

# WMUK 2018 ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report: **June 1, 2017 through May 31, 2018**

Employment Unit: **Western Michigan University**

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

The purpose of this EEO Public File Report (“Annual EEO Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by WMUK 102.1 FM.

The information contained in this Annual EEO Report covers the time period from **June 1, 2017 to May 31, 2018** (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

- A list of all full-time vacancies filled by the Station during the Applicable Period;
- For each such vacancy, the recruitment sources utilized to fill the vacancy, including any such sources that have asked to receive information from the Station about any new job openings, which are separately identified;
- The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period;
- Data reflecting the total number of persons interviewed for all 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
- A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the Station during the Applicable Period.

The following sections provide the required information, and summarize the Station’s EEO efforts during the Applicable Period.

For the purposes of this Annual EEO Report, a vacancy was deemed “filled” not when the offer was extended but when the Hiree accepted the final job offer.

**SECTION 1: Full-Time Job Openings Filled During This Period**

Time Period Covered: **June 1, 2017 to May 31, 2018**

Stations in Employment Unit: **WMUK 102.1 FM**

<b>Job Title</b>	<b>Date Position First Opened</b>	<b>Date Position Filled*</b>
<b>Manager WMUK Corporate Support and Major Giving</b>	<b>12/14/2017</b>	<b>04/04/2018</b>

<b>Referral Source for Person Hired</b>	<b>Total Number of Applicants</b>	<b>Total Number Interviewed</b>
ONEplace, Kalamazoo Public Library non-profit employment website: kpl.gov/ONEplace/employment	<b>11</b>	<b>5</b>

<b>Recruitment Source &amp; Contact Information</b>	<b>Number of applicants interviewed by source</b>	<b>Full-time positions for which this source was used</b>
ONEplace, Kalamazoo Public Library non-profit employment website- kpl.gov/ONEplace/employment	1	<b>Manager WMUK Corporate Support and Major Giving</b>
Western Michigan University https://www.wmujobs.org/ 1903 West Michigan Avenue Kalamazoo, MI 49008 Allison Haan, HR Representative (269) 387-3651	2	<b>Manager WMUK Corporate Support and Major Giving</b>
Personal Referral	1	<b>Manager WMUK Corporate Support and Major Giving</b>
WMUK 102.1 FM http://www.wmuk.org/ Western Michigan University Friedmann Hall 1903 West Michigan Avenue Kalamazoo, MI 49008-5351	1	<b>Manager WMUK Corporate Support and Major Giving</b>
<b>TOTAL INTERVIEWED</b>	<b>5</b>	

\* For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the person hired accepted the final job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by video conferencing.

**SECTION 2: Recruitment Sources**

Time Period Covered: **June 1, 2017 to May 31, 2018**

Stations in Employment Unit: **WMUK 102.1 FM**

<b>Recruitment Source &amp; Contact Information</b>	<b>Number of Applicants</b>	<b># of applicants interviewed by source</b>	<b>Full-time positions for which this source was used</b>
Corporation for Public Broadcasting Jobline http://www.cpb.org/jobline 401 Ninth Street NW Washington, DC 20004-2129 Cara Dalrymple, HR (202) 879-9600			<b>Manager WMUK Corporate Support and Major Giving</b>
Disability Network Southwest Michigan 517 E. Crosstown Parkway Kalamazoo, MI 49001 bostich@dnswm.org www.dnswm.org			<b>Manager WMUK Corporate Support and Major Giving</b>
Social Media Posts to WMUK Facebook Page and Twitter Feed	1		<b>Manager WMUK Corporate Support and Major Giving</b>
Hispanic American Council 930 Lake St, Suite A Kalamazoo, MI 49001 C/O Lori Mercedes, Executive Director			<b>Manager WMUK Corporate Support and Major Giving</b>
Mlive.com (Kalamazoo Gazette's online recruiting source) Advance Internet 339 E. Liberty St., Suite 210 Ann Arbor, MI 48104			<b>Manager WMUK Corporate Support and Major Giving</b>
Kalamazoo Gazette 401 S. Burdick St. Kalamazoo, MI 49007 Deb Downing (616) 222-5825			<b>Manager WMUK Corporate Support and Major Giving</b>
OutFront Kalamazoo Mr. Jay Maddock, Executive Director 629 Pioneer St. Kalamazoo, MI 49008			<b>Manager WMUK Corporate Support and Major Giving</b>
Metropolitan Kalamazoo Branch NAACP Henry Cohen PO Box 51473 Kalamazoo, MI 49005-1473			<b>Manager WMUK Corporate Support and Major Giving</b>

<b>Recruitment Source &amp; Contact Information</b>	<b>Number of Applicants</b>	<b># of applicants interviewed by source</b>	<b>Full-time positions for which this source was used</b>
Michigan Association of Broadcasters Job Bank <a href="http://www.michmab.com/Careers/JobBank">http://www.michmab.com/Careers/JobBank</a> 819 North Washington Avenue Lansing, MI 48906-5815 Ann Cochrane, Office Manager (517) 484-7444			<b>Manager WMUK Corporate Support and Major Giving</b>
Michigan Works, miworks@upjohn.org, Kathy Olsen, 1601 South Burdick St. Kalamazoo, MI (269) 383-2536			<b>Manager WMUK Corporate Support and Major Giving</b>
National Alliance of State Broadcasters Associations <a href="http://www.careerpage.org/search.php">http://www.careerpage.org/search.php</a> 2333 Wisconsin Street NE Albuquerque, NM 87110 (505) 881-4444			<b>Manager WMUK Corporate Support and Major Giving</b>
Nottawaseppi Huron Band of Potawatomi 2221 1 1/2 Mile Rd Fulton, MI 49052			<b>Manager WMUK Corporate Support and Major Giving</b>
ONEplace, Kalamazoo Public Library non-profit employment website: <a href="http://kpl.gov/ONEplace/employment">kpl.gov/ONEplace/employment</a>	1	1	<b>Manager WMUK Corporate Support and Major Giving</b>
Personal Referral	2	1	<b>Manager WMUK Corporate Support and Major Giving</b>
Pokagon Band of Potawatomi 58620 Sink Rd, PO Box 180 Dowagiac, MI 49047			<b>Manager WMUK Corporate Support and Major Giving</b>
Public Radio Association of Development Officers (PRADO) Listserv			<b>Manager WMUK Corporate Support and Major Giving</b>
Public Job Posting - None Specified			<b>Manager WMUK Corporate Support and Major Giving</b>
WMUK 102.1 FM <a href="http://www.wmuk.org/">http://www.wmuk.org/</a> Western Michigan University Friedmann Hall 1903 West Michigan Avenue Kalamazoo, MI 49008-5351 Joan Amos, Administrative Assistant	2	1	<b>Manager WMUK Corporate Support and Major Giving</b>
Urban League of Battle Creek 172 W. Van Buren St. Battle Creek, MI 49017			<b>Manager WMUK Corporate Support and Major Giving</b>
Unknown (Applicant did not specify)	2		<b>Manager WMUK Corporate Support and Major Giving</b>

Recruitment Source & Contact Information	Number of Applicants	# of applicants interviewed by source	Full-time positions for which this source was used
Website- Not Specified			Manager WMUK Corporate Support and Major Giving
Western Michigan University <a href="https://www.wmujobs.org/">https://www.wmujobs.org/</a> 1903 West Michigan Avenue Kalamazoo, MI 49008 Allison Haan, HR Representative (269) 387-3651	3	2	Manager WMUK Corporate Support and Major Giving
<b>Total Responses</b>	<b>11</b>	<b>5</b>	

### **SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken**

Time Period Covered: **June 1, 2017 to May 31, 2018**

Stations in Employment Unit: **WMUK 102.1 FM**

#### **(1) Community Announcements**

During the past year, WMUK 102.1 FM mailed letters to a number of community organizations and ran on-air announcements – informing area community groups and organizations of how 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 this mailing (and previous mailings), as well as our 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 of being notified. In recent years the organizations requesting notification of WMUK employment opportunities have included: Michigan Works, Disability Network of Southwest Michigan, OutFront Kalamazoo (formerly the 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 production and reporting. 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.

Two paid interns, one African-American male and one Caucasian male, participated in the program between September 2017 and April 2018 (during the Fall 2017 and Spring 2018 semesters). An unpaid intern, a Caucasian female, participated in the Summer 2017 semester. And an additional unpaid intern, an African-American male, participated in the program from September 2017 to January 2018.

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

WMUK's General Manager (GM) continued 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 radio 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* (KRESA), and the program provides a wide range of career and technical education, training, and opportunities for students in the 10<sup>th</sup> through 12<sup>th</sup> grades. The mission of EFE is “to prepare today’s students for tomorrow’s careers.”

This community group (i.e. the Radio Broadcast Advisory Committee) is active in providing information about broadcast employment issues. In particular, the advisory body provides input on course program planning, development and operations.

- a. The WMUK General Manager attended a joint EFE committee dinner meeting at the offices of Kalamazoo RESA (KRESA) in Portage, MI on Tuesday, October 3, 2017. The purpose of this general meeting was to allow the various committees that EFE organizes each semester “to see the breadth and/or connection to other EFE offerings.” As EFE brands itself as “a school without walls,” this general meeting was an opportunity to see how the various EFE committees are furthering the educational and employment pursuits of students in our region.

The agenda included a networking dinner, a common presentation on general EFE updates, and highlights on some of the successes of various EFE programs. Following the general meeting, each committee met in separate rooms for their respective fall meetings.

The breakout meeting for the *Radio Broadcast Advisory Committee* included a discussion of broadcasting industry trends such as HD radio and mobile radio apps; an inquiry on what was being done to increase the enrollment of minority and homeschooled students to the WKDS radio broadcasting class; a discussion regarding the accessibility and visibility to non-traditional students of all EFE programs; question of how students are transported to EFE programs via a school bus hub; a review of the new course textbook; a program review of some of the course audio projects students are working on; and a discussion of upcoming FCC reporting and compliance changes.

- b. The Station Manager also attended the spring meeting of the EFE Radio Broadcasting Advisory Committee on Thursday, March 8, 2018 at the Public Media Network’s offices in the Epic Center in downtown Kalamazoo, MI. The committee meeting included a student forum; as well as a discussion of industry trends the course instructor should be aware of. This was followed by an update on negotiations with Kalamazoo Valley Community College (KVCC) regarding potential college credit for the WKDS course. An overview was provided of a new audio production textbook and possible options for acquiring industry-standard production software (i.e. Adobe Audition) for classes. Program Administrator Cameron Buck also shared the results of core performance indicators by EFE (as graded by the State of Michigan). In addition, there was a critique of a proposed new course description – and possible change of the radio course’s name/title. Finally, the committee had a discussion on how to address a University-centric mindset for students contemplating a career in broadcasting (where vocational training may in fact be preferable).

#### **(4) Station tours for students**

WMUK continues to offer and conduct on-site tours, which often include discussions about needed career skills in radio, 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.

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

- a. WMUK's General Manager provided a tour in the Fall 2017 semester to students in the COM 2570 class of Western Michigan University's School of Communication on Thursday, October 5, 2017 at approx. 5:30 pm. Students were given access to most areas of the station's main studio facilities, including Engineering areas, our Main Studio, Production Studios, and the Takeda concert studio.

At the midpoint of this tour, a discussion was held with a WMUK government and education reporter, regarding the value of the Freedom of Information Act (FOIA) for journalists in general, and WMUK's News department in particular. A question and answer period followed, assisted in part by the class instructor (Jon VanderMeer). During this session, the General Manager informed students about opportunities to participate in WMUK's internship program, and encouraged students to apply widely for internships at other broadcast media organizations, in order to improve their marketability for employment. Finally, the GM offered suggestions on how to approach potential employers, including resume tips (the course instructor also mentioned the University's Career Center as a resource here) and what students should look for when applying for a position in broadcasting.

- b. The General Manager again provided a tour in the Spring 2018 semester for students of the COM 2570 class of WMU's School of Communication on February 7, 2018 at 5:45 pm. Similar to last fall, students in this class were provided a comprehensive tour of the station, and viewed most areas of the station's main facilities. The tour included an extended conversation with two additional station staff members: Sehvilla Mann, our Government and Education Reporter, and Jack Perlstein, one of WMUK's music announcers and producers. Sehvilla discussed her role as a reporter, as well as how her job interfaces with the rest of the News Department and the Station. She also talked about some of her experiences as a journalist, and methods she has found helpful when doing an interview. Jack discussed his role as a music announcer, as well as some of the music interviews he is currently working on. Students were given the opportunity to ask questions throughout this informal discussion. Towards the end of the station tour, a final opportunity was provided for a short question-and-answer period, assisted by class instructor, Jon VanderMeer. Several students inquired about our News Department's paid internship program, and were encouraged to apply. The General Manager provided them with additional information on this program, in the form of a flyer on the internship program.

## **(5) Career Fairs**

WMUK's General Manager and senior members of staff participate in at least two (2) broadcast career fairs each year. The promotion for these fairs was widely disseminated on-air. We believe these career fairs are of great value to students across the region, as well as other aspiring broadcasters, and simultaneously fulfills one of the Outreach Prong 3 EEO initiatives established by the FCC.

- a. WMUK 102.1 FM participated in the Michigan Association of Broadcasters Foundation (MABF) *Broadcast Media Career and Networking Fair* on Thursday,



October 18, 2017. The event was held on the campus of at Western Michigan University in Brown Hall. More than 80 students and professionals attended the event. WMUK's Station Manager, News Director and Program Director participated at the Station table, talking and sharing broadcast career and resume advice 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 for record-keeping purposes, however those submitting resumes were informed that WMUK is not currently hiring, nor would any resumes be used for employment purposes. Additionally, flyers were offered to students regarding WMUK's yearlong paid news internship program. This event was promoted on-air by the Station in advance of the event.

- b. WMUK also participated in the *2018 MABF Broadcast Media Career & Networking Fair* on Wednesday, March 7, 2018. This was part of the Great Lakes Media Show, held at the Lansing Center in Lansing, Michigan. The career and networking fair is hosted by the Michigan Association of Broadcasters Foundation (MABF). According to the foundation, more than 400 students and business-minded professionals attended this year's fair. WMUK's Station Manager, Stephen Williams, and WMUK Announcer / Producer, Jack Perlstein, were at the Station's table, engaging with students and other professionals interested in pursuing a career in broadcasting. Students were given insights into desired qualifications for broadcasters, as well as possible paths for transitioning into broadcasting from different fields. Resumes were accepted and placed on file for record-keeping purposes only; however, those submitting them were informed that WMUK is no longer hiring (after a job opening closed on January 26, 2018). They were also notified that no resumes received by the Station at this event could be used for employment purposes (per licensee rules). WMUK staff provided flyers to students interested in the Station's yearlong paid news internship program. This career fair was promoted on-air by the Station in advance of the event.

## **(6) Implicit Bias Workshop**

WMUK's Station Manager and Development Director attended an "Implicit Bias Workshop for Search Committees" on January 26, 2018. Both were members of a search committee for the hiring of a "Corporate Support & Major Giving Manager" position at WMUK 102.1 FM. This workshop was offered by the licensee, Western Michigan University, and is a required component of any job search process. This training focused on creating awareness of various forms of implicit biases during the hiring process, understanding the implications of bias in the search process – and finally discussing and analyzing strategies "for mitigating bias and enhancing equity in the context of the search and hiring process."

Bias training included understanding both organizational / institutional biases that can be systemic and/or cultural, as well as conscious and unconscious biases that can sometimes manifest in individuals involved in the search process, or making hiring decisions. Examples of illegal bias criteria in the search process were provided, as well as more subtle forms of discrimination that can occur during candidate interviews. The Station's Program Director, also a member of the aforementioned search committee, also attended this workshop on Thursday, February 22, 2018.

## **(7) Title IX and Sexual Misconduct Training**

In February 2018, all WMUK full-time staff completed a mandatory online training session, entitled “*Preventing Discrimination and Sexual Violence (Title IX)*.” This training module covers the responsibilities of all University-licensee employees under Title IX; as well as how to prevent gender-based discrimination, harassment and violence.

Additionally, the station General Manager and News Director participated in face-to-face training sessions, hosted by Western Michigan University’s Office of Institutional Equity (OIE). The training provided an overview of how to respond to a report of sexual or gender-based harassment or violence, as well as ways to support students and colleagues in need of help. The General Manager attended this training on Thursday, March 22, 2018, and the News Director attended this training on April 18, 2018.

## **(8) Conferences & Training**

WMUK afforded opportunities for several staff members to acquire new skills and/or learn of broadcast industry developments. The station’s Senior Radio Engineer, Martin Klemm, attended the 2018 Public Radio Engineering Conference, April 4-6 in Las Vegas – which occurred near the NAB Show being held the following week in the same city. Session topics ranged from funding of station projects, to hurricane recovery, FCC Alternative Broadcast Inspection common findings, FM antennas and transmission line systems, broadcast IT security, and more.

WMUK’s General Manager, Stephen Williams, received a partial scholarship from the Public Radio in Mid-America organization, to attend their spring conference in Chicago, IL on May 9-11, 2018. Sessions topics ranged from update on FCC actions in the industry, development trends, CPB regulatory and funding updates, NPR system-wide initiatives (including interconnection) and related topics.

## **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](mailto: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>