

**June 1, 2023 – May 31, 2024 Annual EEO Public File Report**

**WUOM (FM), Ann Arbor, MI  
Regents of the University of Michigan**

## Annual EEO Public File Report

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The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WUOM, and is required to be placed in the station’s public inspection file, and posted on its website, if applicable.

The information contained in this Report covers the time period beginning 06/01/2023 to and including 05/31/2024 (the “Applicable Period”).

The FCC’s EEO Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for 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
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 that follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to  
Annual EEO Public File Report  
Covering the Period from **6/1/2023 to 5/31/2024**  
Station(s) Comprising Station Employment Unit: WUOM

Section 1: Vacancy Information

	<b>Full-time Positions Filled By Job Title</b>	<b>Recruitment Source of Hiree</b>	<b>Total Number of Interviewees from All Sources for This Position</b>	<b>Number of Interviews from each Recruitment Source</b>
1	Morning Edition Producer	Personal Reference	9	3-Personal Reference 2-Corporation Public Broadcasting 2-University of Michigan Careers 1-Michigan Radio Website 1-Michigan Radio LinkedIn 0-From the following sources: Twitter 2/28/23; Facebook 2/28/23; Radio Television Directors News Association; Glassdoor; Indeed; National Association of Hispanic Journalist; National Association of Black Journalist; Michigan Association of Public Broadcasting.
2	Weekend Edition Host	Michigan Radio Website	4	1-Michigan Radio Website 1- University of Michigan Careers 1-Personal Reference 1-Indeed 0-From the following sources: Facebook 2/10/23; Twitter 2/10/23; Michigan Radio LinkedIn 2/10/23; Greater Public; Glassdoor; Corporation of Public Broadcasting; Radio Television Directors News Association; National Association Black Journalist; National Association Hispanic Journalists
3	Business Systems Analyst	UofM Careers	5	5-University of Michigan Careers 0-From the following sources: Corporation of Public Broadcasting; Michigan Radio Website; Facebook 8/17/23; Twitter 8/17/23; Pure Michigan Talent Connect; Greater Public; HigherEdJobs.org
4	Data Reporter	UofM Careers	8	4-University of Michigan Careers 1-Michigan Radio Website 1-Asain American Journalists Association 1-Corportation for Public Broadcasting website 1-Personal Reference 0-From the following sources: PublicMediajobs.org; Facebook-6/22/23; Twitter-6/22-23; Radio Television Digital News Association; HigherEdJobs.org; Investigative Reporters and Editors; National Association of Hispanic Journalists; National Association of Black Journalists

5	Marketing and Communications Coordinator	UofM Careers	5	3-University of Michigan Careers 1-Corporation of Public Broadcasting 1-LinkedIn 1-Personal Reference 0-From the following sources: Michigan Public Website; Michigan Association of Broadcasters; Twitter-3/14/24; Facebook-3/14/24; Greater Public; Pure Michigan Talent Connect; PublicMediajobs.org; Higher Education Recruitment Consortium; HigherEdjobs.org; Glassdoor; Indeed
6	Grants Manager	Pure Michigan Talent Connect	4	2-LinkedIn 1-Pure Michigan Talent Connect 1-Michigan Public Website 0-From the following sources: University of Michigan Careers; Michigan Association of Broadcasters; Corporation of Public Broadcasting; PublicMediaJobs.org; Greater Public; Glassdoor; HigherEdJobs.org; Indeed; Professional Diversity Network; Michigan Higher Education Recruitment Consortium; Facebook-3/14/23; Twitter-3/14/23; LinkedIn

Total Number of Persons Interviewed During Applicable Period: 35

*Please note that one interviewee during this reporting period indicated referral to a job opening from two different recruitment sources.*

*Notation regarding Michigan Radio/Michigan Public recruitment sources: Michigan Radio did a complete rebrand to Michigan Public effective January 10, 2024.*

Appendix 2 to

Annual EEO Public File Report

Covering the Period from 06/01/2023 to 05/31/2024

Station(s) Comprising Station Employment Unit: WUOM

Section 2: Recruitment Source Information

	<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period</b>	<b>Full-time Positions for Which This Source Was Utilized (see Appendix 1)</b>
A	Personal Reference	6	#1,2,4,5
B	Asian American Journalists Association 5th Third Street, Suite 1108 San Francisco, CA 94103 Contact: Justine Seiter, Program Coordinator Phone: 415-346-2051 ext. 107 Email: justins@aja.org	1	#4
C	Corporation for Public Broadcasting 401 9 <sup>th</sup> Street NW Washington, DC 20004 Phone: 202-879-9600 Email: <a href="http://www.cpb.org">http://www.cpb.org</a>	4	#1,2,3,4,5,6
D	Glassdoor Contact: Glassdoor Customer Service Phone: 415-339-9105 Email: <a href="http://www.glassdoor.com">http://www.glassdoor.com</a>	0	#1,2,5,6
E	Greater Public 401 North 3 <sup>rd</sup> Street, Suite 370 Minneapolis, MN 55401 <a href="https://www.greaterpublic.org">https://www.greaterpublic.org</a> Contact: Andrew Leitch Phone: 612-548-3378 Email: <a href="mailto:aleitch@greaterpublic.org">aleitch@greaterpublic.org</a>	0	#2,3,5,6

F	HigherEd Jobs.com 328 Innovation Blvd., Ste 235 State College, PA 16803 Phone: 814-861-3080 Email: <a href="mailto:jobseeker@higherjobs.com">jobseeker@higherjobs.com</a>	0	#3,4,5,6
G	Indeed.com Email: <a href="http://www.indeed.com">http://www.indeed.com</a> No contact name or phone number available	1	#1,2,5,6
H	Investigative Reporters and Editors 141 Neff Annex Missouri School of Journalism Columbia, MO 65211 Contact: Doug Haddix, Executive Director <a href="mailto:doug@ire.org">doug@ire.org</a> or <a href="mailto:info@ire.org">info@ire.org</a> Phone: 573-882-2042/1984	0	#4
I	Michigan Association Broadcasters 819 N. Washington Ave. Lansing, MI 48906 Contact Dan Kelley-IT/Website Manager Phone: 517-484-7444 <a href="http://michmab.com">http://michmab.com</a>	0	#1,5,6
J	Michigan Higher Education Recruitment Consortium (MI HERC) MSU Office of the Provost Admin Bldg. 426 Auditorium Rd., Room 442 East Lansing, MI 48824 Email: <a href="http://hercjobs.org">http://hercjobs.org</a> No Phone Number Available	0	#5,6
K	Michigan Radio/Michigan Public Corporate Sponsorship LinkedIn Page Contact: Christa Quinn Phone: 734-764-9210 <a href="https://www.linkedin.com">https://www.linkedin.com</a>	4	#5,6
L	Michigan Radio/Michigan Public Facebook Page Contact: Jodi Westrick Phone: 734.764.9210 <a href="http://www.facebook.com/michiganradio">http://www.facebook.com/michiganradio</a>	0	#1,2,3,4,5,6
M	Michigan Radio/Michigan Public Twitter Page Contact: Jodi Westrick Phone: 734-764-9210 <a href="http://twitter.com/MichiganRadio">http://twitter.com/MichiganRadio</a>	0	#1,2,3,4,5,6

N	Michigan Radio/Michigan Public Website 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Jodi Westrick Phone: 734-764-9210 <a href="http://michiganradio.org">http://michiganradio.org</a>	4	#1,2,3,4,5,6
O	National Association of Black Journalists 1100 Knight Hall, Suite 3101 College Park, Maryland 20742 Contact: Drew Berry, Executive Director Phone: 301-405-0248 <a href="mailto:dberry@nabj.org">dberry@nabj.org</a>	0	#1,2
P	National Association of Hispanic Journalists 1050 Connecticut Avenue, NW 5th Fl. Washington, DC 20036 Contact: Alberto Mendoza, Executive Director Email: <a href="mailto:BA@nahj.org">BA@nahj.org</a>	0	#1,2
Q	Professional Diversity Network 801 W. Adams St., Ste. 800 Chicago, IL 60607 Phone: 312-614-0950 Email: <a href="https://prodivnet.com">https://prodivnet.com</a>	0	#6
R	PublicMediaJobs.org 4400 Massachusetts NW Washington, DC 20016 Publicmediajobs.org Phone: 860-437-5700	0	#4,5,6
S	Pure Michigan Talent Connect Mitalent.org Michigan Department of Labor & Economic Opportunity Workforce Development P.O. Box 30805 Lansing, MI 48909 Phone: 888-522-0103	1	3,5,6

T	Radio Television Digital News Association The National Press Building 529 14 <sup>th</sup> Street NW, Suite 1240 Washington, DC 20045 Contact: Tara Puckey, Chief Staff Officer, Marketing, and Communication Phone: 202-868-9443 <a href="mailto:tarap@rtdna.org">tarap@rtdna.org</a>	0	#1,2,
U	University of Michigan Careers at the U Contact: University of Michigan Shared Service Center 1000 Victors Way Ann Arbor, MI 48108 Phone: 734-615-2000 Email: <a href="mailto:sharedservicescenter@umich.edu">sharedservicescenter@umich.edu</a>	15	#1,2,3,4,5,6

Total Number of Persons Interviewed During Applicable Period: 35

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Appendix 3 to

Annual EEO Public File  
Report

Covering the Period from 06/01/2023 to 05/31/2024

Station(s) Comprising Station Employment Unit: WUOM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WUOM

***Note: Throughout this report, notation will be made to both Michigan Radio and Michigan Public. Effective January 10, 2024, Michigan Radio did a complete re-brand to become Michigan Public.***

**Internship Program Designed to Assist Members of the Community to Acquire Skills Needed for Broadcast Employment.** Michigan Radio offers an extensive paid internship program to students and members of the public, which gives them an opportunity to gain experience in broadcasting and journalism. Offering a paid internship program increased awareness and interest to Michigan Radio, and a more diverse applicant pool was received. Since June of 2023, seven interns were placed in the areas of News, Digital, and Programming, and Marketing. During the course of their internship, Vincent Duffy, News Director; Laura Davis, Executive Producer Stateside; and Jodi Westrick, Director of Digital; Suzanne Belanger, Marketing Manager, guide and teach hands on training to perform a variety of different tasks within each specific area.

**EEO Outreach-Job Fair Participation**

Michigan Radio participated in university and community outreach efforts including job fairs. For this reporting period, Michigan Radio participated in the following job fairs:

- November 2, 2023-Cynthia Payne, Human Resource Administrator, and Steve Chrypinski, Marketing Director, participated in the 2023 Michigan Association of Broadcasters Foundation Media Career Fair at the Great Lakes Broadcast & Sports Media Academy at Ford Field in Detroit, MI. There were over 900 students and early career professionals registered for this event. We spoke to forty-four of the participants.
- March 18, 2024-Suzanne Belanger, Marketing Manager, and Cynthia Payne, Human Resource Administrator attended the 2024 Michigan Association of Broadcasters Foundation Media Career Fair in Lansing, MI. We talked with twenty-five students and early career professionals about available internships and full-time job openings.

**EEO Outreach Participation in Events or Programs with Educational Institutions Relating to Broadcasting Careers**

Michigan Public participates in events and programs sponsored by educational and community institutions related to broadcasting and the media.

- March 12, 2024-Lester Graham, Senior Correspondent with The Environment Report, gave a station tour to twenty students from the University of Michigan School for Environment and Sustainability. Lester provided insightful information about Michigan Public and how his work is produced. Lester answered many questions from the students and the Associate Professor about Michigan Public and how work flows through the station.
- April 5, 2024-Lindsey Smith, Michigan Public's Amplify Team Leader, participated in the Caulfield Lecture, a panel discussion hosted by Loyola University Maryland. The panel was with Lindsey and other journalists who helped to uncover the Flint water crisis. Lindsey discussed her work and the reporting challenges, and the continuing issues for the community (Loyola University Maryland). Approximately forty people were in attendance.
- May 13, 2024-Zoe Clark, Political Director, hosted a group of eleven high school German exchange students and two teachers on an hour-long tour of Michigan Public studios. The students had conversations with News Director, Vincent Duffy and Morning Edition host Doug Tribou. They met with newsroom interns and discussed what a day is like in the Michigan Public newsroom, spent time learning how to operate the broadcast consoles in one of the control rooms, interviewed each other in one of the studios, and listened to an interview being held by Stateside Host, April Baer. The students learned about what a day is like working in journalism at Michigan Public.

### **Community Events Designed to Educate and Inform the Public about Broadcasting Opportunities.**

Michigan Public staff participates in activities that inform and educate the interested public, students, and mid-career professionals about learning opportunities in the Broadcasting careers or just giving the interested public general information about who Michigan Radio is and what we do.

- July 15, 2023-Michigan Radio Staff hosted a Station Open House to members and donors. Guests were given the opportunity to meet with the Amplify Team, Newsroom, and Stateside teams where they learned of the activities and work within these specific areas. The guests were also able to meet all the On-Air hosts and some of the Michigan Radio reporters. The 150 plus guests enjoyed a light lunch, cake to celebrate Michigan Radio's 75<sup>th</sup> Anniversary, Michigan Radio swag and news quiz games.
- July 27, 2023-Zoe Clark, Interim General Manager/Political Director, moderated a panel on Infant and Maternal health. The focus was Healing Lives: Tackling Hurdles in Children's Healthcare. The virtual panel was attended by 180 guests interested in how Michigan nonprofit and state government leaders will address maternal and infant health care disparities, the need for collaborative efforts to mitigate these issues, and suggested steps to produce a multi-faceted approach to achieve equitable health care outcomes for all mothers and infants (Zoe Clark)
- August 30, 2023- Michigan Radio participated in the Festifall event along with several other University of Michigan Student Organizations. Michigan Radio's mission was to engage with as many students and faculty as possible and introduce them to Michigan

Radio. Suzanne Belanger, Jodi Westrick, Holli Eaton, Talisha Reviere-Winston, Forest Li, and Noah Jackson, were the Michigan Radio staff that participated and spoke with the students that were interested in broadcasting and journalism. Many students attended this event located on the North and Central campuses of the University of Michigan.

- September 14, 2023-Lester Graham, Senior Correspondent for The Environment Report, was asked to present at the annual conference of the Michigan Section of the American Water Works Association. Lester's presentation was about the water issues Michigan Radio and the Great Lakes News Collaborative had covered. The Port Huron event was attended both virtually and in person by approximately four hundred members of the MI-ACE organization.
- April 7, 2024-News Director, Vincent Duffy participated in a "talk-back" from the New York stage during the opening weekend of "The Poisoner"-a play about the Flint Water Crisis. Vince spoke to a public audience of 100 about the importance of local journalism and how Michigan Public covered the Flint Water Crisis ten years ago.
- April 19, 2024-News Director, Vincent Duffy spoke to twenty-four Center for Health Research and Transformation (CHRT) fellows about how to best pitch health care stories to news media outlets. The event was held at the CHRT office in Ann Arbor, Michigan.

### **Training and Mentoring Programs for Station Personnel**

Station staff is regularly offered the opportunity to attend conferences and workshops in order to enhance their professional development and learn new skills.

- February 6-February 7, 2024-Senior Leadership staff attended Greater Public's Audience Development Summit 2024. This virtual conference provided: Scalable ways to introduce your station to new audiences; First-hand accounts of successful strategies that best serve broader communities; and ideas and steps to translate audience engagement into financial reporting (Greater Public). The Michigan Public staff that attended were: Talisha Reviere-Winston, Matt Powell, Jodi Westrick, and Wendy Turner.
- February 12, 2024-Michael Grabell, ProPublica editor, visited Michigan Public and gave the Programming staff a brown bag session on, "Ask Me Anything." Michael spoke about the challenges of editorial work, and helpful insights on ways to conquer those challenges. The Michigan Public staff that participated either in person or via Zoom: Vince Duffy, Tyler Scott, Caoilinn Goss, Briana Rice, Lindsey Smith, Sarah Hulett, Beenish Ahmed, Adam Rayes, Christopher Johnson, Steve Carmody, Matt Powell, Laura Davis.
- March 20, 2024-Adam Rayes, Michigan Public's Data Reporter, gave a presentation to his colleagues on what he learned at the National Institute of Computer Reporting conference in Baltimore, Maryland earlier in March. Adam's presentation was attended by the following staff members: Steve Carmody, Ronia Cabansag, Briana Rice, Beenish Ahmed, Caoilinn Goss, Sarah Hulett, Rebecca Williams, Katheryne Friske, Mercedes Mejia, Lindsey Smith, Zena Issa, and Rachel Ishikawa, Dustin Dwyer, and Tyler Scott. Adam answered many questions from the staff as he reviewed the material learned.

- May 14, 2024-Briana Rice, Michigan Public Detroit Reporter, was one of five journalists asked to be on Public Media Journalism Association’s panel discussion titled, “How to Cover International News Locally”. The virtual webinar panel’s discussion focused on reporting on international news affecting your local communities and how diasporas can be both a resource and an audience for your reporting. (PMJA)

**Providing Training to all levels of personnel as to methods of ensuring equal employment opportunity and preventing discrimination**

- Annually-As part of Michigan Public’s Strategic Plan, one of our initiatives is to engage staff in anti-racism, unconscious bias, or a DEI training course on an annual basis. During this reports time period, all active staff, interns, contactors, and affiliates were required to complete the annual Preventing Harassment and Discrimination course. The main topics covered in this mandatory course include: what constitutes acceptable and unacceptable workplace behavior; how to recognize harassment when it occurs; and how to report and respond to violations within the workplace. The coursework is submitted through the Corporation of Public Broadcasting, and certificate completion is managed by Cynthia Payne, Michigan Radio’s Human Resource Administrator.
- June 6, 2023-June 7, 2023 and July 18, 2023 – July 19, 2023: Diversity, Equity, Inclusion Sessions with Keith Woods, NPR’s Chief Diversity Officer, was present at Michigan Radio’s studio to conduct different sessions on diversity. This was a requirement for all staff to attend either in person or via zoom. The title of his training was, “The Inclusive Workplace: The Building Blocks. Staff found Mr. Woods presentations to be very in depth and thorough.
- March 19, 2024-Michigan Public staff that were chosen to participate on a hiring team for any of the current or upcoming job postings, were required to complete the University of Michigan Talent Acquisition course entitled, “Unconscious Bias in Recruiting and Hiring”. This course work helped staff to understand how bias can impact decision making during the recruitment and selection processes. At the time of this report, there were sixteen staff members that have completed the course work.