

# 2014 ANNUAL EEO PUBLIC FILE REPORT

## INTERLOCHEN CENTER FOR THE ARTS

Stations: WIAA(FM), Interlochen, MI, Fac. ID # 28887  
WIAB(FM), Mackinaw City, MI, Fac. ID # 89513  
WICA(FM), Traverse City, MI, Fac. ID # 89497  
WICV(FM), East Jordan, MI, Fac. ID # 28886  
WLMN(FM), Manistee, MI, Fac. ID # 172572  
WHBP(FM), Harbor Springs, MI, Fac. ID #172716

Reporting Period: May 22, 2013 – May 21, 2014

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, one full time position was filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

### POSITIONS FILLED

| <b>Date of Hire</b> | <b>Job Title</b> | <b>Recruitment Source</b> |
|---------------------|------------------|---------------------------|
| May 16, 2014        | Reporter         | CPB Job Line              |

RECRUITING SOURCES USED

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| Referral Source                             | * | Address of Source                                    | Contact Person              | Telephone number and email   |
|---|---|--|-----------------------------|--|
| Corporation for Public Broadcasting         | Y | Jobline 401 Ninth St. NW, Washington DC 20004-2129   | Web portal                  | 202.879.9600<br><a href="http://www.cpb.org/jobline">www.cpb.org/jobline</a>         |
| Michigan Association of Broadcasters        | Y | 819 N. Washington St. Lansing, MI 48906-5815         | Karole White-<br>emailed    | 517.484.7444<br><a href="mailto:karolewhite@michmab.com">karolewhite@michmab.com</a> |
| Michigan Association of Public Broadcasters | Y | 819 N. Washington St. Lansing, MI 48906-5815         | Ann<br>Cochrane-<br>emailed | 517.484.7449<br><a href="mailto:acochrane@michmab.com">acochrane@michmab.com</a>     |
| Monster.com                                 | Y | <a href="http://www.monster.com">www.monster.com</a> | Web portal                  |  |
| LinkedIn                                    | Y | LinkedIn.com   | Web portal                  |  |
| Glassdoor                                   | Y | Glassdoor.com  | Web portal                  |  |
| Indeed                                      | Y | Indeed.com   | Web portal                  |  |
| Trouvit                                     | Y | Trouvit.com  | Web portal                  |  |
| Bright                                      | Y | Bright.com   | Web portal                  |  |
| Usjobs                                      | Y | Usjobs.com   | Web portal                  |  |
| Jobrapido                                   | Y | Jobrapido.com  | Web portal                  |  |
| Aboutjobs                                   | Y | Aboutjobs.com  | Web portal                  |  |
| Simplyhired                                 | Y | Simplyhired.com                                      | Web portal                  |  |
| Jobinventory                                | Y | Jobinventory.com                                     | Web portal                  |  |

\*Indicate Y or N if the organization requested that the station provide it with notice of all job vacancies.

## INTERVIEWEE REFERRAL SOURCE SUMMARY

Date of Annual Report: June 1, 2014

Total number of persons interviewed in preceding year: 5 (33 applicants)

| Recruitment Sources Used in Preceding Year  | Number of Persons Interviewed that the Source referred |
|---|--|
| Corporation for Public Broadcasting         | 2  |
| Michigan Association of Broadcasters        | 0  |
| Michigan Association of Public Broadcasters | 0  |
| Monster.com                                 | 0  |
| LinkedIn                                    | 0  |
| Glassdoor.com                               | 0  |
| Indeed.com                                  | 1  |
| Trouvit.com                                 | 0  |
| Bright.com                                  | 0  |
| Salt.edu                                    | 1  |
| Usjobs.com                                  | 0  |
| Jobrapido.com                               | 0  |
| Aboutjobs.com                               | 0  |
| Simplyhired.com                             | 0  |
| JobInventory.com                            | 0  |
| Other-public radio personnel                | 1  |

## INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in 2 job fairs by station personnel who have substantial responsibility in making hiring decisions.*

October 8, 2013 – The licensee participated in the Michigan Association of Broadcasters Foundation (MABF) Regional Broadcast Media Career and Networking Fair at Central Michigan University in Mt. Pleasant, MI. IPR was represented by the Interlochen Public Radio’s General Manager. More than 70 job-seekers attended. General information about the station was presented as well as specific opportunities about openings and volunteer opportunities.

March 12, 2014 – The licensee participated in the Michigan Association of Broadcasters’ Great Lakes Broadcasting Conference and Career Expo in Lansing, MI. IPR was represented by the IPR Chief Engineer and by the IPR General Manager. More than 200 media job seekers attended. General information about the station was

presented as well as specific opportunities about openings and volunteer opportunities.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Interlochen Public Radio engaged three interns during the reporting period.

A music producer intern produced classical music programs and voiced station breaks, and served as an intern in July and August 2013. The intern was under the supervision of the station's General Manager.

Two journalism interns worked with fulltime news reporting staff to produce news reports and notices of events in the community for Interlochen Public Radio during the period June 2013 to May 2014. These interns were under the supervision of the station's News Director.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

**Local programming by community members:** Daily, weekly, and monthly programs were produced by five volunteer program producers in the community.

IPR broadcasts 1-minute features about our solar system each weekday, produced by a volunteer contributing member of the community.

IPR provided training, equipment, and expertise for a monthly radio program about Michigan writers.

IPR contracted with a local producer to produce regular programming about a national speaker series in Traverse City, MI focused on nationally-known writers.

**Community Performance Venue:** Interlochen Public Radio regularly invites musicians to perform "Live from Studio A" as a part of our regular broadcast schedule and outreach program. IPR records and broadcasts several music performances in the region, including concerts from the Bay View Music Festival in Petoskey, Interlochen Center for the Arts, concerts from the Chamber Music North series and performances by the Traverse Symphony Orchestra and the Great Lakes Chamber Orchestra.

Interlochen Public Radio presented information about the radio stations at area business expos, service clubs, and conferences in Ludington, Frankfort, Traverse City, Leelanau County, Petoskey, and Harbor Springs to reach out to the community, and to present its programs and services to the community.

IPR retained several community members as paid reporters for news stories and features. In many cases, IPR staff has worked with these freelance reporters to provide training and to help produce news reports.

IPR invited fifteen members of the community to serve as advisors to the stations. The **Community Advisory Council** meets at least four times per year, and reviews programming and community reporting produced and aired by IPR.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Interlochen Public Radio staff members worked with and trained eight volunteer producers from the community to develop and enhance recording, production, reporting and/or interviewing techniques during the reporting period.

IPR staff established a radio production curriculum and taught radio production to 17 high school students in the 2013-14 school year. Some of the programming produced was broadcast on IPR.

IPR hosted and produced, in conjunction with Transom.org, an intensive 6-day audio storytelling seminar for ten learners in August 2013.

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

Interlochen Public Radio encourages visitors, conducts tours, hosts special events at the station, and presents an annual Open House to encourage members of the community to become more connected with these stations and with radio broadcasting.

Station staff regularly record and broadcast comments and essays from members of our

community. The stations host events in coordination with HD telecasts and the Traverse City Film Festival at the State Theatre in Traverse City, the Garden Theater in Frankfort, the Crooked Tree Arts Centre in Petoskey, and at other venues in the region.