

NORTHERN MICHIGAN UNIVERSITY

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

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Marquette, Michigan

June 1 2008 through May 31, 2009



A summary of activities related to personnel hiring and outreach activities conducted by WNMU-TV, WNMU-DT and WNMU-FM.

**I. Full-time positions filled during period.**

One (1) position -- Business Community Support Coordinator

Hire date, Mon, March 9, 2009

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

The Marquette Mining Journal daily newspaper  
The Marquette Monthly  
WNMU-TV and FM web sites  
Public Radio Association of Development Officers Listserv (PRADO)  
The Philanthropy News on-line jobs postings  
HigherEd.com  
UP Advantage  
Northern Michigan University website  
Personal Contact

**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.**

<i>Recruitment Source</i>	<i>Interviewed</i>
The Marquette Mining Journal daily newspaper	1
The Marquette Monthly	0
WNMU-TV and FM web sites	0
Public Radio Association of Development Officers Listserv (PRADO)	0
The Philanthropy News on-line jobs postings	0
HigherEd.com	0
UP Advantage	0
Northern Michigan University website	0
Personal Contact	3

**The recruitment source for the hiree for this position was Personal Contract.**

## **V. Supplemental EEO Outreach activities during the reporting period.**

Below is a brief description of activities undertaken during the period June 1, 2008 through May 31, 2009, involving station personnel.

### **A. INTERNSHIP PROGRAMS**

- 1. WNMU-TV and FM College and High School internship programs** - In 2009, 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.
- 2. January through May, 2009 Tues through Fri** - Joe Burke, High School intern from Republic-Michigamme High School, participated in a general internship at WNMU-FM. Joe helped prepare monthly program guide features, play list entry on web site, record library maintenance, and learned about studio functions and on-air board operator responsibilities and FCC broadcast rules. Joe plans to attend NMU in fall 2009 and will be working as a student employee at WNMU-FM. During the 2009 summer he will work at the station through the Michigan Works program up to 32 hours a week.
- 3. January through May, 2009 Tues. & Thur. 9am-1pm** - Aaron Whittaker, NMU student internship worked on the development of WNMU's Speak UP program which is a cooperative venture between Public Radio 90, the NMU History department, the Beaumiere Heritage Museum and the Marquette History Museum to develop an oral history program feature specific to the UP. Aaron helped to transcribe tapes on loan from the History Museum to determine segments to be used in the on-air program pieces. She then worked with producer-director Hans Ahlstrom to write intro, outro and sequel material for the final pieces and worked with him to produce three features which will be aired on Public Radio 90 as part of our Speak UP series.

### **B. EDUCATIONAL TOURS OF BROADCAST FACILITIES**

- 4. February, 2009** Student tour of WNMU TV and FM facilities, conducted by Bob Thomson. 25 students from NMU Writing and Announcing for Broadcast and Video production with Professor Mark Shevy participated. Students learned about writing and announcing techniques for radio announcing, like practicing speaking with a pencil between your two front teeth so that you are forced to over enunciate and pre-reading material out loud before going on air so you can catch any trouble spots.

5. **February 4, 2009 - General Manager Eric Smith Cub Scout Pack 390 Tigers tour.** There were 6 scouts ages 6 and 7 and 5 adults in the tour. The boys were shown both radio and TV on-air control rooms and were given the opportunity to appear on camera and experience television production. Of particular interest was the technical aspects of TV production and the explanation of how chroma-key works. The presentation included how math and science skills are needed for work in this industry and also the importance of writing and reading.
6. **February 5, 2009 – General Manager Eric Smith – Lake Superior Community Partnership** – Tour of digital production and master control facilities at WNMU-TV to a group of 15 community leaders to review the ways broadcasters can contribute to economic development and job placement within the region.
7. **May 28, 2009 – General Manager Eric Smith, Producer Director Bob Thomson & Production Associate Mike Lakenen –Sawyer Elementary School** – 22 Elementary school students plus teachers and parent volunteers from the Sawyer elementary school in Gwinn were given a tour of our facilities and had an opportunity to appear on camera in the studio using various production areas like chroma-key and news/talk show sets. Extensive discussions took place in the studio about the technical aspects of broadcasting and a review of the skills necessary to enter this particular career field.

### **C. ORGANIZATION AND COURSE LECTURES ABOUT BROADCASTING**

8. **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 15-20 students at any given time who work in all areas of station operations.
9. **July 22, 2008 - General Manager Eric Smith - Rotary of Escanaba 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.

10. **March 10, 2009** - SP100 Professor April Lindala's (public speaking) class visited FM and TV, in two groups. Program Producer Hans Ahlstrom gave a presentation and took questions on the importance of public speaking skills in broadcasting and in general. NMU English department students as well as former students, adjuncts and faculty created a program of their own works during National Poetry Month series.
11. **February, 2009** - Mike Lakenen spoke at Diversity Conference in employment with CAPS Professor Louise Bourgault Winter semester of 2009.
12. **April 3, 2009 – General Manager Eric Smith, Crossroads Academy** – Spoke to 8, 2<sup>nd</sup> and 3<sup>rd</sup> grade students about combining scuba diving with television production and showed portions of public broadcasting's documentary about the shipwreck MESQUITE.

#### **D. HANDS-ON EXPERIENCES WITH STUDENTS AND THE GENERAL PUBLIC**

13. **October 9, 2008** - Job shadowing with Republic-Michigamme High School. Two senior students Joe Burke and Josh Anderson visited WNMU-FM to see what goes on at a radio station. Students also spoke with Jon Teichman in NMU admissions. Josh was specifically interested in broadcast engineering.
14. **High School Bowl Production Sept 2008-April 2009.** 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.
15. **June 2008 - May 2009, 8 to 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, 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.
16. **April 22, 2009 - 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.

17. **May 19, 2009 – General Manager Eric Smith & Producer Director Bob Thomson - Walton Schools** – 25 Junior High School students from lower 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.

#### **E. UNIVERSITY STUDENT VOLUNTEER OPPORTUNITIES AT STATION**

18. **Public Eye News Aug 2008 - April 2009** 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.

#### **F. JOB FAIRS**

19. **October 8, 2008** - Fall Job Fair and Career Expo at Northern Michigan University. Bob Thomson and Sonya Chrisman participated in career 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.
20. **March 14, 2009 – General Manager Eric Smith & Production Associate Mike Lakenen - College Day at NMU** - 35 students and parents attended this Saturday morning 2-hour presentation in the WNMU-TV studios looking at career options in broadcasting. The event featured several faculty, former students as well as PTV staff talking about broadcasting careers and the education needed to be successful in this industry. Tour of the WNMU TV and radio studios were provided at the conclusion of the event and students were given the opportunity to ask questions about enrollment and how to begin course studies in broadcasting.
21. **April 24, 2009 – General Manager Eric Smith featured speaker at Career Day held at Northern Michigan University.** The event was sponsored jointly by NMU, Marquette-Alger RESA, and the Lake Superior Community Partners in Education. Over 650 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.