

NORTHERN MICHIGAN UNIVERSITY

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

---

Marquette, Michigan

June 1 2009 through May 31, 2010



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 – WNMU(TV) & WNMU-FM Chief Engineer  
Date filled: August 5, 2009

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

Source

- Current Magazine
- Green Bay Press Gazette
- Marquette Mining Journal daily newspaper
- WNMU-TV and FM (station websites)
- UP Advantage
- Michigan Works!
- HigherEdJobs.com (including the Affirmative Action E-mail list)
- Northern Michigan University (website, channel 20, dial-a-job, internal posting)
- Michmab.com (website)
- PBS Connect (all PBS stations)
- Society of Broadcast Engineers job line (website)
- Personal Contact

**III. Total number of persons interviewed for all full-time vacancies filled during period.        3**

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

<u>Recruitment Source</u>	<u>Interviewed</u>	<u>Hired</u>
Current Magazine	0	0
Green Bay Press Gazette	0	0
Marquette Mining Journal daily newspaper	0	0
WNMU-TV and FM websites	0	0
UP Advantage	0	0
Michigan Works!	0	0
HigherEdJobs.com (including Affirmative Action E-mail list)	0	0
NMU (web site, chan. 20, dial-a-job, internal posting)	0	0
Michmab.com	0	0
PBS Connect (all PBS stations)	0	0
Society of Broadcast Engineers job line	0	0
Personal Contact	1	1

*(Note: Two of the three applicants interviewed for this position did not provide self-disclosed recruitment source information.)*

V. Supplemental EEO Outreach activities during the reporting period.

Below is a brief description of activities undertaken during the period June 1, 2009 through May 31, 2010, involving station personnel.

**A. HIGH SCHOOL AND COLLEGE TRAINING**

1. **High School Bowl Production Sept 2009-April 2010.** WNMU(TV) interacts with high school students, teachers, and parents through the production of a series of 50 one-hour High School Bowl programs, highlighting 50 high schools from the Upper Peninsula of Michigan and northeastern Wisconsin and hundreds of students. Competing teams bring students, teachers, and parents into the facility where they are exposed to station operations and learn more about careers and job opportunities in broadcasting and multi-media.
2. **Public Eye News Aug 2009 - April 2010** 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.
3. **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. Students receive formal training, are supervised by full-time professionals and given independent operating shifts as their skills allow.
4. **June 2009 - May 2010, 8 - 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, 38 new and 14 repeat programs aired as part of this series. Station personnel discuss media opportunities with graduating seniors and the potential for employment at stations like WNMU as part of the production experience.
5. **April 22, 2010 - 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.

## **B. HIGH SCHOOL AND COLLEGE INTERNSHIP PROGRAMS**

6. **WNMU-TV High School Student Internship – September 2009 – May 2010.** One student from Marquette Senior High School. This internship was through Marquette Alger Regional Educational Services Agency (MARESA). The student worked with Public Eye News and also participated as crew on other locally produced programs including Media Meet, High School Bowl and the "Ask the" series. She learned studio production skills, edited playlists from the station's CBS NewsPath service and prepared network promos for local air. She also received on-air talent experience as well.
7. **WNMU-TV and FM College internship programs.** In 2010, seven NMU students participated in this program, receiving broadcast related experience and course credit.

## **C. JOB FAIRS AND CAREER PRESENTATIONS**

8. **October 5, 2009 - Fall Job Fair and Career Expo at Northern Michigan University. Station Managers Bruce Turner (TV) and Evelyn Massaro (FM)** participated in this 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.
9. **November 11, 2009 - General Manager Eric Smith – Wildcat Weekend Parent and Student Career Presentation.** 21 Students interested in broadcasting as a college major were hosted in the WNMU studio to learn more about potential career opportunities. Examples of various production opportunities along with facility tours and a question and answer session allowed in-depth exploration of television and radio career paths.
10. **March 20, 2010 - General Manager Eric Smith – Wildcat Weekend Parent and Student Career Presentation.** 16 Students interested in broadcasting as a college major were hosted in the WNMU studio to learn more about potential career opportunities. Examples of various production opportunities along with facility tours and a question and answer session allowed in-depth exploration of television and radio career paths.
11. **April 22, 2010 Career Day at Bothwell Middle School. FM Station Manager Evelyn Massaro** gave a presentation to 6th grade students about careers in radio and TV. Approx 60 students in group. Described different jobs available in radio and TV and what kind of training is needed for each and what kind of salary they can expect to earn. Also did an activity showing students how to add up time segments for a program and let them practice reading a weather forecast within a 15 second time frame.
12. **April 23, 2010 – General Manager Eric Smith & Audio Engineer Pat Lakenen - College Day at NMU** - 11 students in two separate sessions attended this 1-hour discussion of broadcast career opportunities that illustrated the various types of career paths within the industry, the skills

needed to be successful and salaries typically associated with this type of work. All students had opportunities questions following the presentation.

13. **May 15, 2010 - General Manager Eric Smith -- Boy Scout Regional Camporee and Career Day.** 17 Boy Scouts ages 12 to 17 participated in two sessions specifically on broadcast careers and requirements for radio merit badge. 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 aptitudes are required for work in this industry and also the importance of maintaining strong writing, reading and vocabulary skills.

#### **D. TOURS EMPHASIZING CAREER OPPORTUNITIES**

14. **February 4, 2010 – General Manager Eric Smith – Lake Superior Community Partnership** – Tour of digital production and master control facilities at WNMU-TV to a group of 13 community leaders to review ways in which broadcasters can contribute to economic development and job placement within the region.
15. **March 8, 2010 - Student tour of WNMU TV and FM facilities, conducted by General Manager Eric Smith.** 18 students from NMU's Broadcast Survey course with Professor Mark Shevy participated. Students learned about career opportunities, the recent digital conversion and some of the business aspects related to the broadcast industry.
16. **May 5, 2010 – Tour - Sandy Knoll Elementary School – Producer/Director Bob Thomson** provided 22 students with a facility tour of WNMU TV and Radio, demonstrating studio production techniques, explaining the skills and training needed to perform production work and answer questions about the equipment and jobs in this industry.
17. **May 20, 2010 – 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.