

NORTHERN MICHIGAN UNIVERSITY

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

Marquette, Michigan

June 1 2012 through May 31, 2013



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, 2012 through May 31, 2013, involving station personnel.

A. HIGH SCHOOL AND COLLEGE TRAINING

1. **October 2012 – April 2013 “High School Bowl” Production.** 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. **September 2012 – April 2013 “Public Eye News”** 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. **August 2012 – May 2013, WNMU-TV and WNMU-FM hired and trained 7 student broadcast control room operators.** Students are actively recruited and trained in program switching, master control operations and transmitter observations. During this period, WNMU added information technology operations (IT) as part of its orientation and training in support of the advances now being made in broadcasting

that specifically use computers and file transfer technologies to deliver audio and video.

4. **June 2012 – May 2013, 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. Station on-air staff also serves as emcees for the program’s annual Media Awards banquet in April each year.
5. **September, 2012 – November, 2012, “Policy on the Fly”.** WNMU-TV worked closely with Northern Michigan University’s Broadcast and Political Science departments to aid student productions related to the Presidential election of 2012. Students, most of who were non-broadcast majors received training and experience in television scripting, camera work, audio production and interviewing as they produced 5, 2:30 segments about election related issues. The programs aired on WNMU’s “Public Eye News” and also were distributed via the internet.
6. **March – May 2013, NMU Senior student production audio production class.** Advanced audio production classes at Northern Michigan University guided by Dr. Charles Ganzert use WNMU-FM facilities to air recorded in-studio performances by regional musicians. WNMU-FM music producer, Hans Ahlstrom provides student instruction and hosts the program which this year featured local musicians *Harp, Hart & Bones*.
7. **April 18, 2013 – Student produced live performance on WNMU-FM.** Project with approximately 25 NMU Senior Broadcast students to present a LIVE, in-studio music performance from campus class on WNMU-FM.
8. **April 25, 2013 -Young Authors -** Produced one, 3-minute television program that highlighted 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, (Chester Heresha Jr.), from Negaunee 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. Mr. Heresha learned studio production skills, edited playlists from the station’s CBS “NewsPath” service and prepared network promos for local air. He also received on-air talent experience.

2. **WNMU-TV College practicum programs.** In 2011 and 2012, NMU TV students participated in this program, receiving broadcast related experience and course credit. The number of participants increased significantly from 5 to 15 the previous reporting period. WNMU-FM had no participants during this period.

C. **JOB FAIRS AND CAREER PRESENTATIONS**

1. **August 27, 2012 - Participated in Northern Michigan University Fall Fest,** welcoming students back to campus and making them aware of student employment and internship opportunities at WNMU Public Radio 90. Talked with approx. 50 students. (Leigh Barry, Account Rep and Evelyn Massaro, Station Manager)
2. **October 10, 2012, 1:00 PM – 4:00 PM - 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. Mr. Turner and Ms. Massaro spoke with a total of 26 individuals interested in broadcast career opportunities.
3. **November 10, 2012 - General Manager Eric Smith (TV & FM) – Wildcat Weekend Parent and Student Career Presentation.** 21 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. **January 30, 2013 – NMU Greeks “Meet and Greet”** in University Center Brule room. Talked with approx. 100 students about volunteer opportunities at WNMU TV and FM, which will help them fulfill NMU’s Superior Edge Requirements.
5. **February 13, 2013 - Participated in Northern Michigan University Summer Jobs Fair.** Spoke with 36 students about job opportunities in broadcast industry. (Bruce Turner, TV Station Manager and Evelyn Massaro, FM Station Manager)
6. **March 23, 2013 - General Manager Eric Smith (TV & FM) – Wildcat Weekend Parent and Student Career Presentation.** 29 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.
7. **May 10, 2013 –Audio Engineer Pat Lakenen and WNMU General Manager Eric Smith - College Day at NMU -** 37 students in two separate sessions attended these 1-hour discussions 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. **June 18 & 25, 2012 – Station tours – “Gear UP” students.** Department of Education grant program for low income students from Lower Michigan designed to provide experiences in a variety of career fields. A total of 26 students received hands-on experience in a television broadcast studio.
2. **March 22, 2013– Mom’s Club of Marquette.** 9 students (ages 6 – 10) and parents involved with home schooling received participated in a tour of WNMU TV and Radio production and master control facilities.
3. **May 6, 7 & 8, 2013 – Tours - Young Authors Conference– Producer/Director Bob Thomson** - Provided 5 separate tours of 24 to 30 K-5th 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.