

**June 1, 2015 – May 31, 2016 Annual EEO Public File Report**

**WUOM (FM), Ann Arbor, MI  
Regents of the University of Michigan**

## Annual EEO Public File Report

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The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WUOM, and is required to be placed in the station’s public inspection file, and posted on its website, if applicable.

The information contained in this Report covers the time period beginning 06/01/2015 to and including 05/31/2016 (the “Applicable Period”).

The FCC’s EEO Rules require 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 new 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 vacancy 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.

Appendices 1, 2 and 3 that follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to

Annual EEO Public File Report

Covering the Period from 06/01/2015 to 05/31/2016

Station(s) Comprising Station Employment Unit: WUOM

Section 1: Vacancy Information

	<b>Full-time Positions Filled By Job Title</b>	<b>Recruitment Source of Hiree</b>	<b>Total Number of Interviewees from All Sources for This Position</b>	<b>Number of Interviews from each Recruitment Source</b>
1	Broadcast Producer Intermediate	Personal Contact	4	3-Personal Contact 1-University of Michigan Careers 0-From the following sources: Michigan Radio Website; Broadcast Compliance Service; Michigan Association of Broadcasters; Michigan Radio Facebook Post-7/22/15
2	Social Media Producer	University of Michigan Careers	6	3-University of Michigan Careers 1-Michigan Radio Website 1-Michigan Radio Twitter-August 18, 2015 1-Personal Contact 0-From the following sources: Corporation for Public Broadcasting Website; Michigan Association of Broadcasters Website; Broadcast Compliance Service; Michigan Radio Facebook Posts: 8/18/15; 9/9/15; 9/17/15; Current Website
3	Broadcast Producer Senior-Morning Edition Host	Michigan Radio Website	3	2-Michigan Radio Website 1-Personal Contact 0-From the following sources: University of Michigan Careers; Corporation for Public Broadcasting Website; Michigan Association of Broadcasters Website; Broadcast Compliance Service; Current issue January 11, 2016; Current Website; Michigan Radio Facebook post-1/13/16; Michigan Radio Twitter post-1/13/16; Pure Michigan: Talent Connect; Indeed.com

4	Broadcast Producer Editorial Assistant	Michigan Radio Website	4	2-Michigan Radio Website 1-University of Michigan Careers 1-Michigan Radio Facebook Post-January 13, 2016 0-From the following sources: Michigan Association of Broadcasters website; Broadcast Compliance Service; Michigan Radio Twitter-1/13/16; Pure Michigan: Talent Connect; Indeed.com
5	Community Engagement Director	Personal Contact	1	1-Personal Contact-*See notation below.

*\*Please note that this position was filled under exigent circumstances. Specifically, due to multiple staff departures, Michigan Radio needed to immediately fill this vacancy given that its duties that could not be fulfilled, even briefly, by other station employees. Moreover, Michigan Radio faced an impending grant deadline for filling this foundation grant-funded position (in connection with the final year May 1, 2016 – April 30, 2017 extension of the “Building A Better Michigan for The Next Generation: State of Opportunity” grant). After several key members of the State of Opportunity team departed Michigan Radio within a three month period, this Community Engagement Director position was filled quickly with a qualified person that had previously been a station intern and was uniquely familiar with the project and Michigan Radio, and was well suited to adapt to the pressing needs of the remaining twelve months of the position’s term. The University of Michigan’s Procurement department and HR department approved the specification of a sole source justification for this term limited position.*

Total Number of Persons Interviewed During Applicable Period: 18

Appendix 2 to

Annual EEO Public File Report

Covering the Period from 06/01/2015 to 05/31/2016

Station(s) Comprising Station Employment Unit: WUOM

Section 2: Recruitment Source Information

	<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period</b>	<b>Full-time Positions for Which This Source Was Utilized (see Appendix 1)</b>
A	Broadcast Compliance Service 1700 Rockville Pike, Ste. 400 Rockville, MD 20852 Contact: Robin Cooper Phone: 301-998-6136 <a href="http://www.bcc-ok.com">http://www.bcc-ok.com</a>	0	#1,2,3,4
B	Corporation for Public Broadcasting 401 9 <sup>th</sup> Street NW Washington, DC 20004 Phone: 202-879-9600 <a href="http://www.cpb.org">http://www.cpb.org</a>	0	#2,3
C	Current.org 6930 Carroll Ave., Suite 625 Takoma Park, MD 20912 Contact: Karen Everhart Phone: 301-270-7240 ext. 33 <a href="http://current.org">http://current.org</a>	0	#2,3
D	Indeed.com Online Classified Ads Posting Board Ann Arbor, MI 48103 <a href="https://employers.indeed.com">https://employers.indeed.com</a>	0	#3,4
E	Michigan Association Broadcasters 819 N. Washington Ave. Lansing, MI 48906 Contact Dan Kelley-IT/Website Manager Phone: 517-484-7444 <a href="http://michmab.com">http://michmab.com</a>	0	#1,2,3,4
F	Michigan Radio Facebook Page Contact: Anthony Brown Phone: 734.764.9210 <a href="http://www.facebook.com/michiganradio">http://www.facebook.com/michiganradio</a>	1	#1,2,3,4

G	Michigan Radio Twitter Page Contact: Anthony Brown Phone: 734-764-9210 <a href="http://twitter.com/MichiganRadio">http://twitter.com/MichiganRadio</a>	1	#2,3,4
H	Michigan Radio Website 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Cindy Payne Phone: 734-764-9210 <a href="http://michiganradio.org">http://michiganradio.org</a>	5	#1,2,3,4
I	Personal Contact	6	#1,2,3,5
J	Pure Michigan Talent Connect 201 N. Washington Sq. Lansing, MI 48913 Contact: Amy Hiltunen Phone: 888-522-0103 <a href="http://jobs.mitalent.org">http://jobs.mitalent.org</a>	0	#3,4
K	University of Michigan Careers at the U Wolverine Tower, Room 2005 3003 S. State St. Ann Arbor, MI 48109-1281 Attn: Belinda Driver Phone: 734-763-8041 <a href="http://umjobs.org">http://umjobs.org</a>	5	#1,2,3,4

Total Number of Persons Interviewed During Applicable Period: 18

Appendix 3 to

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Covering the Period from 06/1/2015 to 05/31/2016

Station(s) Comprising Station Employment Unit: WUOM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WUOM

**Internship Program Designed to Assist Members of the Community to Acquire Skills Needed for Broadcast Employment.** Michigan Radio offers an extensive internship program to University of Michigan students and members of the public, which gives them an opportunity to gain experience in broadcasting. Since June 1, 2015, 23 interns were placed in the News, Operations, Marketing, and Programming areas. Interns learn to perform a variety of tasks including scheduling of interviews, reviewing books, researching guests & story topics, arranging nationwide studio interview placements, sending electronic feeds, gathering field tape, and fulfilling listener requests for recordings. Newsroom interns write and pre-record news stories for local newscasts. Operations interns learn how to schedule underwriting and spot announcements for local station breaks and engineer ISDN feeds as part of the operations department. Interns also write press releases and coordinate outreach activities for the Marketing Department. Of the 23 interns, 16 were female.

The interns were asked to complete an Internship Exit Interview on the last day of their internship. The feedback expressed both their positive experience and learning opportunities that were given here at Michigan Radio. Many of the interns stated that the internship enhanced their abilities to becoming better journalists.

**EEO Outreach - Job Fair Participation**

Michigan Radio participates in university and community outreach efforts including job fairs. Since June 1, 2015, the station participated in two job fairs:

- October 8, 2015- Stephen Schram, Executive Director and General Manager of Michigan Radio and Cynthia Payne, Sr. Business Assistant at Michigan Radio participated in the 2015 Michigan Association of Broadcasters Foundation Broadcast Media Career & Networking Fair at Specs Howard School of Media Arts in Southfield, Michigan. 31 young professionals interested in the journalism and broadcasting career fields visited our booth and learned about our internship program and various opportunities within Michigan Radio. There were nine radio and television broadcasting stations that were represented.
- May 3, 2016- Michigan Radio participated in the 2016 Michigan Association of Broadcasters Foundation Great Lakes Broadcasting Conference and Career Fair at the Lansing Center in Lansing, MI. Participants were Stephen Schram, Executive Director and General Manager of Michigan Radio and Zoe Clark, Interim Program Director. There were approximately 15 individuals that stopped by the Michigan Radio booth, presented their resumes, and inquired about career opportunities.

## **EEO Outreach – Participation in Events or Programs with Educational Institutions Relating to Broadcasting Careers**

Michigan Radio participates in numerous events and programs sponsored by educational and community institutions related to broadcasting and the media.

- September 16, 2015-Kyle Norris, Afternoon Weekend Host, gave a presentation to Assistant Professor Jen Proctor's, Journalism & Screen Studies class in the department of Language at the University of Michigan-Dearborn. There were 30 students in attendance and Kyle presented on the basics of interviews including how to identify a topic, pick out the right person to interview, how to get good background/narrative sound or sound effects, and what kinds of questions to ask. Kyle also talked about audio gear, hand-held digital recorders, microphones, and editing programs on computers.
- October 13, 2015-Louisa Lim's University of Michigan class on Digital Disruption visited Michigan Radio. Tamar Charney and Mark Brush spoke to the group about journalism, the impact of technology and media use shifts on Michigan Radio, new technology and career paths in journalism and broadcasting. The group also watched a broadcast of Stateside. There were 25 students that participated in this event.
- November 4, 2015-Jennifer Guerra, State of Opportunity Reporter, presented to students and faculty at Michigan State University's Residential College in Arts & Humanities. Once a month, MSU's RCAH brings in a guest speaker to talk to students and faculty about his/her career path. Jennifer spoke about her journey from undergrad to State of Opportunity and spoke at length about the State of Opportunity project. She played clips from some of her State of Opportunity stories and answered many questions about her career path.
- November 12, 2015-Kyle Norris, Afternoon Weekend Host, was a guest panelist at the "Women in Leadership Mixer" at Eastern Michigan University. This event was hosted by the "Greek Life & Leadership" student group at Eastern Michigan University. The audience asked many questions about professional advice, how to deal with challenging experiences such as sexism in the workplace, and asked the panelists their ideas of how to become a great leader. There were about 40 women who were involved in the Greek Life & Leadership group in attendance.
- December 8, 2015-Jennifer Guerra, State of Opportunity Reporter, was asked by the Penny W. Stamps School of Art & Design Associate Professor, Nick Tobier, to judge a group of undergrad students at the University of Michigan on group projects they worked on with students from a Detroit Community High School in Brightmoor. The project was to create social impact through design and entrepreneurship.



## **Training and Mentoring Programs for Station Personnel**

Michigan Radio provides broadcast training for current employees as a means of enhancing skills.

- November 18 & November 19, 2015-Valerie Arganbright, a leader in fundraising strategies and specializing in sustainable donor programs, came to Michigan Radio for a 2-day seminar with staff that are pitchers and producers during the membership drives. Topics covered were overview of strategies and tactics for drives, how to create powerful radio during the drives, and transcript readings of Michigan pitch breaks. Jennifer White, Kate Wells, Zoe Clark, Kyle Norris, Tamar Charney, Jacqueline Stickney, Christina Shockley, Joseph Linstroth, Alexandra Billings, Emily Fox, Rebecca Williams, Lindsey Smith, Lester Graham, Peggy Watson, Stephen Carmody, Vincent Duffy, Stephen Schram, Alison Warren, Jennifer Guerra, Mercedes Mejia, and Sarah Hulett were the staff of Michigan Radio that participated.
- April 27, 2016-Michigan Radio's State of Opportunity staff held a one day retreat to learn from and share their own knowledge with each other on how to be the best reporters for the State of Opportunity project. The team evaluated their work in year four of the State of Opportunity project: What resonated with listeners and why? What were the highlights and low points of the year's audio features, blog posts and hour long documentaries? The team then discussed what they would like to accomplish in year 5 of the grant and spent several hours developing the stories, sources, and voices they would like to hear over the next year. They also spent time working through their own ability as storytellers and journalists and figuring out what skill sets they can bring to the series to further develop meaningful content. Staff attendees were Zoe Clark, Vincent Duffy, Jennifer Guerra, Dustin Dwyer, Paulette Parker, and April VanBuren.

Station staff is regularly offered the opportunity to attend conferences and workshops in order to enhance their professional development and learn new skills.

- June 24 through June 27, 2015-News Director Vincent Duffy participated in the 30<sup>th</sup> Annual Public Radio News Director Incorporated conference in Salt Lake City, UT. The conference focused on trends and best practices in public radio newsrooms.
- July 9 through July 11, 2015-The Public Media Development and Marketing Conference (PMDMC) is public media's largest conference devoted to issues surrounding revenue generation, marketing and management. The PMDMC promotes best practices and innovation in Membership Support, Corporate Support, and Marketing across all platforms and channels (PMDMC 2015). Anna Megdell, Elyssa Daniel, Kathy Agosta, Steve Chrypinski, Larry Jonas, Alison Warren, and Stephen Schram attended this conference.
- September 18 through September 20, 2015-News Director Vincent Duffy attended the Society of Professional Journalism conference in Orlando, Florida. Vince was one of the speakers at "The Future of Journalistic Work: Implications for Journalists." This conference covered many issues from diversity to managing news and new trends in the industry.

- September 29-October 1, 2015-Program Director Tamar Charney, Stateside Executive Producer Zoe Clark, and Operation Manager Peg Watson attended the Public Radio Program Director's "Public Radio Content Conference." Training sessions and discussions looked at a variety of topics including talent management, diversity, audience data and fundraising practices.
- October 14, 2015-Cynthia Payne, Sr. Business Assistant, attended an online webinar on, "Navigating the FCC's Equal Employment Opportunity Rules & Public File Requirements." David Oxenford, Wilkinson Barker Knauer LLP, presented the material. This webinar session provided a primer on the FCC's Equal Employment Opportunity rules and detailed the obligations for the station's public files. (Michigan Association of Broadcasters online registration 9.14.15).
- April 8 and April 9, 2016-News Director Vincent Duffy attended the Midwest Journalism Conference in Bloomington, MN. Vince gave a presentation to 250 people on, "The Importance of Journalism: Flint Water Coverage."

### **Community Events Designed to Educate and Inform the Public about Broadcasting Opportunities.**

Michigan Radio staff participates in activities that inform and educate the interested public, students, and mid-career professionals about learning opportunities in the Broadcasting career.

- June 4, 2015-Jennifer Guerra, State of Opportunity Reporter, gave a station tour to 2<sup>nd</sup> grade students from Ann Arbor Public School's Angell Elementary. Jennifer recorded the students and produced an audio postcard for them, which she sent to their teacher. There were 25 students and teachers that attended the tour.
- June 8, 2015-Lester Graham, Investigative Reporter for Michigan Radio, gave a presentation to the National Active and Retired Federal Employees Association group of 25 people. Lester spoke about how he conducts his reporting and then gave detail of some of his current findings with the most recent activity in the political world.
- September 12, 2015-Our State of Opportunity Reporter, Jennifer Guerra was on a panel for the UNITY Regional Summit in Detroit, MI. The name of panel was: "Beyond Poor Coverage: Looking for the Stories in Overlooked Communities." The panel discussion focused on how journalists cover marginalized or overlooked communities. Jennifer played clips from a few of her State of Opportunity stories and talked about her reporting process and answered many questions from the audience. There were 40 people in attendance.
- October 20 – October 24, 2015-Michigan Radio hosted Nancy Fischer, a radio journalist from the University of Leipzig, Germany. Nancy was part of the Radio In the American Sector (RIAS) program, which is a German/American Journalists Exchange Program. Nancy toured and learned about the many areas of Michigan Radio, and was able to get a

better understanding of how American Journalists work and how Michigan Radio operates.

- November 17, 2015-Kyle Norris, Michigan Radio's Afternoon weekend host, and Emily Fox, Interim Morning Edition Host, attended the Creative Connections Conference hosted by the Arts Alliance. This one day event was held at Ann Arbor Library, Pittsfield Branch, and its purpose was to connect members of our local media with members of the local creative sector. It also allowed us to learn how to pitch stories more effectively to a media audience. There were 20 members of the media from various media organizations and 50 people in attendance.
- March 16, 2016-Rebecca Williams, Reporter for The Environment Report, was invited to give a presentation to a Grad Student Class at Michigan State University's Kellogg Biological Station. There were 15 students in attendance and the focus was how they can become better communicators as scientists. Rebecca shared her perspective and expertise on science journalism.
- April 15, 2016-Vincent Duffy, News Director participated in the Center for Healthcare Research & Transformation Policy Fellowship Media Day as a panelist. The discussion included media experience, how does Michigan Radio differ from other traditional metros and targeted audiences, and to offer advice for working with the media: what is the protocol for pitching and what are you looking for in a potential story. There were two other panelists that presented with Vince to 20 people in attendance.
- April 19, 2016-Vincent Duffy, News Director was one of four panelists that presented at the National Association of Broadcasters conference in Las Vegas, NV. The panel was about, "The Challenge of Reporting on Race in America: Lessons from Local Newsrooms." The panelists discussed how each of their news outlets prepare themselves to effectively cover these events; how they foster positive relationships with different segments of their local communities; and what their best practices are to ensure diversity in their coverage of stories. 50 people attended this session.
- April 26, 2016-Stephen Schram, Executive Director/General Manager, presented to an audience of 46 in the Forest Hills Community Services & Senior Center. The presentation was entitled, "You are the Public in Public Radio." Steve shared insights to the history and highlights of the station's 68 years of service to its listeners along with discussing current issues in public radio at large, its role in communicating news, and the future direction of public media in the digital space.
- April 29, 2016-Rebecca Williams, The Environment Report reporter, was invited to give one of the keynote presentations at the Michigan Inland Lakes Convention 2016. The theme of the convention was to emphasize the value of effective communication and storytelling to support stewardship of Michigan's inland lakes. Rebecca presented, "What's Under a Rock is Interesting, But Why Do We Care?" There were approximately 200 people that were in the audience at this session.