

# ANNUAL EEO PUBLIC FILE REPORT

June 1, 2005 through May 31, 2006

WNMU-TV and WNMU-FM  
Marquette, MI

## **I. Full-time position filled during period**

1. Job Title: Business Manager – Broadcast and AV Services Date filled: 9/9/05

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

The position was advertised at the same time using the Master List of Recruitment Sources (attached)

| <u>Recruitment Source</u> | <u>Hiring Source</u> |
|---------------------------|----------------------|
|---------------------------|----------------------|

|                                    |          |
|------------------------------------|----------|
| A, B, C, D, E, F, G, H, I, J, K, L | Job #1 C |
|------------------------------------|----------|

**III. Total Number of persons interviewed for all full-time vacancies filled during period:** 4

**IV. Total number of interviewees for all full-time vacancies filled during period per source:** 3

The hired interviewee came from source C. The unsuccessful interviewees referral sources were A and B.

## **V. Outreach activities**

A brief description of activities undertaken during the period June 1, 2005 through May 31, 2006, including station personnel involvement is attached.

Attachments: WNMU-TV & WNMU-FM Master List of Recruitment Sources  
Outreach Activities

## Master List of Recruitment Sources

- |  |  |
|--|--|
| A. Northern Michigan University<br>Lynn Sundblad, Human Resources<br>Marquette, MI 49855<br>906-227-2331<br><a href="http://www.nmu.edu/humanres">www.nmu.edu/humanres</a> | J. Sault Evening News<br>109 Arlington St.<br>Sault Ste. Marie, MI 49783<br>906-632-2235 |
| B. NMU Cable Channel 20<br>Jeff Koval<br>Marquette, MI 49855<br>906-227-2913   | K. WNMU-TV Website<br><a href="http://www.nmu.edu/wnmutv">www.nmu.edu/wnmutv</a>         |
| C. Marquette Mining Journal<br>240 W Washington St<br>Marquette MI 49855<br>906-228-2500   | L. WNMU-FM Website<br><a href="http://www.nmu.edu/wnmufm">www.nmu.edu/wnmufm</a>         |
| D. Escanaba Daily Press<br>600 Ludington<br>Escanaba MI 49829<br>906-786-2021  |  |
| E. Houghton Mining Gazette<br>PO Box 368<br>Houghton MI 49931<br>906-482-1500  |  |
| F. Iron Mountain Daily News<br>PO Box 460<br>Iron Mountain MI 49801<br>906-774-2772  |  |
| G. Michigan Association of Broadcasters<br>Lansing, MI<br><a href="http://www.MichMAB.com">www.MichMAB.com</a>   |  |
| H. CPB Jobline<br>Corporation for Public Broadcasting<br>Washington DC<br><a href="http://www.cpbjobline.org">www.cpbjobline.org</a>                                       |  |
| I. Internet Employment Linkage Inc.<br><a href="http://www.HigherEdJobs.com">www.HigherEdJobs.com</a><br>Kevin Varner  |  |

## **WNMU-TV & WNMU-FM**

Reporting period: June 1, 2005 through May 31, 2006

### **OUTREACH ACTIVITIES**

1. WNMU-TV interacts with high school students, teachers, and parents peninsula-wide through the production of a series of 49 one hour High School Bowl programs, highlighting 50 high schools from the Upper Peninsula and northeastern Wisconsin and hundreds of students. This year 317 students participated along with adult coaches and parent volunteers.
2. WNMU-TV provides real-life broadcast 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.
3. WNMU-TV/FM hosted a career day for 70 second graders and three teachers from Sandy Knoll School on November 11, 2005. All students were given tours of both stations, explanations of what goes into operating a public TV and radio station, a tour of the library, and small group question and answer sessions with several WNMU-TV/FM staff members.
4. WNMU-TV hosted an informational discussion at the Michigan Iron Mining Museum for Fifty-two home schooled students on January 17, 2006. The main topic of the discussion was the preparation and making of a documentary.
5. WNMU-TV's Station Manager continues as an active member of the Marquette County tobacco or health coalition – a program designed to keep publicized the dangers of smoking.
6. WNMU-FM station news staff works with the area's local children's museum to teach radio production and air programs produced by youth ages 8 – 18. During this reporting period, 52 programs were produced and aired. As part of this program, station personnel have discussed media careers with graduating seniors and the potential for employment at stations like WNMU.
7. WNMU-TV/FM offers students from Northern Michigan University and local high schools the opportunity for television and radio internships throughout the year. This year, six Northern Michigan University students and one high school student participated in this program, receiving service learning experience and course credit.
8. WNMU-TV hosted the Lake Superior Leadership Academy class on March 3, 2006, providing media instruction to twenty-one students enrolled in this course. The leadership academy experience is to assist training people who are moving into volunteer positions of responsibility within the community.
9. WNMU-TV provided training, instruction, and demonstrations for advanced field production students on September 6, 2005, and January 24, 2006. Included in this discussion was information about possible graphics careers and the training necessary to be successful in this field.

10. WNMU-TV hosted five sessions of "Young Women in Math, Science, & Technology" on April 15, 2006. The sessions provided approximately fifty female middle school students from Marquette and Alger Counties with information about careers in writing and television.
11. WNMU-TV/FM participated in a career day on May 5, 2006, hosted by Northern Michigan University for approximately seven hundred high school students from Marquette and Alger Counties. Presentations were made at this event by the General Manager for TV and Radio, the TV Producer/Host and the Production Associate from WNMU-TV.
12. WNMU-FM provided 46 Northern Michigan University students the opportunity to write and produce an on-air program involving each student reading their poetry. This program allowed students to interact with radio station personnel, while teaching them how to produce an on-air program.