

## 2017 ANNUAL EEO PUBLIC FILE REPORT

Period covered by this Report (“Period”): June 1, 2016 through May 31, 2017

Call sign of station comprising the reporting Station Employment Unit: WEMU (FM)

I. Full-time vacancies filled during period: **One**

II. Each recruitment or referral source (“source”) used to seek candidates for each vacancy:

- 1 WEMU-FM Website
- 2 Eastern Michigan University Website
- 3 American Women in Radio & Television Website
- 4 Corporation for Public Broadcasting Jobline
- 5 Michigan Association of Broadcasters Job Bank
- 6 AmFmTVonline.com job listing website
- 7 AnnArbor.com website
- 8 Public Radio Station Managers in Michigan
- 9 E-mails to persons previously requesting notification
- 10 Social Media
- 11 Michigan Association of Broadcasters job fair
- 12 Washtenaw Community College online job bank
- 13 Pubtech public radio email listserv
- 14 Public Radio News Directors International web site
- 15 Public Radio Program Directors web site
- 16 <http://agency.governmentjobs.com/emichedu>
- 17 Specs Howard School of Broadcast Arts job placement
- 18 National Association of Black Journalists
- 19 National Association of Hispanic Journalists
- 20 Asian American Journalists Association
- 21 South Asian Journalists Association
- 22 The Association of LGBTQ Journalists
- 23 Radio and Television News Directors Association
- 24 Morning Edition hosts Facebook Page
- 25 Local Public Radio hosts Facebook Page
- 26 All Things Considered hosts Facebook Page
- 27 Public Media Innovators Facebook Page
- 28 Email to WEMU employees

III. Total number of persons interviewed for all full-time vacancies filled during period:

**WEMU Radio News Reporter/Announcer (x1) – 12 persons interviewed**

IV. Total number of interviewees for all full-time vacancies filled during period per source:

**12 total** - 8 (WEMU-FM Website) 1 (Michigan Association of Broadcasters Job Bank) 2 (<http://agency.governmentjobs.com/emichedu>) 1 (email to WEMU employees)

**V. Outreach Activities During Period**

Prong 1: Dissemination of Specific Job Opening Information to Entities Selected by Licensee:

1 Websites: When WEMU develops an open position, its availability along with the specifications of the position are posted on WEMU's website (wemu.org). In addition, websites from the following organizations are utilized: Michigan Association of Broadcasters (michmab.org), Eastern Michigan University (emich.edu), AnnArbor.com, and the National Public Radio job listing service (npr.org), Corporation for Public Broadcasting, American Women in Radio & Television, and others depending on the specific position available.

2 There is no longer a widely circulated daily local print newspaper in the Washtenaw County market. The print edition of MLive's Ann Arbor News is circulated on Thursday and Sunday and is rarely used by the University to announce position openings, opting to use the online version, MLive/Ann Arbor.

3 WEMU maintains a list of all community organizations that have contacted WEMU to be included in the station's public service announcement program. When a position opens, a form letter is sent to the contact on record for each organization requesting their group's assistance in contacting potential candidates.

4 Throughout the year, potential position candidates contact the station requesting notification for future job openings. The person's area of interest or experience is determined. These individuals are contacted when new openings occur.

Prong 2: Providing Notice of Each Full-Time Job Vacancy to Recruitment Organizations That Requested Such Notice:

Any organization or individual who expresses an interest in employment availability is notified when such an opening occurs. WEMU announces its intention and hope to notify as many organizations and individuals as possible through its website. When a specific job becomes available, the message changes to solicit applications. Those who have previously expressed an interest in receiving notifications are contacted whenever possible.

Prong 3: Non-Job Specific EEO Outreach Efforts Initiatives Designated by the FCC:

1 WEMU offers *internship opportunities* for students throughout the year in cooperation with the Department of Communications and Theater Arts at Eastern

Michigan University. Internships are awarded to select students in news, music, marketing or development. WEMU hired two student interns during this time period.

2 WEMU participates in the Michigan Association of Broadcasters job bank (michmab.com), available on the Internet.

3 WEMU solicits funding for and provides one scholarship per year (fall/winter semesters) for a sports broadcasting trainee. The scholarship, initiated by a former sports broadcaster, provides over \$2,000 per year toward tuition. In addition, that individual is hired for a part-time paid position (\$8.50/hr) at the station to work on its broadcast of play-by-play football and basketball.

4 Although WEMU's funds for training are limited, the station attempts to send its reportorial staff to training seminars. This may be limited to one or two persons per year, but it is the beginning of staff upgrading. The Michigan Association of Public Broadcasters (MAPB) is working to secure training for staff on a statewide basis. WEMU is a member of this organization.