

NORTHERN MICHIGAN UNIVERSITY

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

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Marquette, Michigan

June 1 2010 through May 31, 2011



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, 2010 through May 31, 2011, involving station personnel.

### A. HIGH SCHOOL AND COLLEGE TRAINING

1. **“High School Bowl” Production Oct 2010 -April 2011.** WNMU(TV) interacts with high school students, teachers, and parents through the production of a series of 49 one-hour High School Bowl programs, highlighting 50 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 500 high school students exposed to television production and the 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” Aug 2010 - April 2011** 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, *Preview* guide graphics layout and 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 given independent operating shifts as their skills allow.

4. **June 2010 - May 2011, 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, 30 new and 22 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 19, 2011 -Young Authors** - Produced a 3-minute program that detailed the Young Authors program in Marquette and Alger County with 6 students ranging from Kindergarten through 5 grades sharing their stories.

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

1. **WNMU-TV High School Student Internship – September 2010 – May 2011.** 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 as well.
2. **WNMU-TV and FM College practicum programs.** In 2010 and 2011, five NMU students participated in this program, receiving broadcast related experience and course credit.

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

1. **October 6, 2010 -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 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.
2. **November 6, 2010 - General Manager Eric Smith – Wildcat Weekend Parent and Student Career Presentation.** 18 Students 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.

3. **March 19, 2011 - General Manager Eric Smith – Wildcat Weekend Parent and Student Career Presentation.** 20 Students 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. **May 13, 2011 –Audio Engineer Pat Lakenen and Production Media Specialist Jeff Koval - College Day at NMU** -nine 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 questions following the presentation.

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

1. **June 13, 2010 – General Manager Eric Smith – Tour and Career Counseling.** Met with Boulder, CO student and his family to provide station tours (TV & FM), discuss career options and training required during his college experience at NMU.
2. **November, 23, 2010 – Cub Scout Pack 308 Tour - Producer/Director Bob Thomson** – Tour of digital production and master control facilities at WNMU-TV to a group of seven scouts working on their public media activity requirements.
3. **April 27, 2011 - Cub Scout Pack 360 Tour - Producer/Director Bob Thomson** – Tour of digital production and master control facilities at WNMU-TV to a group of four Cub Scouts working on their public media activity requirements. Activities included hands-on experience with studio production facilities.
4. **May 4, 2011 – Tour - Sandy Knoll Elementary School – Producer/Director Bob Thomson** - Provided 24 students with a facility tour of WNMU TV and Radio, demonstrating studio production techniques, explaining the skills and training needed to perform production work and answer questions about the equipment and jobs in this industry.
5. **May 19, 2011 –Producer Director Bob Thomson and Senior Production Specialist, Mike Lakenen - Walton Schools** –16 Junior High School students from Lower Michigan participated in a variety of career and academic programs that included broadcasting. Students participating in the broadcasting session were instructed in how to prepare a news cast that included writing, on-air talent, camera, producing, directing, audio and graphics work. Students toured WNMU-TV and FM facilities and were given an opportunity to ask questions about career options and the education required to be successful in the industry.