasting career advice. The students were very interested and inquired about many aspects of broadcasting. Other topics covered were 1. What Makes a Good Story?, 2. The Ins and Outs of Interviewing, 3. How to Edit and Mix an Audio Story.
- February 9, 2013-Rebecca Williams, The Environment Report Reporter/Producer, was a guest moderator and science judge at The Great Lakes Sciences Bowl at the University of Michigan School of Natural Resources and Environment. Rebecca was the best candidate for this task due to her career track. The coordinators of the Great Lakes Bowl, wanted students to realize that there are so many opportunities to a science degree. Rebecca was able to demonstrate her abilities in both science and broadcasting career tracks.
- February 15, 2013 & March 18, 2013-Jennifer Guerra, Reporter/Producer at Michigan Radio, gave a presentation about radio, storytelling and journalism to a University of Michigan Musicology class and a University of Michigan RC Digital Storytelling class. There were 30 students in attendance at the Musicology class and 15 students at the Digital Storytelling class.
- May 7, 2013-Vincent Duffy, News Director, was a guest speaker at the Foreign Language Immersion Cultural School Career Day in Detroit, MI. Vince spoke to three different middle school classes on the topic of careers in broadcasting. There were a total of 90 students.

- May 15, 2013-Rina Miller, On-Air Weekend Host and Reporter, was one of 50 interview professionals from all different career types, at Portfolio Day at Scarlett Middle School in Ann Arbor, Michigan. This was an opportunity for approximately 250 8th-grade students to participate in a mock job interview process. Each interviewer was assigned five to six students at 20-minute intervals. As an interviewer, Rina reviewed their resume, grades, and extracurricular activities, and then evaluated how the students presented themselves in terms of attire and demeanor. The written evaluations will be shared with the students so they can better understand how to best present themselves in academic and professional endeavors. Many of the students in attendance were interested in media and journalism, and one of the teachers actually plays Michigan Radio in the classroom and encourages parents to expose their children to listening.

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://michiganradio.org/topic/jobs-michigan-radio>

Training Programs for Station Personnel

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

- June 5, 2012-Cynthia Payne, Senior Business Assistant, attended the day seminar and webcast: *Navigating the FCC's Equal Employment Opportunity Rules*. Presented by David Oxenford, Wilkinson Barker Knauer LLP. This session provided a primer overview of the Equal Employment Opportunity rules and requirements. The event was hosted by Michigan Association of Broadcasters at the Michigan State University Communication Arts & Sciences Building in Lansing, Michigan.
- June 9, 2012-PRPD (Public Radio Program Directors) Webinar: Lessons from MEGS. In this webinar, staff learned to use the lessons from MEGS to discuss effective formatics, air sound, and content placement in other prominent news programs, including All Things Considered and Weekend Edition. Staff also learned how to increase listening occasions for their station and the potential listening impact of more effective on-air promotion. The trainers for this session were Peter Dominowski and Scott Williams. The staff that attended this webinar session were Tamar Charney, Mercedes Mejia, Jenn White, and Peg Watson.
- June 20- June 22, 2012 & May 17, 2013-Marilyn Pittman, Professional Voice Trainer and Broadcast Consultant, was at Michigan Radio studios training the news and on-air staff. Some of the areas covered were copy reading, transitions, voice placement, delivery, and warm up exercises. All news reporters and on-air staff were required to attend.
- August 20-August 23, 2012-Broadcast trainer, David Candow ran a three day workshop for the Stateside team focusing on interviewing, writing, and performance. Cyndy Canty, Zoe Clark, Allie Billings, and Mercedes Mejia attended the sessions.

- October 8 – October 9, 2012- Ellen Han, Grants Manager, attended the *Strong Partners for a Strong Michigan* conference in Dearborn, Michigan. The conference was organized by the Council of Michigan Foundations and the Michigan Nonprofit Association to bring grant makers and grant seekers together to facilitate and strengthen collaboration and innovation. Ellen attended breakout sessions such as “Partners in Involvement,” “Creativity, Expressive Traditions and Cultural Competency,” and “Mission and Program Related Investing.” The conference was a wonderful opportunity to cultivate new relationships with professionals in the grant making sector and was a great chance to learn about current trends in the nonprofit and foundation worlds.
- October 8, 2012 – present- Executive Sales Foundations Training and Planning and Sales Strategy Development for sales management team: Kathy Agosta, Underwriting Manager and Stephen Schram, Director at Michigan Radio. Sandler Presidents Club Sales Training for Kathy Agosta, and Michigan Radio’s Underwriting Sales Team: Paula Zmudczynski, Elyssa Daniels, Carol Lawrence, and Diane Cisler. 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 is a comprehensive program delivered in a small class setting.
- February 19, 2013- Samara Freemark of American Public Media and Peabody Award Winning producer for Radio Diaries led a day long workshop at Michigan Radio. She covered techniques for working with community members to produce radio diaries. Topics covered included planning, technical issues, editing, and communicating with subject. Staff attendees were Sarah Alvarez, Dustin Dwyer, Jennifer Guerra, and Kimberly Springer.

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

- June 27 - June 30, 2012- Vincent Duffy, Michigan Radio’s News Director, attended the 27th Annual Professional Radio News Directors Conference held in Houston, Texas. The session focus was on the rapidly changing times in newsrooms, social media impact, and how to balance and organize multi-platform journalism. Some of the newsroom basics that were covered included developing story ideas, handling difficult conversations and ethics.
- September 11 - September 14, 2012- Tamar Charney, Program Director and Peggy Watson, Operations Manager attended the Public Radio Programming Conference in Las Vegas, NV. Both attendees were able to attend many of the breakout sessions presented at the conference, where the focus was mainly on continuing the tradition of building the programming knowledge and skills of the public radio system and looking forward to the future of Public Media.

- October 26 - October 28, 2012-Kate Wells, Michigan Radio reporter attended the Public Radio News Directors Regional Training Workshop. Most of the training was about developing strong features for radio, strengthening reporting skills, and finding good resources online.
- February 13, 2013-Stephen Schram, Director Michigan Radio, attended the University of Michigan's *Human Resource and Development Management Conference 2013: Developing the Leaders and the Best*. The focus of the conference was how to build a team of highly engaged employees that will take your team from one star to five. The Keynote Speaker at the event was Dr. Bryan K. Williams. Some of the main topics covered were service excellence, employee engagement, and quality improvement. The speaker also led discussions on: 11 Non-negotiable characteristics of 5-star leaders; 3 Organization-wide processes to sustain a 5-star culture; and 1 No-fail method for communicating the purpose of each person's role.
- March 13, 2013-Stephen Schram, Director of Michigan Radio; Tamar Charney, Program Director; Vincent Duffy, News Director; and Bob Skon, Chief Engineer attended the Michigan Association of Broadcasters Great Lakes Broadcasting Conference. A variety of sessions were held relevant to the work of the attendees, including breakout sessions on digital platforms, broadcast writing, and emerging technologies and trends in Radio Broadcasting.
- April 5 - April 6, 2013-Vincent Duffy, Michigan Radio News Director, attended the Society of Professional Journalist Region Four Conference titled: *Journalism 2013: Working It Out*. The conference was held at the University of Dayton in Dayton, Ohio. The overview of the conference was the challenges faced with producing worthwhile journalism in the ever changing world of news. Vince was a moderator at one of the conference sessions titled *Radio Today*. This session's main discussion was on the future of radio news. There were 35 professionals and students in attendance at this session.
- April 13, 2013-Mercedes Mejia and Kate Wells, both Michigan Radio Reporters, attended the one day Investigative Reporters and Editors 2013 Lansing Watchdog Workshop in Lansing, MI. The focus was on collecting and mining data for stories, using FOIA's efficiently, crafting a good interview, and using online databases.
- May 1-May 4, 2013-Lindsey Smith, Michigan Radio's West Michigan Reporter, attended the Institutes for Journalism & Natural Resources Learning Expeditions 2013. The Institutes for Journalism & Natural Resources (IJNR) learning expeditions help reporters and editors at all career stages to gain perspective and understand and become better storytellers. They are designed for reporters and editors who aspire to produce deeper, more explanatory news coverage of issues that affect growth, economic development, rural communities, and natural resources. This year's event was held at the Kalamazoo River Institute in Kalamazoo, MI.

- May 8-May 9, 2013-Vincent Duffy, News Director and Sarah Hulett, Assistant News Director attended the NPR Editors Fly In. The training sessions focused on skill sets of newsroom personnel and editing of news stories.

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.

- December 14, 2012 & April 25, 2013-Michigan Radio hosted Member Breakfast Open House events. The purpose of the event was to show the members appreciation for their support. Tours of the facility were given by various staff members and many questions about broadcasting, employment opportunity, internships, and Michigan Radio were answered by participating staff. The station aired 56 live announcements promoting the April 25, 2013 open house. A total of 200 members attended these events.
- February 8, 2013-Rebecca Williams, Michigan Radio's Reporter/Producer of The Environment Report, presented to a group of 15 University of Michigan students in two storytelling workshops at Michigan Radio studios in Ann Arbor, MI. Rebecca covered the topics of interview techniques and reviewed the basics of story-telling. Part of the workshop consisted of the students re-constructing a story using audio mixing software. Students presented their stories to each other. The workshop ended with a tour of Michigan Radio studios.
- April 11, 2013-Mercedes Mejia, Michigan Radio's Reporter/Producer, gave a tour of the station to 8 participants of The Girls Group, a mentor program from the Ann Arbor and Ypsilanti area that works with middle and high school aged girls. Mercedes explained her role as a producer and gave the girls the opportunity to interview each other. The girls met Jennifer White, Host of All Things Considered. Jennifer talked about what it takes to be a good host, and how she came to work in radio. The girls met with Cynthia Canty, Host of Stateside. Cyndy talked about her experience working at commercial TV and radio stations and now public radio. The group also met with Sarah Alvarez, Reporter/Producer of the

State of Opportunity. Sarah talked about doing a project with the girls that focuses on what it takes to graduate from high school and whether they plan to go to college.

- May 20, 2013-Michigan Radio hosted a Cub Scout group from Eberwhite Elementary. There were 7 boys and their parents that participated. Larry Jonas, Development Director, was the tour guide. Larry showed the group the various areas of the station and they were able to see the on-air staff working in the studio. Questions about broadcasting were answered by staff and several pieces of equipment were demonstrated. The tour helped the Cub Scouts understand radio and news communication and how it works.