

# WMUK 2021-2022 ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report: **June 1, 2021 through May 31, 2022**

Licensee: **Western Michigan University**

Call Signs of Stations Comprising Station Employment Unit: **WMUK 102.1 FM, Kalamazoo, MI**  
(Facility ID No. 71874)

**WKDS 89.9 FM, Kalamazoo, MI**  
(Facility ID No. 4198)

The purpose of this EEO Public File Report (“Annual EEO Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Equal Employment Opportunity Rules.

This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WMUK, Kalamazoo, MI and WKDS, Kalamazoo, MI; and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Annual EEO Report covers the time period from **June 1, 2021 to May 31, 2022** (the “Applicable Period”).

The FCC’s EEO Rule requires 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 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 vacancies 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.

For the purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer.

**SECTION 1: Vacancy Information**

Time Period Covered: **June 1, 2021 to May 31, 2022**

Stations in Employment Unit: **WMUK 102.1 FM and WKDS 89.9 FM**

<b>Full-time Positions Filled by Job Title</b>	<b>Date Position First Opened</b>	<b>Date Position Filled *</b>	<b>Recruitment Source of Hiree</b>	<b>Total Number of Interviewees</b>
<b>News Director **</b>	<b>10/27/2021</b>	<b>01/25/2022</b>	<b>Personal Referral</b>	<b>5</b>
<b>Business Manager Associate ***</b>	<b>12/21/2021</b>	<b>02/22/2022</b>	<b>wmujobs.org</b>	<b>4</b>
<b>News Reporter ****</b>	<b>03/09/2022</b>	<b>05/27/2022</b>	<b>Personal Referral</b>	<b>5</b>

\* **Note 01:** For the purposes of this Annual EEO Public File report, the Station considers a vacancy “filled” when the applicant has signed and dated a formal station Letter of Offer accepting the position, and not when the offer was extended nor the official first day of employment.

\*\* **Note 02:** The News Director position was filled by an internal candidate who was previously the Station’s full-time News Reporter. However this was the result of a full external search, and the position opening was widely disseminated by the Station. The internal candidate was interviewed and evaluated alongside a number of external candidates. Therefore, we do not consider the filling of this vacancy an internal promotion, as the selected job candidate went through the EEO gate in order to obtain the News Director position.

\*\*\* **Note 03:** The Business Manager Associate position had initially opened as an internal search within the licensee (available only to internal applicants within Western Michigan University). After the failure to find adequate internal candidates based on this internal search, the job posting was subsequently re-opened as an external search on 12/21/2021. During this external search, the Station wide disseminated notice of this job opening to a number of recruitment sources (please see Section 2).

\*\*\*\* **Note 04:** The News Reporter position was filled by an internal candidate who was previously the Station’s part-time News Reporter. However this was the result of a full external search, and the position opening was widely disseminated by the Station. The internal candidate was interviewed and evaluated alongside several external candidates. Therefore, we do not consider the filling of this vacancy an internal promotion, as the selected job candidate went through the EEO gate in order to obtain the News Reporter position.

**Total Number of Persons Interviewed During Applicable Period: 14**

**SECTION 2: Recruitment Source Information**

Time Period Covered: **June 1, 2021 to May 31, 2022**

Stations in Employment Unit: **WMUK 102.1 FM and WKDS 89.9 FM**

*\* An Asterisk Designates Sources Entitled to Vacancy Notifications*

Recruitment Source & Contact Information (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
Corporation for Public Broadcasting Jobline <a href="http://www.cpb.org/jobline">http://www.cpb.org/jobline</a> 401 Ninth Street NW Washington, DC 20004-2129 Cara Dalrymple, HR (202) 879-9600	1	<b>News Reporter</b>
Disability Network Southwest Michigan * 517 E. Crosstown Parkway Kalamazoo, MI 49001 Hank Bostic, (269) 345-1516 x113 <a href="mailto:bostich@dnswm.org">bostich@dnswm.org</a> <a href="http://www.dnswm.org">www.dnswm.org</a>		
El Concilio Kalamazoo * 930 Lake St, Suite A Kalamazoo, MI 49001 Nathaly Olavarria, Community Engagement Manager <a href="mailto:ovalle@elconciliokzoo.org">ovalle@elconciliokzoo.org</a>		
Gun Lake Band of Pottawatomi * 2872 Mission Dr., Shelbyville, MI 49344 Maaike Dombrowski, Human Resources Recruiter <a href="mailto:maaike.dombrowski@qlt-nsn.gov">maaike.dombrowski@qlt-nsn.gov</a>		
Metropolitan Kalamazoo Branch NAACP * PO Box 51473 Kalamazoo, MI 49005-1473 Wendy Field, President <a href="mailto:mattie3017@yahoo.com">mattie3017@yahoo.com</a>		
Michigan Assoc. of Broadcasters Job Bank <a href="http://www.michmab.com/Careers/JobBank">http://www.michmab.com/Careers/JobBank</a> 819 North Washington Avenue Lansing, MI 48906-5815 (517) 484-7444 Mathew Treadwell, Marketing & Communications Manager	1	<b>News Director</b>
Michigan WORKS! Southwest * 1601 South Burdick St. Kalamazoo, MI 49001 Denise Mott (Business Services Coord.) (269) 488-7611 / <a href="mailto:dmott@miworkssw.org">dmott@miworkssw.org</a>		

Recruitment Source & Contact Information (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
NABJ (National Association of Black Journalists) Career Center 8800 Lakewood Dr #117 Windsor, CA 95492 info@nabjcareers.org (No contact person information provided.)		
NAHJ (National Association of Hispanic Journalists) Career Center 8800 Lakewood Dr #117 Windsor, CA 95492 info@nahjcareers.org 626 792 3846 (No contact person information provided.)		
National Alliance of State Broadcasters Associations http://www.careerpage.org/search.php 2333 Wisconsin Street NE Albuquerque, NM 87110 (505) 881-4444		
Nottawaseppi Huron Band of Potawatomi * 1485 Mno-Bmadzewen Way Fulton, MI 49052 Audrey Weiber, HR Rep, 269.704.8377		
ONEplace, Kalamazoo Public Library non-profit employment website: www.kpl.gov/ONEplace/employment Kalamazoo Public Library 315 South Rose Kalamazoo, MI 49007 Stacy Jackson, 269-553-7848 StacyJ@kpl.gov / ONEplace@kpl.gov		
OutFront Kalamazoo * 340 S. Rose St., Kalamazoo, MI 49008 Grace K. Gheen, Director of Communications 269.349.4234 / office@outfrontkzoo.org		
Personal Referral	3	<b>News Reporter, News Director</b>
Pokagon Band of Potawatomi * PO Box 180 Dowagiac, MI 49047 Maggie Gibson, Human Resources Generalist, (269) 462-4337 Maggie.Gibson@pokagonband-nsn.gov		
Public Media Journalists Association P.O. Box 838 Sturgis, SD 57785 Christine Paige Diers, Executive Director christine@pmja.org / 605-490-3033		

<b>Recruitment Source &amp; Contact Information</b> (Name, Address, Telephone Number, Contact Person)	<b>Total Number of Interviewees This Source Has Provided During This Period (If Any)</b>	<b>Full-time Positions for Which This Source Was Utilized</b>
RTNDA (Radio Television Digital News Association) - Career Center 529 14th Street NW, Suite 1240, Washington, D.C. 20045 No additional contact information provided.		
Public Job Posting - None Specified	1	<b>News Reporter</b>
Social Media Posts: Facebook	1	<b>News Reporter</b>
Unknown (Applicant did not specify, or not on record)	1	<b>News Director</b>
Website- Not Specified		
Western Michigan University <a href="https://www.wmujobs.org/">https://www.wmujobs.org/</a>  Address: 1903 West Michigan Avenue Kalamazoo, MI 49008 Allison Haan, HR Representative (269) 387-3651	4	<b>Business Manager Associate</b>
WMUK 102.1 FM and WKDS 89.9 FM On-air announcement <a href="http://www.wmuk.org/">http://www.wmuk.org/</a>  Address: WMUK-FM Western Michigan University Friedmann Hall 1903 West Michigan Avenue Kalamazoo, MI 49008-5351	1	<b>News Director</b>
WMUK-FM Station Website <a href="http://www.wmuk.org/">http://www.wmuk.org/</a>  Address: WMUK-FM Western Michigan University Friedmann Hall 1903 West Michigan Avenue Kalamazoo, MI 49008-5351	1	<b>News Reporter</b>
<b>Total Respondents Interviewed by All Recruitment Sources</b>	<b>14</b>	

Note: The Station's licensee posts job hiring information related to the Station to higher education job sites, however this is done independently from the Station Employment Unit and therefore not included in this report.

*[See next page for Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken.]*

### **SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken**

Time Period Covered: **June 1, 2021 to May 31, 2022**

Stations in Employment Unit: **WMUK 102.1 FM and WKDS 89.9 FM**

*Note: Due to the ongoing global COVID-19 pandemic, the Station's ability to perform Prong 3 non-vacancy specific recruitment activities was impaired, as the ability to participate in traditional activities to meet this prong was limited by government and licensee-mandated restrictions on in-person activities. However, the Station did nonetheless complete a number of activities that meet the definition of Prong 3 activities for a station with 5-10 full time employees during the Applicable Period.*

#### **(1) Community Announcements**

During the past year, WMUK 102.1 FM ran monthly on-air announcements informing area community groups and organizations of how they could be added to a list of organizations notified of employment openings as they occur. These announcements generally ran at a minimum as follows: one day every two weeks, twice a day in random day parts. These monthly announcements did not air on WKDS 89.9 FM until March 2022.

As a result of outreach to community organizations in prior years, as well as our on-air announcements, several organizations have requested that WMUK provide notification of Station job vacancies. WMUK maintains a file of those who have expressed interest in the past of being notified. In recent years the organizations requesting notification of WMUK employment opportunities have included: Michigan Works, Disability Network of Southwest Michigan, El Concilio Kalamazoo, Gun Lake Band of Pottawatomi, Nottawaseppi Huron Band of Potawatomi, OutFront Kalamazoo, and the Metropolitan Kalamazoo NAACP.

#### **(2) Internship Program**

WMUK's ongoing news internship program continues to serve the targeted purpose of teaching young people skills needed for broadcast employment, specifically skills required to become multimedia reporters and producers with an emphasis on audio production and reporting. This includes research, reporting, writing, producing and presenting audio news content for the station's broadcast service and website. Interns gain experience in reporting and producing short and long-form news content, and creating news content for WMUK's webpage. For the 2021-2022 academic year, WMUK was able to resume in-person instruction for the news internship program. *(In the prior academic year, the Station was forced to modify its internship program to be handled largely via virtual instruction, with some limited in-person training where appropriate.)*

Typically, there are three semesters (Fall, Spring and abbreviated Summer semesters) during each calendar year. Paid internships typically commit to the Fall and Spring semesters (i.e. one academic year). The summer semester is generally unpaid. During a semester, each intern spends approximately 10 hours per week at the station receiving training and producing news stories. Our internships are targeted at students of our licensee, Western Michigan University (WMU), but are not technically restricted to WMU students.

Two paid interns, one Caucasian female and one African-American male, participated in the program between September 2021 and May 2022. This was during the Fall 2021 and Spring

2022 semesters. Additionally, one Caucasian female and one Caucasian male took part in WMUK's unpaid internship in the summer of 2021.

### **(3) Career and Technical Education / Media Production Advisory Committee Participation**

WMUK's General Manager (GM) continued to participate in a Media Production Advisory Committee, as pandemic conditions allowed. The committee typically meets twice annually, and offers consultation and program evaluation for a year-long Media Production course administered by the *Public Media Network* (PMN) in cooperation with the local *Career and Technical Education* (CTE) program (formerly known as the *Education for Employment*, or EFE, program).

CTE is a part of the *Kalamazoo Regional Educational Service Agency* (KRESA), and the program provides a wide range of career and technical education, training, and opportunities for students in the 10<sup>th</sup> through 12<sup>th</sup> grades. Its mission is "*to prepare today's students for tomorrow's careers.*"

This community-based group (i.e. the Media Production Advisory Committee) maintains an advisory role, by providing information about broadcast employment issues. In particular, this advisory body provides input on course program planning, development and operations.

The Media Production course (that the Advisory Committee provides advice for) was the result of the merger of two (2) distinct former classes (and their respective committees): a Radio Production course, and a Digital Video Production course. The GM was previously an advisory committee member for the Radio Production course, which utilized WKDS 89.9 FM as a student-run station broadcasting from Kalamazoo, providing an educational experience, while preparing students for a possible career in broadcasting.\*

In the 2019-2020, the decision was made to merge the two courses into one combined Media Production course. It was explained that this decision was made due to low enrollment in both classes, as well as the efficiencies for students that would result from the merger. The merged class targets enrollment from eligible high school students across Kalamazoo County.

*(\* Disclosure: WKDS 89.9 FM was previously licensed to Kalamazoo Public Schools (KPS) but operated by WMUK under a Time Brokerage Agreement from December 2019 through June 2021. Western Michigan University purchased WKDS on behalf of WMUK-FM in 2021, with the purchase closing in September 2021 after receiving FCC approval. Upon taking over operations in December 2019, WMUK changed the format and purpose of WKDS to serve as a primarily professionally-run classical music station, and continues this format to present day. As part of the sale agreement with KPS, WMUK plans to provide funds to acquire the equipment needed to build a student-run internet radio station. The goal is to provide a comparable educational experience to the one previously offered by WKDS, prior to the merger of the course (and the station sale). The Public Media Network has agreed to host this internet-based station, and to incorporate it into the Media Production course curriculum where possible. At the time of this filing, KRESA has decided that it will discontinue the class after the 2022-2023 academic year. The future of the aforementioned student-run internet station is therefore under discussion.)*

- a. WMUK's General Manager attended the 2021-22 CTE Spring Joint Advisory Committee Meeting on Tuesday, April 5, 2022 from approximately 5:45-7:00 pm.

This meeting was held at the Kalamazoo Radisson Plaza Hotel.

- i. The purpose of the event was to provide receive general updates from Kalamazoo RESA (KRESA) regarding the state of the Career and Technical Education (CTE) program as a whole, as well as objectives for the future. This included plans for the new state-of-the-art facility that will be constructed. More importantly, the event also provides an opportunity for advisory groups to meet to discuss the future of their CTE programs.
- ii. At the start of the event, a general session was held, providing the aforementioned CTE updates. The stated goals of the overarching CTE program are to increase enrollment, provide pathways for more non-traditional and historically under-served student enrollment, develop high numbers of students earning credentials that align with current and emerging needs of local industry, developing sustainable partnerships with local industry and communities, and assuring quality employment for students post-graduation. Following this overview, the advisory groups broke out into individual committee meetings, to discuss the future of their specific area and provide *“robust collaboration and feedback regarding CTE curriculum and credentials.”* Participating in the discussion were members of the CTE advisory committee for the Media Production program, as well as media instructors from both CTE and Education for the Arts (EFA).
- iii. **For the Media Production Advisory Committee, the committee members were informed that the media production program would be phased-out for both CTE and Education For the Arts (EFA). The programs will continue for the current school year as well as the 2022-2023 academic year, but be discontinued after that.**
- iv. The rationale provided was that KRESA had determined that the programs were no longer providing effective educational opportunities for students. Based on data, the metrics indicated the number of Kalamazoo-area students who would benefit from post-graduation jobs in the local region was not high enough to continue to the Media Production programs. Also, there was some discussion as to whether or not low student enrollment in the class and low testing scores was also a factor. Regardless, the committee was informed that the return on investment for both the EFA and CTE media programs was insufficient and that KRESA’s decision was final.
- v. A discussion ensued regarding this, eliciting some feedback as to whether the Advisory Committee should disband or perhaps continue on in some other capacity. Specifically, the moderator of the discussion, Bryan Zoicher (EFA Director), suggested that a new media program could be created under the EFA umbrella (and no longer a CTE program). This could coincide with discussions on having satellite courses related to EFA for high school students, which is currently under consideration by KRESA.
- vi. The moderator then asked for feedback on possible industry recognized credentials that would be valuable in the media broadcasting field. Members of the committee, including WMUK’s General Manager, noted that there were indeed certifications in the media industry that KRESA should prepare students for – even if not in the form of the current Media Production programs. This included SBE (Society for Broadcast Engineers) Certification for Broadcast Engineering, Audio-Visual Design for Broadcast Facilities (i.e. Video-over-IP architecture), Video Drone Certification,

- Adobe Suite Certification, and Davinci Video Editing Certification.
- vii. Finally, committee members and instructors provided extensive feedback on improvements that could be made to an existing EFA “Radio and TV Broadcasting Technology” program – as part of a curriculum alignment discussion. This included ways to modernize the course, making students who complete it more marketable for a career in broadcasting. Mr. Zoicher (the moderator) said that this feedback would be shared with KRESA, and possible further refinements would be solicited. KRESA’s CTE Executive Director, Cameron Buck, noted in a follow-up email that the feedback regarding *“industry recognized credentials and curriculum alignment will be used as we move into the next stage of design development.”*

#### **(4) Judging for Student Broadcast Awards**

WMUK’s General Manager (GM) was invited to be a judge in the 2022 Michigan Student Broadcast Awards, awarded by the Michigan Association of Broadcasters Foundation (MABF). The General Manager accepted this invitation. Specifically, the GM judged the high school Public Service Announcement (PSA) category. Per the EEO acknowledgment letter, there were 495 entries from high school and college broadcasting students statewide; however the GM evaluated only an assigned portion of these entries.

Evaluations were done via an online judging system that presents the list of audio entries to be reviewed and judged, as well as opportunities to provide suggestions and comments for individual entries “to help encourage and educate students.” Per the MAB, *“this is an excellent opportunity to provide valuable feedback to the future of our industry.”*

Per the EEO acknowledgment letter from the Michigan Association of Broadcasters Foundation, *“The information about the 2022 Michigan Student Broadcast Awards was widely disseminated and marketed to high school and college students, who represent future job seekers, in Michigan.”*

The Station views participation by its GM in this activity as an education opportunity for potentially aspiring broadcasters, which also fulfills one of the EEO prongs required by broadcasters to fulfill on an annual basis.

#### **(5) Broadcast Career Fairs and Related Events**

WMUK’s General Manager and other station staff typically participate in at least two (2) broadcast career fairs or other related events targeted at broadcast industry job seekers each year. Promotion for these events are widely disseminated on-air during the one to two weeks prior to the date they occur. These events are designed to inform the public of employment opportunities in broadcasting, as well as offering professionals and job seekers the opportunity to network. We believe these types of events are of particular value to students and other career-minded citizens interested in the broadcasting profession across our region, while simultaneously assisting WMUK/WKDS in fulfilling one of the Outreach Prong 3 – Menu Option EEO initiatives established by the FCC. For the 2021-2022 reporting year, WMUK was unable to attend any Fall 2021 career fairs due to most events being cancelled because of the COVID-19 pandemic. However, the Station did participate in a digital speed networking event on Friday, March 25, 2022. See below for more information.

- a. For Spring 2022, WMUK participated in a digital speed networking hosted by the Michigan Association of Broadcasters Foundation (MABF). Unlike in previous years, this was a standalone event unrelated to the Great Lakes Media Show, which had been held virtually earlier in March 2022. The 2022 MABF Digital Speed Networking event was held via a virtual video conferencing platform on Friday, March 25, 2021 from 10:30 am to approximately 2 pm. This digital networking event was widely disseminated over the air on WMUK 102.1 FM and WKDS 89.9 FM.

The online event began with a young professional panel discussion that Stephen Williams, WMUK's General Manager (GM), viewed but did not participate in. This portion of the event took place from 10:40 am to 11:20 am. The discussion centered on how the panelists entered the broadcasting industry as well as the day-to-day and longer-term challenges and opportunities they have encountered in their career path. This includes the challenges they faced during the COVID-19 pandemic in the past couple of years. The panelists provided advice for people interested in working in the broadcasting industry, including ways to make themselves competitive, the importance of local coverage, how their media careers can be used to improve the public's lives, building necessary experience, starting in smaller markets, and ways to leverage their skills to advance in the industry. Finally, there was a discussion on the future of the broadcast industry, touching on issues of being local, telling good stories, providing good content, and being more interactive using new digital tools. The discussion was moderated by Sam Klemet, President/CEO of the Michigan Association of Broadcasters. Panel participants were Lora Painter (Anchor and Journalist at WWMT-TV Kalamazoo), Erin Allen (Producer, Stateside at WUOM-FM), Brett Kast (General Assignment Reporter at WXYZ-TV Detroit), and Ian Rhodes (News Technical Operations Manager at WDIV-TV Detroit).

This event was followed by the Digital Speed Networking online event at approximately 11:30 am. WMUK's General Manager and News Director participated in this speed networking, wherein they were randomly paired with broadcasting professionals in 5-minute increments – with the option of extending the networking time by 5-minute intervals. The networking was facilitated by the same online video conferencing platform used during the panel discussion, however for the networking component the GM and News Director were placed in different digital “rooms” to networking with career-minded job seekers.

During the networking event, the GM spoke with four (4) people interested in careers in broadcasting. Generally, the GM provided each participant with a basic overview of WMUK and the public radio industry, and informed them that there was a full-time job opening at the Station for News Reporter with information on how to apply. The GM also provided advice on how to obtain an entry level broadcasting position in general, and the importance of obtaining an internship to discover areas of interest within the field (where possible). One of the people the GM spoke with was a college student at the University of Michigan, interested in a career in broadcasting (radio and television). The other three persons who networked with the GM consisted of people interested in making a career transition from other industries into broadcasting.

In a separate digital “room,” WMUK’s News Director Sevilla Mann spoke with three participants – one of them the same as a participant who had earlier networked with the GM in the event. Another of the network participants was a recent college graduate interested in a position in broadcasting.

## **(6) Conferences & Training**

a. WMUK afforded training opportunities to its personnel that enabled them to acquire skills for higher-level positions and/or enhance their professional development skills (paid for by the Station).

i. Several of WMUK’s content staff attended the 2021 Conference of the Public Media Journalists Association (PMJA), which was held virtually June 23-24, 2022. Specifically, the Station’s full-time news reporter attended multiple sessions covering wide ranging topics, including (but not limited to): public media’s ability to fill in the gap in media coverage of state government, inclusivity in newsrooms, and an overview of NPR’s standards and practices. The reporter also attended workshops on how to edit effectively and another workshop on science reporting. The Station’s Director of Content Operations also attended several of these sessions. We view these training opportunities as invaluable for professional development, further reinforced by the fact that the news reporter was later promoted to News Director after an external recruiting search.

ii. WMUK’s development staff, comprising the Director of Development and also WMUK’s Corporate Support and Major Giving Officer, attended the 2021 Public Media Development and Marketing Conference (PMDMC) from July 19-21, 2021, and hosted by the Greater Public. PMDMC is “*public media’s largest conference devoted to issues surrounding revenue generation, marketing, and management.*” It affords public media marketing and development professionals the opportunity to learn more about best practices in the industry. Due to pandemic restrictions on social gatherings, this conference was held virtually.

The Development Director attended sessions on mid-level giving, sustaining membership, local news collaboration, diversity and inclusion in membership, audience centered culture, and some overview/state of the system presentations. The Corporate Support and Major Giving Manager attended sessions on leveraging the value of NPR listener profiles, reaching mid-level donors, planned giving in the “new normal,” best corporate support ideas in an economy still recovering from the COVID-19 pandemic, sponsorship CRM platforms, and exploring the fun and frustrations of nonprofit work.

iii. WMUK’s Cara Lieurance, host of the classical music-oriented program *Let’s Hear It!* on WKDS 89.9 FM, attended five (5) online seminars tied to the SphinxConnect virtual conference held January 27-29, 2022. The conference was titled “*SphinxConnect 2022: Forging Alliances*” and is branded as “*the largest and longest-standing convening dedicated to*

*diversity and inclusion in classical music.”*

Specifically, the sessions Lieurance attended focused on how to increase diversity within the classical music world on a number of levels, including performers, orchestra staff, management, unions and governance. Lieurance provided a summary of the sessions she attended, with a renewed desire to expand the Station’s library to include more BIPOC (Black, Indigenous and People Of Color) composers and musicians for consideration for our local classical music programming. Because this directly impacts the relevance of Lieurance’s music program in a 21<sup>st</sup> century context, Station Management viewed this as a positive professional development opportunity.

- iv. WMUK’s Chief Engineer Martin Klemm attended numerous professional development workshops, designed to enhance his broadcast engineering experience. This included attending the virtual Michigan Association of Broadcasters Show on March 3, 2022, where Klemm attended broadcast engineering sessions on the mathematics of reliability, grounding and lightning, RF Filter / Line / Antenna Sweep Measurement data, and understanding how to protect an organization from a ransomware attack.

Klemm has also attended various webinars hosted by Nautel (manufacturer of WMUK’s primary transmitter), entitled “Transmitter Talk Tuesday.” These webinars covered topics including RBDS/RDS, partitioning and general security, software-defined radio, networking for non-IT individuals, transmission site networking, and the future of transmission.

- v. In May 2022, all active part-time and full-time WMUK staff completed an online training module designed to prevent workplace harassment. This training was required for all Community Service Grant (CSG) station recipients, per the Corporation for Public Broadcasting (CPB). This online interactive training was offered by CPB, via the EverFi training platform. The training is designed to address the following topics: a.) what constitutes acceptable and unacceptable workplace behavior, b.) how to recognize harassment when it occurs, and c.) how to report and respond to violations. Both CPB and Station Management view this training as an opportunity to continuously affirm our commitment to maintaining a work environment that is free from all forms of discrimination and harassment.

## **Western Michigan University and EEO**

Western Michigan University, the licensee for WMUK and WKDS (i.e. the Station Employment Group), maintains an Equal Employment Opportunity program in compliance with state and federal law.

*[See next page for additional information.]*

## **WMUK Employment Opportunities**

As of May 31, 2022, there were no active full-time employment opportunities at the Station Employment Unit. Community organizations may be placed on a list to be notified of future vacancies, if they so choose.

WMUK provides notice of full-time employment openings as they occur to organizations within the community requesting them. If your organization wishes to be placed on our list of community groups to be notified, you may make your request by e-mail to [employment@wmuk.org](mailto:employment@wmuk.org) or through a written request mailed to:

WMUK-FM  
Employment Opportunities  
1903 W. Michigan Avenue  
Kalamazoo, MI 49008-5351

## **Western Michigan University as an Equal Employment Opportunity Employer**

As an Equal Employment Opportunity employer, WMUK's licensee, Western Michigan University, periodically informs personnel (including WMUK staff members) and potential applicants for employment of our EEO policies, program and HR Policies within the university. To learn more about the University's EEO policies, program and HR policy, please visit the following website:

<https://wmich.edu/hr/manual-eeo>