

2012 ANNUAL EEO PUBLIC FILE REPORT

INTERLOCHEN CENTER FOR THE ARTS

Stations: WIAA(FM), Interlochen, MI, Fac. ID # 28887
WIAB(FM), Mackinaw City, MI, Fac. ID # 89513
WICA(FM), Traverse City, MI, Fac. ID # 89497
WICV(FM), East Jordan, MI, Fac. ID # 28886
WLMN(FM), Manistee, MI, Fac. ID # 172572
WHBP(FM), Harbor Springs, MI, Fac. ID #172716

Reporting Period: May 22, 2011 – May 21, 2012

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, one full time position was filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

POSITION FILLED

Date of Hire	Job Title	Recruitment Source
January 10, 2012	Music Producer/Host	IPR staff member

RECRUITING SOURCES USED

The following sources were used to recruit for the opening.

Referral Source	*	Address of Source	Contact Person	Telephone number and email
Corporation for Public Broadcasting	N	Jobline 401 Ninth St. NW, Washington DC 20004-2129	Web portal	202.879.9600 www.cpb.org/jobline
Traverse City Record-Eagle	N	120 W. Front St. Traverse City, MI 49684	Classifieds	231.946.2653
Michigan Association of Broadcasters	N	819 N. Washington St. Lansing, MI 48906-5815	Karole White	517.484.7444 karolewhite@michmab.com
Michigan Association of Public Broadcasters	N	819 N. Washington St. Lansing, MI 48906-5815	Ann Cochrane	517.484.7449 acochrane@michmab.com
Monster.com	N	www.monster.com	Web portal	
Grand Traverse Band of Ottawa and Chippewa Indians	N	The Employment Center 2605 N West Bay Shore Drive Peshawbestown, MI 49682		231.534.7534
Little River Band of Ottawa Indians	N	375 River Street Manistee, MI 49660	Todd Keway	(231) 398-6864 tkeway@lrboi-nsn.gov
Little Traverse Band of Odawa Indians	N	101 Greenwood St Petoskey, MI 49770	Frank Ettawageshik	fettawageshik@1tbbodawa-nsn.gov
Northwestern Michigan College	N	1701 E. Front, Traverse City, MI 49686	Web portal	https://www.nmc.edu/student-services/advising-center/career-advising/jobs.html
North Central Michigan College	N	1515 Howard Street, Petoskey, MI 49770	Charles MacInnis	231-348-6839 E-mail: cMacInnis@ncmich.edu
Michigan Association of Broadcasters' Great Lakes Broadcasting Conference and Career Expo in Lansing, MI	N	Contacted 17 individuals whom IPR staff met while attending 2011 Broadcasting Career Fair		

*Indicate Y or N if the organization requested that the station provide it with notice of all job vacancies.

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total number of persons interviewed in preceding year: 3

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source referred
Corporation for Public Broadcasting	0
Traverse City Record-Eagle	2
Michigan Association of Broadcasters	0
Michigan Association of Public Broadcasters	0
Monster.com	0
Grand Traverse Band of Ottawa and Chippewa Indians	0
Little River Band of Ottawa Indians	0
Little Traverse Band of Odawa Indians	0
Northwestern Michigan College	0
North Central Michigan College	0
Other – Interlochen Public Radio staff member	1

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

March 14, 2012 – The licensee participated in the Michigan Association of Broadcasters’ Great Lakes Broadcasting Conference and Career Expo in Lansing, MI. IPR was represented by the Interlochen Public Radio’s General Manager and Chief Engineer. General information about the station was presented as well as specific opportunities about openings and volunteer opportunities.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Interlochen Public Radio engaged two interns during the reporting period. A music producer intern produced classical music programs and voiced station breaks, and served as an intern July 5-August 12, 2011. The intern was under the supervision of the station’s General Manager.

A journalism intern produced news reports and notices of events in the community for Interlochen Public Radio during the period July 2011 to January 2012. The intern was under the supervision of the station’s News Director.

Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

Local programming by community members:

Interlochen Public Radio provided training, equipment, and expertise for a monthly radio program about Michigan writers. Daily, weekly, and monthly programs were produced by three volunteer program producers in the community.

Community Performance Venue: Interlochen Public Radio regularly invites musicians to perform “Live from Studio A” as a part of our regular broadcast schedule and outreach program. IPR records and broadcasts several music performances in the region, including concerts from the Bay View Music Festival in Petoskey, Interlochen Center for the Arts, concerts from the Chamber Music North series and performances by the Traverse Symphony Orchestra and the Great Lakes Chamber Orchestra.

Interlochen Public Radio presented information about the radio stations at area business expos, service clubs, and conferences in Ludington, Frankfort, Manistee, Traverse City, Leelanau County, Petoskey, and Harbor Springs to reach out to the community, and to present its programs and services to the community.

IPR produces a weekly one-hour program focused on leaders in the community. “Island Cabin Discs” gives opportunities to leaders in the community to share about the organizations they serve, in the context of sharing their favorite music. More than 155 leaders in the community have been featured.

IPR retained several community members as paid reporters for news stories and features. In many cases, IPR staff has worked with these freelance reporters to produce news reports.

Interlochen Public Radio conducted listener focus groups designed to help station staff improve reporting on local issues. 44 listeners participated in intensive focus group sessions in Manistee and Traverse City.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Interlochen Public Radio staff members worked with and trained eight volunteer producers from the community to develop and enhance recording, production, reporting and/or interviewing techniques during the reporting period.

Interlochen Public Radio is currently training a professional musician in the community to produce weekly radio programming. That programming is aired on IPR News Radio and Classical IPR.

IPR staff established a radio production curriculum and taught radio production to 16 high school students in the 2011-12 school year. Some of the programming that was produced was broadcast on IPR.

IPR staff responded with training and technical support for a high school student interested in learning radio production. The student produced a piece that was broadcast on IPR.

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

Interlochen Public Radio encourages visitors, conducts tours, hosts special events at the station, and presents an annual Open House to encourage members of the community to become more connected with these stations and with radio broadcasting.

Station staff regularly record and broadcast comments and essays from members of our community. The stations host events in coordination with HD telecasts and the Traverse City Film Festival at the newly-renovated State Theatre in Traverse City, the Garden Theater in Frankfort, the Crooked Tree Arts Centre in Petoskey, and at other venues in the region.