

WMUK 2016-2017 ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report: **June 1, 2016 through May 31, 2017**

Employment Unit: **Western Michigan University**

Call signs of stations comprising the reporting Member Unit: **WMUK 102.1 FM, Kalamazoo, MI**

- I. Full-time vacancies filled during period: There were no full-time job vacancies during this reporting period.
- II. Each recruitment or referral source used to seek candidates for each vacancy: N/A
- III. Total number of persons interviewed for all full-time vacancies filled during period: 0
- IV. Total number of interviewees for all full-time vacancies filled during period per source: 0
- V. Supplemental EEO outreach activities during the period covered by this report:

(1) Community Announcements

Over the course of several years, WMUK 102.1 FM has mailed to a number of community organizations and run on-air announcements to let community groups and organizations know they could be added to a list of organizations notified of employment openings as they occur. These announcements ran as follows: one day every two weeks, twice a day in random day parts.

As a result of these past mailings and on-air announcements, several organizations have requested that WMUK provide notification of WMUK job vacancies in the future. WMUK maintains a file of those who have expressed interest in the past in being notified. In recent years these organization requested notification of WMUK employment opportunities: Michigan Works, Disability Network of Southwest Michigan, Kalamazoo Gay and Lesbian Resource Center, Urban League of Battle Creek, and the Metropolitan Kalamazoo NAACP.

(2) Internship Program

News internships are designed to teach young people skills needed for broadcast employment, specifically skills required to become multimedia reporters and producers with an emphasis on audio. Internships cover a period of two semesters (14 weeks per semester). There are three semesters (Fall, Spring and Summer) during each calendar year. During a semester, each intern spends 10 hours per week at the station receiving training and producing features.

One intern, an African-American female, participated in the program between September 2016 and April 2017 (during the Fall 2016 and Spring 2017 semesters).

(3) Education for Employment / WKDS-FM Committee Participation

WMUK's General Manager (GM), who began his position in July 2016, opted to continue previous GM's participation in a Radio Broadcasting Advisory Committee for WKDS-FM. The committee meets twice annually, and offers consultation, administrative assistance to, and program evaluation for WKDS-FM.

WKDS is a high school student-operated station licensed to Kalamazoo Public Schools and managed by the *Public Media Network* in cooperation with the local *Education for Employment* (EFE) program. EFE is a part of the *Kalamazoo Regional Educational Service Agency*, and the program provides a wide range of career and technical education opportunities for students in the 10th through 12th grades.

This community group (i.e. the Radio Broadcast Advisory Committee) is active in providing information about broadcast employment issues.

- a. The WMUK General Manager attended the fall meeting of the Radio Broadcasting Advisory Committee on Monday, November 14, 2016 at the *Public Media Network* office in downtown Kalamazoo. The meeting included a discussion of broadcasting industry trends, and how they may effect current and future students of the WKDS program. A program update was provided by the instructor, who described the technical skills students are receiving, as well as other course curriculum and enrollment information. EFE provided a report on its participation in *MiCareerQuest Southwest* – a career event attended by 2,000 local 9th graders. There was also a discussion regarding the license/ownership status of WKDS – including possible license transfer from Kalamazoo Public Schools to the Public Media Network.
- b. The station manager also attended the spring meeting of the Radio Broadcasting Advisory Committee on Thursday, March 16, 2017 at the same location as the previous meeting. A program update was provided by the instructor of the radio course, a discussion of industry trends, updates on course credits for students as well reports on performance indicators for the program as a whole. Finally, committee members reviewed resumes from high school students participating in the broadcasting program, and provided advice on ways the program can help students improve their resumes and skills for the media workforce.

(4) Station tours for students

WMUK continues to offer and conduct on-site tours and in-class presentations about career skills, audio production, station management and developments in broadcast media. These services have been provided to communications students at Western Michigan University (WMU) during the past year. Tours have also been provided for Lifelong Extension students studying radio broadcasting.

In these tours, WMUK's General Manager and/or other station personnel discuss employment in broadcasting, as well as employment opportunities at WMUK. WMUK's General Manager conducted at least three such tours this past year.

- a. WMUK's General Manager provided a tour in the Fall 2016 semester to students in the COM 2570 class of Western Michigan University's School of Communication on October 6, 2016 at 5:30 pm. Students were given access to most areas of the station's main studio facility. A question and answer period followed, assisted in part by the class instructor (John VanderMeer).
- b. The General Manager provided a tour in the Spring 2017 semester for students of the COM 2570C class of WMU's School of Communication on February 8, 2017 at 5:30 pm. Students in this class were given a tour of the station, and viewed most areas of the station's main studio facility. Short questions and answers were provided during the tour, assisted by class instructor, John VanderMeer.

- c. On Tuesday, April 18, 2017, the station hosted a tour for students from a Lifelong Learning Course taught by the previous General Manager, Gordon Bolar. Both he and the current station manager led two different groups of students (concurrently) through a comprehensive tour of the station's main facilities. Employment issues were discussed in the class and for the part of the tour group led by the instructor. The course, taught on the campus of Western Michigan University (the station's licensee) provides an overview of public radio for students, focusing on WMUK 102.1 FM in particular. The tours, which began at 12:30 pm, reinforced much of the material in the course, and the class was invited to ask questions both before, during and after the tours ended. Approximately 27 people participated in the tour in total.

(5) Career Fairs

WMUK's General Manager and senior members of staff participate in at least two career fairs each year. The promotion for these fairs was widely disseminated on-air. We believe these career fairs are of great value to our students, and simultaneously fulfills one of the Outreach Prong 3 EEO initiatives established by the FCC.

- a. WMUK's General Manager, and WMUK's Senior Underwriting / Marketing Director both attended the Michigan Association of Broadcasters Foundation (MABF) *Broadcast Media Career and Networking Fair* on Thursday, October 27, 2016. The event was held on the campus of at Western Michigan University in Brown Hall. More than 75 students and professionals attended the event. Both WMUK participants spoke one-on-one with students and other business-minded professionals interested in a career in broadcasting. Students were also informed of the qualities broadcasters desire in qualified employment candidates. Resumes were accepted and placed on file, though those submitting them were informed that WMUK is not currently hiring. Additionally, flyers and information were provided to students regarding WMUK's year-long news internship program. This event was promoted on-air by the station in advance of the event.
- b. WMUK also participated in the Great Lakes Broadcasting Conference (GLBC) in Lansing on Wednesday, March 8, 2017. WMUK's GM and Senior Business Underwriting Manager met with students and aspiring professionals of various ages, providing information on hiring practices and career advice. Resumes were accepted and placed on file; however, those submitting them were informed that WMUK is not currently hiring. WMUK also promoted on-air this career fair, and posted a photo from the fair on the station's Facebook page.

(6) Guest Lecture on WMUK Broadcast Operations and Employment

The Station's Senior Business Underwriting and Marketing Manager, Anders Dahlberg, served as a guest lecturer for the previously mentioned Lifelong Learning Course taught by the former station manager, Gordon Bolar (who was out sick that day). Mr. Dahlberg covered the history of the station, the nature of our programming and format, how the station handles employment, and a general overview of station operations. The lecture took place on Tuesday, April 11, 2017 from 11:00 am to 1:00 pm.

(7) Discussion on ethics and fairness in journalism workplace

WMUK co-sponsored a public discussion at Kalamazoo College, entitled "*Crisis in the Press.*" The event took place on Tuesday, April 18, 2017 from 5:00-7:00 pm. It was

sponsored by the Kalamazoo Public Library, as well as other partners, and was hosted by the *Arcus Center for Social Justice Leadership* at Kalamazoo College. The discussion focused on the questions surrounding “real” vs. “fake” news, the fight over facts, and the future of journalism. Special guests included Lewis Wallace and Carter Dougherty.

Dougherty is a former reporter for the International Herald Tribune, Bloomberg News, and The New York Times; and currently serves as the Communications Director for *Americans for Financial Reform*. Wallace is a transgender journalist who worked for public radio program, *Marketplace*. He was fired from the program, after publishing a blog post that raised questions regarding the meaning of neutrality in the face of elected officials who appear to operate along “a post-fact framework.” Wallace is one of the few, if not the only, openly transgender reporters in public radio. Both Wallace and Dougherty brought up questions of ethics and objectivity at a time when previous journalistic models no longer seem to apply. A question and answer session with students, faculty and members of public followed. WMUK also participated by providing context on the discussion from a broadcasting perspective.

WMUK promoted and sponsored the event, which we believe served an educational role; and the event provided a unique perspective on the state of public media from a transgender person – particularly as it relates to employment issues surrounding transgender and minority journalists. A companion website, exploring issues of misinformation in news, was published for the event by Kalamazoo College.

Western Michigan University and EEO

Western Michigan University, WMUK's licensee, maintains an Equal Employment Opportunity program in compliance with state and federal law.

WMUK Employment Opportunities

Currently there are no full-time employment opportunities available. However, community organizations may be placed on a list to be notified if they so choose.

WMUK provides notice of full-time employment openings as they occur to organizations within the community requesting them. If your organization wishes to be placed on our list of community groups to be notified, you may make your request by e-mail to employment@wmuk.org or through a written request mailed to:

WMUK 102.1 FM
Employment Opportunities
1903 W. Michigan Avenue
Kalamazoo, MI 49008-5351

WMUK as an Equal Employment Opportunity Employer

As an Equal Employment Opportunity employer, WMUK and Western Michigan University periodically inform staff (including WMUK staff members) and potential applicants for employment of our EEO policies, program and HR Policies within the university. To learn more about the University's EEO policies, program and HR policy, please visit the following website: <http://www.wmich.edu/hr/manual-eeo>