

2008 Annual EEO Public File Report
June 1 2007 through May 31, 2008

WNMU(TV) and WNMU-FM
Marquette, Michigan

I. Full-time positions filled during period.

One (1) position -- Business Manager-Broadcast and AV Services

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

WNMU-FM and TV web sites posting
Northern Michigan University web site posting
Marquette Mining Journal, Marquette, Michigan- classified ad
Green Bay Gazette, Green Bay, Wisconsin – classified ad
Philanthropy News Digest Job Bulletin- on-line posting

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

Four people were interviewed for the Business Manager position

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

The hired interviewee came from the Northern Michigan University Web site. The unsuccessful interviewees' referral sources were the Marquette Mining Journal and the NMU Web site.

V. Supplemental EEO Outreach activities during the reporting period.

Below is a brief description of activities undertaken during the period June 1, 2007 through May 31, 2008, including station personnel involvement.

High School Bowl Production Sept 2007-April 2008. 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. The students, teachers, and parents are exposed to station operations, and inquiries about careers and job opportunities are encouraged.

Public Eye News Aug 2007-April 2008. 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.

8-18 Media Productions through the Upper Peninsula Children's Museum June 2007-May 2008. 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, 52 programs were produced and aired. As part of this program, station personnel have discussed media concerns with graduating seniors and the potential for employment at stations like WNMU.

Station staff work closely with Northern Michigan University Professors to provide real-life in-class writing and program production opportunities as well as 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 15-20 students at any given time who work in all areas of station operations.

WNMU-TV and FM continue to offer students from Northern Michigan University and local high schools the opportunity for television and radio internships throughout the year. This year eight NMU students and two high school students, one from Marquette and one from Negaunee, participated in this program, receiving valuable broadcast related experience and course credit.

"Standing O" productions in WNMU(TV) studios Aug 2007-April 2008. 20 NMU students produce a program featuring a Music group on the WNMU TV studios. They get hands-on experience using TV broadcast equipment.

10/03/2007 Fall Job Fair and Career Expo at Northern Michigan University. TV Station Manager Bruce Turner and FM Station Manager Evelyn Massaro participated in event. More than 60 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.

10/2007 Career Development Class- Bob Thomson, TV Producer/Director. This was done through distance learning at NMU audio visual dept. High school students across Michigan's Upper Peninsula participated in session about career opportunities in the broadcast field.

12/13/2007 – General Manager Eric Smith - Cub Scout Pack 208 tour of WNMU-TV. Eight Webelos scouts received a tour of NMU's broadcasting facility including WNMU(TV) and WNMU-FM. The scouts participated in a hand's-on

demonstration of news writing and newscast production.

3/27/2008 6pm Hans Ahlstrom from WNMU-FM and Bob Thomson from WNMU(TV) gave tour to Boy Scout Tiger Cub Scouts Pack 308, first graders in Marquette, Michigan. There were 7 kids ages 6 and 7 and 2 adults in the tour. The boys were shown both radio and TV on-air control rooms and let them experience hearing their voices on Public Radio 90 and seeing themselves as part of special effects in the studios of Public TV 13. The boys were told about the many jobs there are in broadcasting in addition to the often glamorized on-air stars.

4/6/2008 – General Manager Eric Smith -Rotary of Marquette digital TV and career presentation. Invited to present information about NMU's efforts to transition to digital broadcasting and the opportunities for people interested in careers in digital television and radio.

4/16/2008 Mike Lakenen-TV Productions and Operations- Gave a presentation to NMU BC473 Broadcast class about the video production process, the diversity of opportunity for students about to graduate, and how to best prepare now for entry into the broadcast world.

4/25/2008 – General Manager Eric Smith -Featured speaker at Career Day held at Northern Michigan University. Producer/Director Bob Thomson and Host/Producer Sonya Chrisman participated on panels about careers in radio, TV and the Arts. The event was sponsored jointly by NMU, Marquette-Alger RESA, and the Lake Superior Community Partners in Education. Over 700 high school juniors from Alger and Marquette County high schools took part. We discussed broadcasting and AV careers with a group of 12 high school juniors and seniors from the Marquette County area.

4/30/2008 – General Manager Eric Smith -Tour and presentation to 40 juniors and seniors from Iron Mountain High School. Toured WNMU(TV) and WNMU-FM studios, presented information about broadcasting courses, potential careers in production, art and electronic engineering fields.

5/5/2008 – General Manager Eric Smith -Northern Michigan Bank Board of Directors. Presented digital conversion information and provided community board members with information about career paths in broadcasting, NMU's efforts to train student in this field and the potential broadcasting has in area employment.

5/8/2008 – General Manager Eric Smith -Walton Schools – 25 Junior High School students from lower Michigan spent the week at Northern Michigan University to experience “college life.” Part of the week included a tour of the various career opportunities available at NMU including a broadcast degree. Students toured WNMU-TV and FM including the new digital master control

facilities.

5/14/2008 FM Station Manager Evelyn Massaro and TV Producer/Director Bob Thomson conducted tours of TV and FM facilities for fifty, 4th-grade children from Graveraet Intermediate School in Marquette. Only four kids had previously been to our facilities. The kids toured all areas of the stations and learned about various careers in the radio and TV broadcast and production fields. Each class recorded a legal ID for FM, one class did one live on-air from the studio. They also got to experience the chroma-key screen in TV and learn about special effects.

5/20/2008 – General Manager Eric Smith -Kingsford Kiwanis digital TV and career presentation. Shared information with 30 community members about digital transition activities in TV and the new opportunities for people interested in broadcasting careers.