

NORTHERN MICHIGAN UNIVERSITY

# Annual EEO Report – WNMU(TV) & WNMU-FM

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Marquette, Michigan

June 1 2011 through May 31, 2012



A summary of activities related to personnel hiring and outreach activities conducted by WNMU and WNMU-FM.

## Hiring Activities

### I. Full-time positions filled during period.

None

### II. Each recruitment or referral source used to seek candidates for each vacancy.

None

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

None

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

None

## EEO Outreach activities during reporting period

Below is a brief description of activities undertaken during the period June 1, 2011 through May 31, 2012, involving station personnel.

### A. HIGH SCHOOL AND COLLEGE TRAINING

1. **“High School Bowl” Production Nov 2011 - April 2012.** WNMU(TV) interacts with high school students, teachers, and parents through the production of a series of 42 half-hour High School Bowl programs, highlighting 40 high schools from the Upper Peninsula of Michigan and northeastern Wisconsin and hundreds of students. Competing teams bring students, teachers, and parents into the facility where they are exposed to station operations and learn more about careers and job opportunities in broadcasting and multi-media. In addition to the approximately 450 high school students exposed to television production and the skills used in recording programs, seven NMU production students crew this show on a regular basis, learning a variety of production skills.
2. **“Public Eye News” Sept 2011 - April 2012** WNMU(TV) provides real-life experience to Northern Michigan University students through Public Eye News, a daily 15-minute news program that is hosted, produced, directed, and staffed by university students who volunteer at the station. The program is tied directly to broadcasting academic work and facilitates the “hands-on” experience needed to be successful in entry level broadcast careers.
3. **Station staff work closely with Northern Michigan University Professors to provide real-life in-class writing and program production opportunities and on-the-job training** for on-air board operators, student news reporters, field recordings for news and music, traffic and operations, copy writing, program production, web content and design, desk-top publishing, data-base management, TV and radio broadcast engineering, volunteer recruitment, training and scheduling, sports broadcasting, and

public broadcasting fundraising. WNMU TV and FM employ 7-12 students at any given time who work in all areas of station operations. Students receive formal training, are supervised by full-time professionals and are given independent operating shifts as their skills allow. Since 2002, FM has utilized the talents of students in an advanced broadcast production class to produce and record live performance programs to air in conjunction with NMU commencement and family weekend activities.

4. **June 2011 - May 2012, 8 - 18 Media Productions through the Upper Peninsula Children's Museum.** WNMU-FM's news staff members continue to work with the area's local children's museum to teach radio news and editorial production techniques. WNMU-FM airs the programs produced by these youth ages 8-18. During the reporting period, weekly new and repeat programs aired as part of this series. Station personnel discuss media opportunities with graduating seniors and the potential for employment at stations like WNMU as part of the production experience.
5. **April 24, 2012 -Young Authors -** Produced a 3-minute television program that detailed the Young Authors program in Marquette and Alger County with 6 students ranging from Kindergarten through 5th grade sharing their stories. In addition to their production, students were introduced to fundamental broadcast skills and the type of basic skills needed to be successful in the industry.

## **B. HIGH SCHOOL AND COLLEGE INTERNSHIP PROGRAMS**

1. **WNMU-TV High School Student Internship – September 2011 – May 2012.** One student, (Amanda Cady), from Marquette Senior High School. This internship was through Marquette Alger Regional Educational Services Agency (MARESA). The student worked with Public Eye News and also participated as crew on other locally produced programs including NMU sports production. She learned studio production skills, edited playlists from the station's CBS *NewsPath* service and prepared network promos for local air. She also received on-air talent experience.
2. **WNMU-TV College practicum programs.** In 2011 and 2012, 5 NMU TV students participated in this program, receiving broadcast related experience and course credit. WNMU-FM had no participants during this period.

## **C. JOB FAIRS AND CAREER PRESENTATIONS**

1. **September 29, 2011 – Career presentation and tour to 4 students from Beaver Island schools.** Students had expressed interest in broadcasting as part of a school career day assessment and selected WNMU TV & FM for a field site visit. The tour was conducted by station General Manager, Eric Smith.
2. **October 5, 2011 - Fall Job Fair and Career Expo at Northern Michigan University.** Station Managers **Bruce Turner (TV)** and **Evelyn Massaro (FM)** participated in this career event. A variety of companies were on-hand to recruit for full and part-time employment positions and internships. Employers representing business, government, social services, health care, law enforcement, broadcasting, and other areas attended the event.

3. **November 12, 2011 - General Manager Eric Smith (TV & FM) – Wildcat Weekend Parent and Student Career Presentation.** 15 Students and parents interested in broadcasting as a college major were hosted in the WNMU studio to learn more about potential career opportunities. Examples of various production opportunities along with facility tours and a question and answer session allowed in-depth exploration of television and radio career paths.
4. **February 8, 2012 – Summer Job Fair at Northern Michigan University. Station Managers Bruce Turner (TV) and Evelyn Massaro (FM)** participated in this career event. A variety of companies were on-hand to recruit for full and part-time employment positions and internships. Employers representing business, government, social services, health care, law enforcement, broadcasting, and other areas attended the event.
5. **March 24, 2012 - General Manager Eric Smith (TV & FM) – Wildcat Weekend Parent and Student Career Presentation.** 26 Students and parents interested in broadcasting as a college major were hosted in the WNMU studio to learn more about potential career opportunities. Examples of various production opportunities along with facility tours and a question and answer session allowed in-depth exploration of television and radio career paths.
6. **May 11, 2012 –Audio Engineer Pat Lakenen and WNMU General Manager Eric Smith - College Day at NMU** -12 students in two separate sessions attended this 1-hour discussion of broadcast career opportunities that illustrated the various types of career paths within the industry, the skills needed to be successful and salaries typically associated with this type of work. All students had opportunities to ask questions following the presentation.

#### **D. TOURS EMPHASIZING BROADCAST CAREER OPPORTUNITIES**

1. **April 24, 2012 – Senior Production Specialist Mike Lakenen** – Tour of 12 students from the Marquette Alternative High School interested in starting their own broadcasting program.
2. **May 7 & 8, 2012 – Tours - Young Authors Conference– Producer/Director Bob Thomson** - Provided 5 separate tours of 24 to 30 K-5<sup>th</sup> grade students with a facility tour of WNMU TV and Radio. The tours featured physical demonstrations of various production techniques and a question and answer session about the equipment and career opportunities in the broadcast industry.