

**June 1, 2019 – May 31, 2020 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 06/01/2019 to and including 05/31/2020 (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 **6/1/2019 to 5/31/2020**  
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	Digital Media Reporter	Personal Reference	9	1-From each source: University of Michigan Careers; Michigan Radio Facebook-6/25/19; Personal Reference 2-From each source: Michigan Radio Website; Corporation of Public Broadcasting; Michigan RadioTwitter-6/25/19 0-From the following sources: Michigan Association of Broadcasters; University of Michigan, Michigan Radio LinkedIn; Pure Michigan Talent Connect
2*	Corporate Support Account Executive	Personal Reference	3	2-University of Michigan Careers 1-From each source Personal Reference and Michigan Radio LinkedIn 0-From the following sources: Michigan Radio Michigan Association of Broadcasters; National Association of Black Journalists; National Association of Hispanic Journalist; Current.org; Greater Public; Michigan Radio Corporate Sponsorship LinkedIn and Facebook-8/20/19; Corporation of Public Broadcasting;.
3	Digital Technician Specialist	University of Michigan Careers	5	3-University of Michigan Careers 1-From each source: Michigan Radio Website; and Michigan Radio LinkedIn 0-From the following sources: Michigan Radio Facebook and Michigan Radio Twitter June 27,2019; ; Corporation of Public Broadcasting.
4*	Morning News Editor	Personal Reference	3	1-From each source: University of Michigan Careers and Corporation of Public Broadcasting 2-Personal Reference 0-From the following sources: Michigan Radio Website; National Association of Hispanic Journalists; National Association of Black Journalists; Radio Television Digital News Association; Investigative Reporters and Editors;

5	Marketing and Communications Associate	Michigan Radio Website	9	6-University of Michigan Careers 3-Michigan Radio Website 0-From the following sources: Greater Public; Corporation for Public Broadcasting; Michigan Association of Broadcasters; Michigan Radio Facebook Post; Michigan Radio Twitter Feed; Pure Michigan Talent Connect
6	Stateside Host	Michigan Radio Website	11	6-Michigan Radio Website 3-Personal Reference 1-From each source: Current.org and Corporation of Public Broadcasting 0-From the following sources: University of Michigan Careers; Michigan Association of Broadcasters; National Association of Black Journalist; National Association of Hispanic Journalists; Native American Journalists Association; Asian American Journalist Association; Michigan Radio LinkedIn; The Association of LGBTQ Journalist; Radio Television, Digital News Association; Investigative Reporters and Editors
7	Podcast Producer	Asian American Journalists Association	9	4-Michigan Radio Website 1-From each of the following sources Michigan Radio Twitter-10/17/2019; Corporation of Public Broadcasting; Asian American Journalists Association; NYC Media Listserve; Personal Reference 0-From the following sources: University of Michigan Careers; Michigan Radio Facebook Post-10/17/19; Greater Public National Association of Black Journalist; National Association of Hispanic Journalist; Investigative Reporters and Editors; The Association of LGBTQ Journalists; Native American Journalists Association; Radio Television Digital News Association

Total Number of Persons Interviewed During Applicable Period: 49

***\*Please note that two interviewees during this reporting period indicated referral to a job opening from two different recruitment sources.***

Appendix 2 to

Annual EEO Public File Report

Covering the Period from 06/01/2019 to 05/31/2020

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	Personal Contact	8	#1,2,4,6,7
B	Asian American Journalists Association 5 Third Street, Suite 1108 San Francisco, CA 94103 Contact: Justine Seiter, Program Coordinator Phone: 415-346-2051 ext. 107 Email: justins@aaaja.org	1	#6,7
C	Corporation for Public Broadcasting 401 9 <sup>th</sup> Street NW Washington, DC 20004 Phone: 202-879-9600 Email: <a href="http://www.cpb.org">http://www.cpb.org</a>	5	#1,2,3,4,5,6,7
D	Greater Public 401 North 3 <sup>rd</sup> Street, Suite 370 Minneapolis, MN 55401 <a href="https://www.greaterpublic.org">https://www.greaterpublic.org</a> Contact: Andrew Leitch Phone: 612-548-3378 Email: <a href="mailto:aleitch@greaterpublic.org">aleitch@greaterpublic.org</a>	0	#2,5,7
E	Investigative Reporters and Editors 141 Neff Annex Missouri School of Journalism Columbia, MO 65211 Contact: Doug Haddix, Executive Director <a href="mailto:doug@ire.org">doug@ire.org</a> or <a href="mailto:info@ire.org">info@ire.org</a> Phone: 573-882-2042/1984	0	#4,6,7

F	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	#1,2,5,6
G	Michigan Radio Corporate Sponsorship Facebook Contact: Danielle Seering Phone: 734-764-9210 <a href="http://sponsorship.michiganradio.org">http://sponsorship.michiganradio.org</a>	0	#2
H	Michigan Radio Corporate Sponsorship LinkedIn Page Contact: Danielle Seering Phone: 734-764-9210 <a href="https://www.linkedin.com">https://www.linkedin.com</a>	0	#2,
I	Michigan Radio Corporate Sponsorship Twitter Page Contact: Danielle Seering Phone: 734-764-9210 Sponsorship Twitter@sponsorMIRadio	0	#2
J	Michigan Radio Facebook Page Contact: Jodi Westrick Phone: 734.764.9210 <a href="http://www.facebook.com/michiganradio">http://www.facebook.com/michiganradio</a>	1	#1,3,5,7
K	Michigan Radio LinkedIn 535 W. William Street, Suite 2100 Ann Arbor, MI 48103 Contact: Corynn Myers, Digital Marketing Manager Phone: 734-764-9270	0	#1,2,3,6,
L	Michigan Radio Twitter Page Contact: Jodi Westrick Phone: 734-764-9210 <a href="http://twitter.com/MichiganRadio">http://twitter.com/MichiganRadio</a>	3	#1,3,5,7
M	Michigan Radio Website 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Jodi Westrick Phone: 734-764-9210 <a href="http://michiganradio.org">http://michiganradio.org</a>	16	#1,2,3,4,5,6,7
N	National Association of Black Journalists 1100 Knight Hall, Suite 3101 College Park, Maryland 20742 Contact: Drew Berry, Executive Director Phone: 301-405-0248 <a href="mailto:dberry@nabj.org">dberry@nabj.org</a>	0	#2,4,6,7

O	National Association of Hispanic Journalists 1050 Connecticut Avenue, NW 5th Fl. Washington, DC 20036 Contact: Alberto Mendoza, Executive Director Email: <a href="mailto:BA@nahj.org">BA@nahj.org</a>	0	#2,4,6,7
P	Native American Journalists Association OU Gaylord College 395 W. Lindsey St. Norman, OK 73019 Contact: Rebecca Landsberry, Executive Director Email: <a href="mailto:rebeccalandsberry@naja.com">rebeccalandsberry@naja.com</a>	0	#6,7
Q	NYC Media Listserve <a href="mailto:ladionyc@googlegroups.com">ladionyc@googlegroups.com</a> Contact: Jennifer Guerra, Executive Producer, Special Projects at Michigan Radio Phone: 734-764-9210	1	#7
R	PublicMediaJobs.org (Current.org) 6930 Carroll Avenue, Suite 625 Takoma Park, Maryland 20912 Contact: Amanda Iannuzzi, Account Manager <a href="mailto:publicmediajobs@gmail.com">publicmediajobs@gmail.com</a> Phone: 412-780-9014	1	#2,6
S	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>	2	#1,5,
T	Radio Television Digital News Association The National Press Building 529 14 <sup>th</sup> Street NW, Suite 1240 Washington, DC 20045 Contact: Karen Hansen, Director of Membership, Marketing, and Communication Phone: 202-662-7257 <a href="mailto:karenh@rtdna.org">karenh@rtdna.org</a>	0	#4,6,7

U	The Association of LGBTQ Journalists 2120 L St, NW Suite 850 Washington, DC 20037 Contact: Jen Christensen, NLGJA Vice President Phone: 202-588-9888 Email: <a href="mailto:infor@nlgja.org">infor@nlgja.org</a>	0	#6,7
V	University of Michigan Careers at the U Wolverine Tower, Room 2005 3003 S. State St. Ann Arbor, MI 48109-1281 Attn: Kelli Szczepanski Phone: 734-763-8041 <a href="http://umjobs.org">http://umjobs.org</a>	13	#1,2,3,4,5,6,7

Total Number of Persons Interviewed During Applicable Period: 49

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## Appendix 3 to

### Annual EEO Public File Report

Covering the Period from 06/1/2019 to 05/31/2020

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 paid internship program to University of Michigan students and members of the public, which gives them an opportunity to gain experience in broadcasting and journalism. Offering a paid internship program increased awareness and interest to Michigan Radio, and a more diverse applicant pool was received. Since June of 2019, twelve interns were placed in the areas of News, Digital News, and Programming. During the course of their internship, they learn hands on training to perform a variety of different tasks within each specific area.

#### **EEO Outreach - Job Fair Participation**

Michigan Radio participates in university and community outreach efforts including job fairs. For this reporting period, Michigan Radio participated in two job fairs:

- October 23, 2019-Michigan Radio participated in the Michigan Association Broadcasters Foundation Broadcast Media Career and Networking Fair at Grand Valley State University in Grand Rapids, MI. More than fifty business-minded professionals and students attended this event, and of these, thirty five inquired about open positions at the Michigan Radio booth. Steve Chrypinski, Marketing Director represented Michigan Radio.
- March 4, 2020-Michigan Radio was represented by Cindy Payne, Human Resource Administrator at the Michigan Association Broadcasters Foundation Media Career Fair at The Great Lakes Media Show in Lansing, MI. More than three hundred students and career professionals attended. Of these, twenty nine visited the Michigan Radio booth and inquired about internship and full time 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.

- June 4, 2019-Joe Linstroth, Executive Producer of Stateside, hosted six University of Michigan professors and six graduate students from Rackham Graduate School. Joe gave them a tour of the station and had them sit in and observe our Stateside pitch

meeting and an interview being recorded. Additional time was spent with critiquing pitches for Stateside that they brought with them to the event.

- October 17, 2019-Lindsey Smith and Rebecca Williams, Michigan Radio Reporters, were panelists for The Florence and Jessie Currier Speakers Series in Journalism and Public Relations presents Journalism Matters: The Flint Water Crisis. Eighty people attended, mostly students from the Bowling Green State University journalism class. Lindsey and Rebecca both discussed specific aspects of their reporting on The Flint Water Crisis and answered questions afterward.
- October 28, 2019-Executive Producer, Jennifer Guerra and Senior Editor, Sarah Hulett, were guest speakers at the 400 Level Narrative Forms class at the University of Michigan Penny W. Stamps School of Art and Design. The course is an introduction to storytelling for visual artists and designers working in a variety of media. Jennifer and Sarah were asked to talk about the station's award-winning "Believed" podcast series, and other narrative podcasts. More specifically, how they organized the "Believed" individual episodes and the podcast as a whole. Twenty students participated.
- February 6, 2020-Jennifer Guerra, Executive Producer, gave a tour for 3<sup>rd</sup> and 4<sup>th</sup> graders from Summers Knoll School in Ann Arbor. Jennifer gave the students a tour of the station, answered questions about podcasts, how a newsroom works, and what a journalist does. A recording was made of the students' question and answer session. There were 24 students and two teachers on the tour.
- February 11, 2020-Joe Linstroth, Executive Producer of Stateside, participated in an internship fair for University of Michigan undergraduate majors in English who are interested in journalism internship opportunities. There were approximately 30 students in attendance. Joe gave a presentation about what Stateside interns' responsibilities are and then had a question and answer session.
- February 14, 2020- Joe Linstroth, Executive Producer of Stateside, gave a tour of the station to the University of Michigan's English Department students who are interested in journalism internships, and talked about how Stateside is produced daily. There were five students and the Internship Director for the Department of English that participated.

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

Michigan Radio provides broadcast training for current employees as a means of enhancing their skill set.

- August 21, 2019 – August 22, 2019 & February 18, 2020-Training sessions were held at the station for membership, on-air pitchers, and directors of fund drive by Jay Clayton, Fundraiser Consultant from Greater Public. Some of the topics discussed were various tones of fund drives, formats, and giving tracking methods.

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

- June 13, 2019 – June 15, 2019-Public Radio News Directors conference held in Washington, DC, was attended by Vincent Duffy, News Director. The conference focuses on training, support and advocacy for public media journalists. There were

many different breakout sessions that covered more specific topics such as creating environments free of harassment, discrimination, and incivility; best practices for writing digital; mentorships programs; and distinctive roles public radio play in coverage of the 2020 presidential election.

- July 9, 2019- July 12, 2019-The Public Media Development and Marketing Conference (PMDMC) held in Dallas, Texas, was attended by Michigan Radio's Executive Director and General Manager Steve Schram, Director of Corporate Support, Holli Eaton, Corporate Account Executives: Danielle Seering, Christa Quinn Ellen Perry, Jaci Kovala, and Chelsea Roberts. The Developments department's Membership Team: Alison Warren, Alex Parsell, and Larry Jonas, Director of Development, and Steve Chrypinski, Marketing Director. The staff attended various informative sessions that included discussions on: attracting new audiences, audience growth strategies, emerging trends in individual giving, growing corporate revenue, progressing major giving, and retaining and increasing membership revenue (PMDMC 2019 Agenda Session Tracks).

### **Providing Training to all levels of personnel as to methods of ensuring equal employment opportunity and preventing discrimination**

Michigan Radio has enhanced and amplified our diversity, equity, and inclusion (DEI) statement for our job postings. We have two different versions to use together or separately along with the University of Michigan's EEO statement: Many units across the University of Michigan campus had created a DEI statement that was unique and specific to how their unit recognized equal employment.

*Michigan Radio is committed to attracting and retaining a creative workforce filled with varied perspectives and experiences to enhance and continue our mission of producing trusted content to grow a diverse community of listeners.*

*We are committed to fostering a diverse, equitable and inclusive environment for people from all backgrounds, identities and ages.*

- September 20, 2019-The Office of Vice President of Communications Diversity, Equity, and Inclusion Committee hosted, the documentary film, *Me the "Other."* This film was about a diverse group of students living in Washtenaw County in Southeast Michigan, who set out to tell stories of prejudice, equality and diversity. They discovered that "otherness" is never one thing. Holli Eaton, Director of Corporate Support, Ellen Perry and Christa Quinn, both Corporate Support Account Executives attended.
- November 13, 2019-Cindy Payne, Human Resources Administrator, attended the recruitment event, Leadership and Talent Development in the Arts. The event was put on by Koya Leadership Partners and Culture Source. The event discussion centered on diverse recruitment and ways to search candidates best fit for your job posting at your organization.
- February 7, 2020-Steve Schram, Executive Director/General Manager of Michigan Radio, attended with twenty five other staff from across the University of Michigan manager community the course, Unconscious Bias In Everyday Life. This module was designed to

provide a basic common language and framework for understanding diversity, equity, and inclusion at the University of Michigan. Offering clear and concrete definitions and explanations, this introductory session strives to ensure that all faculty and staff have the foundational knowledge necessary to support continued learning and development.

- February 26, 2020-Rusty Brach, Michigan Radio's Systems Administrator, attended the 21 Day Equity Challenge Summit event hosted by United Way of Washtenaw County. The group discussions were focused on how to create an environment that values diversity of thought and experience, where not just one person has a voice and support is throughout that of an entire organization.

### **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 careers or just giving the interested public general information about who Michigan Radio is and what we do.

- October 22, 2019 & October 23, 2019-Lindsey Smith and Kate Wells, Peabody award-winning reporters and hosts of Michigan Radio and NPR podcast, "Believed," were welcomed at The Pulliam Center for Contemporary Media event at DePauw University. The event was appropriately titled, "An Evening with Lindsey Smith and Kate Wells". Both of them participated in a presentation about the "Believed" podcast and how they brought down the serial sex offender Larry Nassar. They both answered many questions afterwards. Eighty people attended this event. The next day they presented to a media class of about 20 students.
- February 10, 2020-Jodi Westrick, Director of Digital Media and Emma Winowiecki, Digital Reporter, went to Girl Scout Troop 40472's troop meeting and talked to them about digital photography and let them use some of our digital camera equipment to take photos around the school, which they would then use to practice photo editing in order to earn their badge. Seven girls participated.
- February 25, 2020-Jodi Westrick, Director of Digital Media, gave a tour of Michigan Radio studios to Girl Scout Troop 40472 from Ann Arbor, Michigan. There were seven Girl Scouts and two troop leaders. They got a tour of the office and were able to talk to staffers about what they do. The Girl Scouts sat in our studio while April Baer, Stateside host, did a live introduction on-air for Stateside. April Baer also spoke to the scout troop to answer questions.
- March 19, 2020-Steve Schram, Executive Director/General Manager of Michigan Radio, held a virtual presentation to a group from Culture Source. There were nineteen participants online. The focus of the remarks included how Michigan Radio is an outlet of opportunity for arts and culture organizations. The station's arts and culture coverage gives the "breathing space" in-between our news and information. Our local hosts and our daily news and conversation program, "Stateside," give exposure and spotlight to performance

and cultural organizations across the state. The arts and cultural resources of our community encourage and enrich, bringing the joy of discovery to our audiences with music, author chats, poetry, and unique aspects of Michigan culture in the region. The intention is for these organizations to build a connection with Michigan Radio for future collaborative projects, be it coverage of their events or plans for expansion once the outbreak restrictions subside.