

WMUK 2019-2020 ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report: **June 1, 2019 through May 31, 2020**

Licensee: **Western Michigan University**

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

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 Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by WMUK 102.1 FM.

The information contained in this Annual EEO Report covers the time period from **June 1, 2019 to May 31, 2020** (the “Applicable Period”). Consistent with the FCC’s Rules, this Annual EEO Report contains the following information:

- A list of all full-time vacancies filled by the Station during the Applicable Period;
- For each such vacancy, the recruitment sources utilized to fill the vacancy, including any such sources that have asked to receive information from the Station about any new job openings, which are separately identified;
- The recruitment source that referred the Hiree for each full-time vacancy filled during the Applicable Period;
- Data reflecting the total number of persons interviewed for all 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
- A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the Station during the Applicable Period.

The following sections provide the required information, and summarize the Station’s EEO efforts during the Applicable Period.

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

SECTION 1: Full-Time Job Openings Filled During This Period

Time Period Covered: **June 1, 2019 to May 31, 2020**

Stations in Employment Unit: **WMUK 102.1 FM**

| Job Title | Date Position First Opened | Date Position Filled* |
|---|-----------------------------------|------------------------------|
| Content Operations/Audience Development Director | 06/21/2019 | 08/30/2019 |

| Referral Source for Person Hired | Total Number of Applicants from All Sources | Total Number of Interviewees from All Sources |
|---|--|--|
| WMUK 102.1 FM Station Website: http://www.wmuk.org/ Address: WMUK 102.1 FM Western Michigan University Friedmann Hall 1903 West Michigan Avenue Kalamazoo, MI 49008-5351 | 9 | 2 |

| Recruitment Sources that Provided Interviewees | Number of applicants interviewed by source | Full-time positions for which this source was used |
|--|---|---|
| WMUK 102.1 FM Station Website http://www.wmuk.org/ Address: WMUK 102.1 FM Western Michigan University Friedmann Hall 1903 West Michigan Avenue Kalamazoo, MI 49008-5351 | 1 | Content Operations/Audience Development Director |
| Corporation for Public Broadcasting Jobline http://www.cpb.org/jobline 401 Ninth Street NW Washington, DC 20004-2129 Cara Dalrymple, HR (202) 879-9600 | 1 | Content Operations/Audience Development Director |
| TOTAL INTERVIEWED | 2 | |

* For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the person hired accepted the final job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by video conferencing.

SECTION 2: Recruitment Sources

Time Period Covered: **June 1, 2019 to May 31, 2020**

Stations in Employment Unit: **WMUK 102.1 FM**

** An Asterisk Designates Sources Entitled to Vacancy Notifications*

| Recruitment Source & Contact Information | Number of Applicants | # of applicants interviewed by source | Full-time positions for which this source was used |
|---|-----------------------------|--|---|
| Corporation for Public Broadcasting Jobline http://www.cpb.org/jobline 401 Ninth Street NW Washington, DC 20004-2129 Cara Dalrymple, HR (202) 879-9600 | 1 | 1 | Content Operations/Audience Development Director |
| Disability Network Southwest Michigan * 517 E. Crosstown Parkway Kalamazoo, MI 49001 Hank Bostic, (269) 345-1516 x113 bostich@dnswm.org www.dnswm.org | | | Content Operations/Audience Development Director |
| El Concilio Kalamazoo 930 Lake St, Suite A Kalamazoo, MI 49001 Sofia Ovalle, Community Engagement Manager ovalle@elconciliokzoo.org | | | Content Operations/Audience Development Director |
| Gun Lake Band of Pottawatomi 2872 Mission Dr., Shelbyville, MI 49344 Laura Kaminski, Communications Coordinator laura.kaminski@glt-nsn.gov | | | Content Operations/Audience Development Director |
| Indeed.com Employment search engine.(or email alert) | 3 | 0 | Content Operations/Audience Development Director |
| LinkedIn Online Job Listing | | | Content Operations/Audience Development Director |
| Metropolitan Kalamazoo Branch NAACP * PO Box 51473 Kalamazoo, MI 49005-1473 Wendy Field, President mattie3017@yahoo.com | | | Content Operations/Audience Development Director |
| Michigan Assoc. of Broadcasters Job Bank http://www.michmab.com/Careers/JobBank 819 North Washington Avenue Lansing, MI 48906-5815 (517) 484-7444 | | | Content Operations/Audience Development Director |
| Michigan WORKS! Southwest * 1601 South Burdick St. Kalamazoo, MI 49001 Denise Mott (Business Services Coord.) (269) 488-7611 / dmott@miworkssw.org | | | Content Operations/Audience Development Director |

| Recruitment Source & Contact Information | Number of Applicants | # of applicants interviewed by source | Full-time positions for which this source was used |
|---|-------------------------|---------------------------------------|---|
| Mlive.com (Kalamazoo Gazette's online recruiting source) MLive Media Group PO Box 77000 Detroit, MI 48277-0571 Wanda Mayhew, 216-999-4254 | | | Content Operations/Audience Development Director |
| National Alliance of State Broadcasters Associations http://www.careerpage.org/search.php 2333 Wisconsin Street NE Albuquerque, NM 87110 (505) 881-4444 | | | Content Operations/Audience Development Director |
| Nottawaseppi Huron Band of Potawatomi 1485 Mno-Bmadzewen Way Fulton, MI 49052 Audrey Weiber, HR Rep, (269) 729-5151 | | | Content Operations/Audience Development Director |
| ONEplace, Kalamazoo Public Library non-profit employment website: www.kpl.gov/ONEplace/employment Kalamazoo Public Library 315 South Rose Kalamazoo, MI 49007 Matthew Lechel, Director (269) 553-7847 / ONEplace@kpl.gov | | | Content Operations/Audience Development Director |
| OutFront Kalamazoo 340 S. Rose St., Kalamazoo, MI 49008 Mr. Greyson Valenti, Office Manager | | | Content Operations/Audience Development Director |
| Personal Referral <i>(Note: One applicant listed both Personal Referral and Western Michigan University as recruitment sources. Therefore both sources have been counted for this applicant.)</i> | 1 (See note at left) | 0 | Content Operations/Audience Development Director |
| Pokagon Band of Potawatomi PO Box 180 Dowagiac, MI 49047 Maggie Gibson, Human Resources Generalist, (269) 462-4337 Maggie.Gibson@pokagonband-nsn.gov | | | Content Operations/Audience Development Director |
| Southwestern Michigan Urban League * 172 West Van Buren Street Battle Creek, MI 49017 | | | Content Operations/Audience Development Director |
| Public Job Posting - None Specified | 2 | 0 | Content Operations/Audience Development Director |
| Social Media Posts | | | Content Operations/Audience Development Director |
| Unknown (Applicant did not specify) | | | Content Operations/Audience Development Director |

| Recruitment Source & Contact Information | Number of Applicants | # of applicants interviewed by source | Full-time positions for which this source was used |
|--|----------------------------------|---------------------------------------|--|
| Website- Not Specified | | | Content Operations/Audience Development Director |
| <p>Western Michigan University https://www.wmujobs.org/</p> <p>Address: 1903 West Michigan Avenue Kalamazoo, MI 49008 Allison Haan, HR Representative (269) 387-3651</p> <p><i>(Note: One applicant listed both Personal Referral and Western Michigan University as recruitment sources. Therefore both sources have been counted for this applicant.)</i></p> | <p>2 (See note at left)</p> | <p>0</p> | Content Operations/Audience Development Director |
| <p>WMUK 102.1 FM On-air announcement http://www.wmuk.org/</p> <p>Address: WMUK 102.1 FM Western Michigan University Friedmann Hall 1903 West Michigan Avenue Kalamazoo, MI 49008-5351</p> | | | Content Operations/Audience Development Director |
| <p>WMUK 102.1 FM Station Website http://www.wmuk.org/</p> <p>Address: WMUK 102.1 FM Western Michigan University Friedmann Hall 1903 West Michigan Avenue Kalamazoo, MI 49008-5351</p> | <p>1</p> | <p>1</p> | Content Operations/Audience Development Director |
| Total Respondents | 9 | 2 | |

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

Time Period Covered: **June 1, 2019 to May 31, 2020**

Stations in Employment Unit: **WMUK 102.1 FM**

(1) Community Announcements

During the past year, WMUK 102.1 FM ran 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 as follows: one day every two weeks, twice a day in random day parts. *(Note: Due to a scheduling error, these announcements were not broadcast from January through early April 2020.)*

As a result of mailings to community organizations in prior years, as well as our on-air announcements, several organizations have requested that WMUK provide notification of WMUK 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 (formerly the Hispanic American Council), OutFront Kalamazoo, Pokagon Band of Potawatomi, Southwestern Michigan Urban League, and the Metropolitan Kalamazoo NAACP.

(2) Internship Program

WMUK's news internship program is designed to teach 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 preparing and delivering on-air newscasts, reporting and producing short and long-form news content, creating news content for WMUK's webpage, and assisting with social media.

Internships cover a period of two semesters (14 weeks per semester). There are three semesters (Fall, Spring and abbreviated Summer semesters) during each calendar year. During a semester, each intern spends 10 hours per week at the station receiving training and producing features.

Two paid interns, one Caucasian female and one Caucasian male, participated in the program between September 2019 and March 2020. This was during the Fall 2019 and Spring 2020 semesters. *(Note: The Spring 2020 semester normally concludes in April but was ended early due to the global coronavirus pandemic that ended on-campus educational opportunities in March 2020).* An unpaid intern, a Caucasian female, participated in a special news project during the Summer 2019 semesters.

(3) Station tours for students

WMUK maintained its commitment to offering and conducting on-site tours, which frequently includes discussions about career opportunities in radio, and the skills necessary to be successful in the broadcast industry. This included skills in audio production, reporting, and other facets of broadcast media, with particular attention to public media. These services have been provided to Communications students at Western Michigan University (WMU) during the past year.

During these tours, WMUK's General Manager, and occasionally other station personnel, discuss employment in broadcasting, as well as internship or employment opportunities at WMUK. WMUK's General Manager conducted two such tour this reporting year. These tours generally took approximately one-hour.

- a. WMUK's General Manager provided a tour in the Fall 2019 semester to students in the COM 2570 (Audio Production) class of Western Michigan University's School of Communication on Thursday, September 26, 2019 at approximately 5:45 pm. The course instructor was Jon VanderMeer. During this tour students were given access to general areas of the station's main studio facilities, including Engineering areas, our Control Room, production studios, and the Takeda concert studio.

At the start of the tour, the General Manager provided an overview of WMUK and public radio, as well as our historic connection with NPR. Towards the end of the tour, the General Manager informed students about opportunities to participate in WMUK's internship program, and encouraged students to attend an upcoming broadcast career fair in Grand Rapids. The GM further encouraged students to generally avail themselves of internship opportunities at other broadcast media organizations throughout the state and region, in order to improve their marketability for employment.

- b. WMUK's General Manager conducted another station tour for the Spring semester of the COM 2570 audio production course offered by the WMU School of Communication. This tour was held on Wednesday, February 5, 2020 at approximately 6:00 pm. As with the fall semester, the course instructor was Jon VanderMeer. Similar to the Fall 2019 tour, this semester's students were provided a general overview of the Station's history, mission and operations. Students were afforded a tour of WMUK's main studio facilities, ranging from our administrative areas to our content team open office, our on-air and production studios, main library and concert studio and recording areas. During the approximately one-hour tour, students were given an overview of the role of one of WMUK's journalists, Sehvilla Mann. Ms. Mann is WMUK's Government and Education reporter. She provided some background on her primary duties, as well as some of the challenges she sometimes experiences as a reporter. At the end of the tour, the General Manager encouraged students to consider applying for WMUK's news internship program, and to also seek out internships at other radio stations. The GM offered to provide follow-up broadcast career advice and one-on-one career counseling for any student so interested.

(4) Career Fairs

WMUK's General Manager and other station staff participate in at least two (2) broadcast career fairs each year. The promotion for these career fairs are widely disseminated on-air. We believe these career fairs are of significant value to students across the region, as well as other aspiring broadcasters, and simultaneously fulfills one of the Outreach Prong 3 EEO initiatives established by the FCC.

- a. WMUK 102.1 FM participated in the Michigan Association of Broadcasters Foundation (MABF) *Broadcast Media Career and Networking Fair* on Wednesday, October 23, 2019 from 12-3 pm. This career fair event was held on the campus of Grand Valley State University in Grand Rapids, Michigan. More than 50 students and business-oriented professionals attended the event. WMUK's General Manager and News Director participated at WMUK's table – providing career and internship guidance, resume advice and providing a broader understanding of the field of broadcasting, and public radio broadcasting more specifically. Students and industry-oriented professionals were also advised on ways they can work towards the qualities broadcasters desire in qualified employment candidates. Resumes were accepted and placed on file for record-keeping purposes, however as in previous career fairs, those submitting resumes were informed that WMUK was not hiring at that time, nor could any resumes be used for employment purposes. However, we did encourage potential employment candidates to check WMUK's Employment page for future opportunities, and encouraged them to apply through our licensee's employment gateway. Additionally, flyers were offered to students regarding WMUK's yearlong paid news internship program. This event was promoted on-air by the Station in advance of the event.
- b. WMUK additionally participated in the *2020 MAB Foundation Media Career Fair* on Wednesday, March 4, 2020 from approximately 1:30 to 3:30 pm. This event was part of the Great Lakes Media Show, held annually at the Lansing Center in Lansing, Michigan. This career and networking fair is sponsored by the Michigan Association of Broadcasters Foundation (MABF). According to the foundation, more than 300 students and business-minded professionals attended this fair. WMUK's Station Manager and its Director of Content Operations & Audience Development participated in the fair at the Station's career fair both, talking and engaging with students and career-minded professionals interested in broadcasting. Participants at our booth were provided a general overview of the Station, public radio, and how to amass the desired qualifications and skills for broadcasters. The WMUK staff also provided advice on how persons who are pursuing different fields of study or work could transition into broadcasting. Resumes were accepted and placed on file for record-keeping purposes only (not for employment). Several attendees were provided information on how they can pursue careers in the field of broadcasting via popular industry job banks. Internship flyers and applications were made available at the WMUK table for students interested in the Station's yearlong paid news internship program. This career fair was promoted on-air by the Station in advance of the event.

(5) Informational Interviews

Periodically, WMUK's General Manager provides broadcast career advice to individuals, in the form of one-on-one informational tours and/or interviews. Such an informational tour took place from approximately 2-3 pm on Monday, June 17, 2019 with a member of the public, Mr. Michael Doyle. Mr. Doyle initially contacted the General Manager via email expressing an interest in the field of broadcasting, and inquiring as to whether the Station offered opportunities to gain experience in radio broadcast. He also asked how he might go about learning more about what would be required to pursue a broadcasting career.

The General Manager (GM) notified Mr. Doyle that the Station does not currently have any training programs outside of our news internship program for Communication students of our licensee (Western Michigan University). However, the GM noted that he is always willing to sit down with people who are interested in pursuing a broadcast media career, as well as sharing his personal experiences and suggestions on how to transition into that career path. Mr. Doyle accepted an invitation for such a meeting on the aforementioned date.

Mr. Doyle was given an informational tour of the Station by the GM, and introduced to several staff members. Mr. Doyle is a disabled individual who required use of a motorized chair. The GM therefore provided as much access as possible during the tour, particularly to the wheelchair-accessible portions of the Station.

Throughout the tour, the GM answered many of Mr. Doyle's questions about the Station's history, operations and programming. The GM also provided his own personal background and experience of entering the field of broadcasting. At the conclusion of the tour, Mr. Doyle inquired about the possibility of taking a course at Western Michigan University (WMU) that would assist him in pursuing his goal of venturing into the world of broadcasting. The GM recommended the Introduction to Audio Production course offered by the WMU School of Communication, of which the Station typically offers a tour to class students twice a year (in the spring and fall semesters). Mr. Doyle expressed his thanks at the end of the hour-long tour, and said he would follow-up on the course suggestion, by inquiring with the University's Office of Admissions.

(6) Conferences & Training

- a. WMUK affords opportunities for staff members to acquire new skills and/or learn of broadcast industry developments. For leadership training, the Station's General Manager participated in the "ONEplace Nonprofit Leader Academy." ONEplace is housed at the Kalamazoo Public Library, and is designed to provide "opportunities for nonprofit leadership to improve performance and achieve excellence throughout their organizations." The Academy, in particular, is designed to bring together a diverse group of emerging nonprofit community leaders, with the goal of offering them the skills and training needed to succeed in executive roles. Major areas of training include governance, fundraising, ethics, strategic direction and operation, cultural competencies, personal leadership development, and public speaking. The program was held over the course of nine (9) all-day sessions from February 2019 through November 2019. There is no cost to participate, though there is an application process required to be accepted into the program. The General Manager successfully completed this course, and received a Certificate of Completion on November 15, 2019.

- b. WMUK afforded training to its personnel that would enable them to acquire skills for higher-level positions. The professional training was provided by another part-time employee with extensive hosting experience at a larger market NPR station. In particular, the Station provided six (6) hours of voice and hosting training for the Station's NPR *Morning Edition* host between the months of September and December 2019. During the same period, approximately four (4) hours of similar training was offered to the Station's NPR *All Things Considered* host; and two (2) hours of training were provided to WMUK's News Director and one reporter, respectively.

Of note, the part-time *Morning Edition* host that received training (an African-American female) later applied for a full-time "Morning Edition Host / Reporter" position that subsequently opened in December 2019. While a general hiring freeze by our licensee institution prevented a hiring decision from being made, this part-time employee was one of the finalist candidates for the full-time position.

- c. In October 2019, all full-time WMUK staff (as well as most part-time employees) completed an online training module designed to prevent workplace harassment. An additional part-time employee completed the training in April 2020. 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 to CSG stations at no charge, via a NAVEX Global Learning program. 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.

(7) Broadcast and Media-related Discussions with International Colleagues

- a. On Wednesday, September 3, 2019, WMUK hosted a group of six (6) journalists from Sri Lanka for approximately 60 minutes, as part of the *Traditional and Social Media in Elections* tour of the U.S. – via the U.S. Department of State's International Visitor Leadership Program (IVLP). The goal of the visit was to share our practices & guidelines as a news organization. Topics included maintaining a free press in an increasingly money-driven political environment, and managing social media (as a communications arm of our station) against the 24-hour news cycle of citizen journalists.

Participants had a robust exchange of experiences from both sides, sharing war stories (Sri Lanka), safety measures during political instability or other safety concerns, and how "breaking news" gets covered in our respective regions.

WMUK participants in the discussion were Andy Robins (News Director), Gordon Evans (Director of Content Operations and Audience Development), Sehvilla Mann (News Reporter/Producer), Earlene McMichael (*Morning Edition* host and news producer), Sakhi Vyas (Corporate Support & Major Giving Manager), and Ben Grotke (News Intern). WMUK was asked to be one of the hosts of this international group, during the Kalamazoo leg of their cross-country tour, coordinated by the local

office of Colleagues International This is a volunteer-driven citizen diplomacy organization, with a stated mission: “*Colleagues International enriches local community with global diversity in Kalamazoo, one relationship at a time.*”

- b. On Monday, March 9, 2020, WMUK hosted a group of seven (7) international guests from around the globe, to examine issues surrounding elections, voting, political and civic engagement. This was part of a broader tour of other civic organizations in Kalamazoo, Michigan. The visiting group was brought to Kalamazoo by Colleagues International under the auspices of the Department of State's International Visitor Leadership Program. The Meridian International Center arranged the program. Guests came from Denmark, Kosovo, Nepal, Nigeria, Switzerland, Tajikistan and the United Kingdom.

WMUK’s news staff provided an overview of public radio broadcasting in the U.S., and how WMUK serves diverse audiences in our coverage area in Southwestern Michigan and Northern Indiana. WMUK’s primary participants in the discussion were Gordon Evans (Director of Content Operations) and Andy Robins (News Director).

As noted previously, *Colleagues International* facilitates international professional exchange of emerging and established leaders in West Michigan.

Western Michigan University and EEO

Western Michigan University, WMUK's licensee, maintains an Equal Employment Opportunity program in compliance with state and federal law.

WMUK Employment Opportunities

As of May 2020, there are no currently active full-time employment opportunities available. In addition to the full-time job vacancy outlined in Sections I and II, there was an additional job vacancy that was widely disseminated. However, due to economic conditions created by the global COVID-19 pandemic, the Station was required to suspend the hiring process before a final hiring decision was made. As of this date, the Station does not intend to fill the position until the hiring freeze is lifted (projected to be no earlier than June 30, 2021, based on our licensee’s current policy). Regardless, 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 or through a written request mailed to:

WMUK 102.1 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>