

June 1, 2018 – May 31, 2019 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 06/01/2018 to and including 05/31/2019 (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 6/1/2018 to 5/31/2019
Station(s) Comprising Station Employment Unit: WUOM

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position	Number of Interviews from each Recruitment Source
1	Broadcast Producer Intermediate	Michigan Radio Website	3	3-Michigan Radio Website 0-From the following sources: University of Michigan Careers; Michigan Talent Connect; Michigan Association of Broadcasters; Michigan Radio Facebook Post-5/1/18; Michigan Radio Twitter Feed-5/1/18
2	Digital Media Producer	University of Michigan Careers & Personal Contact	3	1-University of Michigan Careers 2-Michigan Radio Website 0-From the following sources: Michigan Radio Facebook- 6/6/18; Michigan Radio Twitter Feed-6/6/18
3 & 4*	Corporate Support Account Executive*	Personal Reference Michigan Radio On-Air announcement	5	4-Michigan Radio On-Air announcements (3/27/18-5/6/18) 1-Personal Reference 0-From the following sources: University of Michigan Careers; Michigan Radio Website; Michigan Association of Broadcasters; Michigan Talent Connect; Greater Public, Michigan Radio Linked In-8/27/18; Michigan Radio Facebook Post-8/27/18; Corporation of Public Broadcasting, Direct Employer, Higher Education Jobs.org; Beyond.com
5	Communications and Marketing Assistant	University of Michigan Careers	10	5-University of Michigan Careers 2-Michigan Radio Website 1-Michigan Radio Facebook Post-9/19/2018 2-Michigan Radio On-Air Announcements 0-From the following sources: Greater Public; Corporation of Public Broadcasting; Diversity First Michigan Association of Broadcasters; Michigan Radio Twitter Feed-9/19/18

6	Digital Director	University of Michigan Careers	5	2-University of Michigan Careers 1-Michigan Radio Website 1-Personal Contact 1-Michigan Radio Twitter Feed-9/17/2018 0-From the following sources: Greater Public; Corporation for Public Broadcasting; Diversity First; Michigan Association of Broadcasters; Michigan Radio Facebook Post-9/17/2018
7	Broadcast Producer Intermediate	Michigan Radio Website	3	2-Michigan Radio Website 1-Corporation of Public Broadcasting 0-From the following sources: University of Michigan Careers Michigan Talent Connect; Michigan Radio Facebook Post-January 4, 2019
8 & 9*	Corporate Support Account Executive	Michigan Radio Website University of Michigan Careers and Personal Reference	2	1-University of Michigan Careers 1-Michigan Radio Website 1-Personal Reference 0-From the following sources: Michigan Association of Broadcasters Michigan Talent Connect Greater Public Michigan Radio Twitter Feed-3/18/19 Michigan Radio Facebook Post-3/18/19 Corporation of Public Broadcasting
10	Office Services Assistant	University of Michigan Careers	7	6-University of Michigan Careers 1-Michigan Radio On-Air Announcemnet-12/13/2018 – 1/8/2019 0-From the following sources: Michigan Radio Website Michigan Talent Connect Michigan Association of Broadcasters Corporation of Public Broadcasting Michigan Radio Facebook Post-12/11/2018 Michigan Radio Twitter Feed-12/11/2018 Linked In-12/11/2018

Total Number of Persons Interviewed During Applicable Period: 38

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

****Note: Both of the job openings for the Corporate Support Account Executive, were posted with two available positions. Each posting was filled with two applicants.***

Appendix 2 to

Annual EEO Public File Report

Covering the Period from 06/01/2018 to 05/31/2019

Station(s) Comprising Station Employment Unit: WUOM

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period	Full-time Positions for Which This Source Was Utilized (see Appendix 1)
A	Beyond.com jobs New Name: ItsMyCareer.com 5940 S. Rainbow Blvd Ste. 400 Las Vegas, NV 89118-2507 #46168 Email: https://beyond.itsmycareer.com	0	#3,4
B	Corporation for Public Broadcasting 401 9 th Street NW Washington, DC 20004 Phone: 202-879-9600 Email: http://www.cpb.org	1	#3,4,5,6,7,8,9,10
C	Direct Employers Association 9002 N. Purdue Rd. Suite 100 Indianapolis, IN 46268 Phone: 866-268-6206 Email: https://directemployers.org .	0	#3,4
D	Diversity First Jobs Jacob.tadesse@nationaldiversitycouncil.org	0	#5,6
E	Greater Public 401 North 3 rd Street, Suite 370 Minneapolis, MN 55401 https://www.greaterpublic.org Contact: Andrew Leitch Phone: 612-548-3378 Email: aleitch@greaterpublic.org	0	#2,3,4,5,6,8,9

F	HigherEdJobs.com 328 Innovation Blvd., Suite 235 State College, PA 16803 Phone: 814-861-3080 Email: https://www.higheredjobs.com	0	#3,4,
G	Michigan Association Broadcasters 819 N. Washington Ave. Lansing, MI 48906 Contact Dan Kelley-IT/Website Manager Phone: 517-484-7444 http://michmab.com	0	#1,2,3,4,5,6,8,9,10
H	Michigan Radio Facebook Page Contact: Jodi Westrick Phone: 734.764.9210 http://www.facebook.com/michiganradio	1	#1,2,3,4,5,6,7,8,9,10
I	Michigan Radio LinkedIn Page Contact: Danielle Seering/Stephen Schram Phone: 734-764-9210 https://www.linkedin.com	0	#3,4,10
J	Michigan Radio Corporate Sponsorship Website Contact: Danielle Seering Phone: 734-764-9210 http://sponsorship.michiganradio.org	0	#3,4
K	Michigan Radio Corporate Sponsorship Twitter Page Contact: Danielle Seering Phone: 734-764-9210 Sponsorship Twitter@sponsorMIradio	0	#3,4
L	Michigan Radio Twitter Page Contact: Jodi Westrick Phone: 734-764- 9210 http://twitter.com/MichiganRadio	1	#1,2,3,4,5,6,7,8,9,10
M	Michigan Radio On-Air Promos Contact: Peggy Watson Phone: 734-764-9210	7	#3,4,5,8,9,10
N	Michigan Radio Website 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Jodi Westrick Phone: 734-764-9210 http://michiganradio.org	11	#1,2,3,4,5,6,7,8,9,10
O	Personal Contact	4	#3,8
P	Pure Michigan Talent Connect 201 N. Washington Sq. Lansing, MI 48913 Contact: Amy Hiltunen Phone: 888-522-0103 http://jobs.mitalent.org	0	#1,2,3,4,7,8,9,10

Q	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 http://umjobs.org	15	#1,2,3,4,5,6,7,8,9,10
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Please note that two interviewees during this reporting period indicated referral to a job opening from two different recruitment sources.

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Appendix 3 to

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Covering the Period from 06/1/2018 to 05/31/2019

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 2018, 13 interns were placed in the areas of News, Online News, Operations, and Programming. During the course of their internship, they learn hands-on training to perform a variety of different tasks within each specific area.

Michigan Radio's various paid internship opportunities are currently made possible by two dedicated funds - The Robben Fleming Public Media Internship fund and the Mark Brush Digital Media Internship fund. The former is the result of a five-year donor challenge totaling \$400,000 (with additional funds being solicited for endowment). The latter is the result of placing \$200,000 of the station's fund balance into a quasi-endowment. At present, approximately 10 individuals exploring a career in journalism are covered by these awards.

June 9 through June 23, 2018-Michigan Radio welcomed and hosted Russian journalist, Ekaterina Selivanova. Ekaterina is the web editor at TV Rain in Moscow, one of Russia's few remaining independent broadcast voices. Ekaterina graduated from Moscow State University and attended Trinity College in Ireland. Her interest of coming to the United States was to see how Muslims are being treated in other parts of the world. During her stay in Ann Arbor, MI, and her daily job shadowing of Michigan Radio news and journalism staff, Ekaterina learned a great deal of how reporting and news coverage is viewed and reported upon.

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:

- March 6, 2019-Michigan Radio was represented by Steve Chrypinski, Marketing Director of Michigan Radio, and Steve Schram, Executive Director of Michigan Radio, at the Michigan Association Broadcasters Foundation Media Career Fair at The Great Lakes Media Show in Lansing, MI. More than 300 students and career professionals attended. Of these, approximately 25 visited the Michigan Radio booth and inquired about career opportunities.
- April 4, 2019- Michigan Radio participated in the 2019 Michigan Association of Broadcasters Foundation Broadcast Media Career and Networking Fair at the Great Lakes Media Show at Wayne State University in Detroit, MI. Cindy Payne, Human Resources Administrator and Steve Chrypinski, Marketing Director talked with 45 students and early career professionals interested in broadcast and journalism. Many of

the applicants attending were from diverse backgrounds and had genuine interest in the Public Radio sector.

- August 1, 2018 through August 5, 2018: Michigan Radio participated in the Public Media Village at the National Association for Black Journalist Convention & Career Fair at the Detroit Marriott at the Renaissance Center, Detroit, MI. Steve Schram, Executive Director of Michigan Radio, Steve Chrypinski, Marketing Director, and Vincent Duffy, News Director were there to represent Michigan Radio. This participation of outreach expanded our own efforts at diversity recruiting across the public media system. 30 interested students and career professionals stopped at the Michigan Radio booth and inquired about career opportunities.
- September 20, 2018-Steve Schram, Executive Director of Michigan Radio, represented Michigan Radio at the Michigan State University Sales Career Job Fair. This career fair was attended by approximately 250 students from the MSU Global Sales Leadership Society, students enrolled in Sales Marketing classes thru MSU's College of Communication Arts & Sciences and alumni of the program who visit with corporate recruiters to discuss current and upcoming job opportunities in sales. Steve held meetings with 15 candidates during the career fair and greeted over 30 prospects overall.

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 7, 2018-Steve Schram, Executive Director of Michigan Radio attended as a corporate partner to the Sales Leadership Program-Professional Development Conference in East Lansing, MI. 80 students of the MSU (Michigan State University) Sales Leadership Program attended the event that included elevator pitches, challenging client interactions, professional preparation, and sales leadership challenges. All of these topics centered on the curriculum of the students enrolled in this program. Michigan Radio was a Corporate Sponsor for this event.
- September 28, 2018-Zoe Clark, Program Director, was on a panel for the University of Michigan Communications Studies department. The panel discussed the various career opportunities in the communication field. 20 students and 3 staff members attended.
- October 10, 2018-Vincent Duffy, News Director, presented to a University of Michigan graduate school Social Work class of 20 students the process of receiving press coverage on issues they believe are important.
- October 12, 2018-Vincent Duffy, News Director, spoke to a Brighton High School journalism class about all the different jobs and career opportunities at a news radio station. 30 students attended.
- October 29, 2018-Vincent Duffy was asked to present to an upper level journalism class at the University of Toledo on the topic of investigative journalism. 15 students attended his presentation.

- February 28, 2019-Jennifer Guerra, Senior Producer and Sarah Hulett, Senior Editor were asked to discuss the creation of *Believed*-from reporting to editing and then producing a nine episode podcast. The University of Michigan Law School seminar was titled, “Documentary and the Law.” 15 law students and one teacher attended the presentation.
- April 23, 2019-Joe Linstroth, Executive Producer of Stateside, was a part of a Community Journalism panel discussion for a University of Michigan English 322 class. The panel conversation addresses tactics to generate community coverage in Ann Arbor, and career opportunities in journalism. 12 students were in attendance.

Training and Mentoring Programs for Station Personnel

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

- March 7, 2019 – March 8, 2019-Brown Bag Session with the BBC Newshour hosts. The BBC staff, Tim Franks, Presenter, Jo Floto, Editor, and Elizabeth Davies, Producer, discussed their careers and experiences of the world through news. Several of Michigan Radio’s news, programming, and general staff attended this opportunity to meet with them. The BBC Newshour team also originate their live broadcast from the Motown Museum in Detroit, and participated at the Michigan Radio’s Issues and Ale event in Ferndale, MI.
- April 26, 2019-Alison Macadams, former National Public Radio editor and trainer, was at Michigan Radio to provide training to the staff and to give advice for the editors. There were two sessions. The first session was attended by Michigan Radio Staff, Lester Graham, Steve Carmody, Bryce Huffman, Tyler Scott, Sarah Cwiek, Tracy Samilton, Kate Wells, and Virginia Gordan. The second session was attended by the editors of Michigan Radio-Rebecca Williams, Sarah Hulett, Jennifer Guerra, and Program Director, Zoe Clark. Alison discussed the major takeaways she had learned during the listening sessions with the staff.

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

- July 10, 2018 – July 13, 2018-The Public Media Development and Marketing Conference (PMDMC) in Chicago, IL, was attended by Michigan Radio’s Executive Director and General Manager Steve Schram, Corporate Support Director Kathy Agosta, Corporate Account Executives: Carol Lawrence, Danielle Seering, Ellen Perry. The Development department’s Membership Team: Alison Warren, Alex Parsell, and Larry Jonas, Director of Development, and Steve Chrypinski, Marketing Director. The staff attended various educational sessions to gain insight to new programs and maintaining sustainer member retention were some of the skills learned. There were high level industry specific specialty tracks designed for public media professionals for all members of the station management team in attendance.
- August 8, 2018 - August 9, 2018-Operations Manager, Peggy Watson, attended the Marketron User Symposium for Marketron Traffic and Visual Traffic users. The discussions will include all current electronic services, the Mediascape Platform future products and services as well as the Mediascape Marketplace (Marketron). Peggy’s

main takeaway was learning about how we could operate Visual Traffic in a cloud system. Effective May, 6, 2019, this new upgraded system has been installed and the Visual Traffic users of Michigan Radio will soon be learning and training with the Marketron staff on the key issues of this upgraded system.

- April 28, 2019-News Director Vincent Duffy was nominated by Executive Director Steve Schram to attend the Editorial Integrity and Leadership Initiative. This program is being funded by Corporation for Public Broadcasting, managed and developed by the Walter Cronkite School of Journalism at Arizona State University. The objective is to train 100 emerging leaders in public media journalism.
- May 7 – May 9, 2019-Lester Graham, Sr. Editor-Correspondent, attended the Great Lakes Conference in Detroit, MI, where he was a panelist covering the topic of Expanding Coverage of Great Lakes Issues for General Audiences. More than 150 guests attended.
- May 14 through May 17, 2019-Michigan Radio’s Financial Specialist Kim Myer attended the Public Media Business Association’s annual conference in Orlando, Florida. The conference provided various sessions that are specific to public media financial and business managers in relation to best practices and procedures.

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

- May 13, 2019-The Office of Vice President of Communications Diversity, Equity, and Inclusion Committee hosted, “Generations in the Workplace: Celebrating Difference!” This informational workshop is for all OVPC Staff, which includes Michigan Radio. The presenters main points of discussion were centered on the different generations and how we work together, how we all share values, and guidance on how to celebrate and appreciate each other’s differences. 8 Michigan Radio staff attended this workshop.

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.

- June 20, 2018-Steve Schram, Executive Director of Michigan Radio presented to members of the Rotary Club of Ann Arbor at Weber’s Inn in Ann Arbor, MI. Steve’s presentation was on Michigan Radio @ 70 Years. 95 people in attendance. A question and answer session was held afterwards.
- June 23, 2018-Michigan Radio 70th Anniversary Open House celebration was hosted by 23 Michigan Radio staff members and was attended by 143 guests. The guests were directed on a self-guided tour of the station’s studios and newsroom, with a number of professional journalists and producers on hand to explain their jobs and answer questions about opportunities at the station. The guests were thanked for their support of Michigan Radio and discussions circled around the topics of the upcoming

expansion of digital work, the challenges of reporting in an increasingly politically polarized society, and reporting for traditional audiences while reaching out to the next generation of listeners and supporters. Larry Jonas, Development Director, discussed with the guests the difference between internship support and endowment funding and how they are both priorities beyond just having a membership

- January 16, 2019 & March 24, 2019-Steve Chrypinski, Marketing Director, gave the University of Michigan Faculty Women's Club Campus Explorers group a tour of Michigan Radio studios. The group looks for interesting places connected with the University where they can tour and gain a broader understanding of what's happening on campus outside of what they may be involved in. 26 ladies toured the station and enjoyed getting the inside look at the studios, and learning about the news process from when it is direct off the press, to how we get it aired and on our website.
- February 23, 2019-Michigan Radio's Senior Editor/Correspondent Lester Graham was a guest speaker at The Intersection of the Environment & Politics Conference in Hastings, Michigan. Lester presented, "Getting the Message Out: Tackling Communication Barriers." The conference was sponsored by Pierce Cedar Creek Institute for Ecological Education. 150 people attended this conference to advance their knowledge with the environment and current issues within.
- April 9, 2019-Steve Schram, Executive Director of Michigan Radio presented, "You are the Public in Public Radio" to the University of Michigan Rotaract Club. Steve's presentation content included insights into the history and highlights of the station's 70 plus years of service to its listeners, discussion of current issues in public radio at large, our role in communicating news, and the future direction of news journalism and public media content in the digital space. 15 students in attendance.
- April 12, 2019-News Director Vincent Duffy spoke to Center for Healthcare Research and Transformation (CHRT) Media Day, held at the University of Michigan North Campus. The panelist discussion was on media training and how to get the coverage needed for the stories we cover. The audience of 35 included UofM health researchers, faculty members, and press spokespeople for the state legislators.