

**FCC Form 396**  
**Exhibit 3: Narrative Statement**

The Regents of the University of Michigan is the licensee of noncommercial educational station WUOM (FM), also known as Michigan Radio to its listeners. As standard practice, and consistent with the university's policy, station management has worked diligently towards achieving a broad and inclusive employment outreach for WUOM, in accordance with the Federal Communications Commission's EEO rules and guidelines. The following Narrative Statement describes the station's outreach efforts in detail, including its use of varied recruitment sources, internship programs, diversity training, and community involvement.

**Recruitment Sources:**

Michigan Radio widely disseminates information on each of our vacancies to outlets that will reach a diverse audience of qualified individuals. The hiring manager and at least one relevant team member, conduct interviews. Most interviews are conducted in person; however, phone interviews may also be conducted. The statement "*The University of Michigan is an affirmative action/equal opportunity employer*" along with Michigan Radio's unique DEI (Diversity Equity Inclusion) statements are posted on every job posting. The following DEI statements for Michigan Radio were created and approved in January of 2020 and placed on all job postings beginning in January 2020.

*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.*

**Professional Development:**

All Michigan Radio staff is offered the opportunity to participate in the University of Michigan's Human Resource Development courses. The portfolio offering includes a broad range of courses that enable staff to improve their ability to succeed at their current job and to learn new skills that lead to career growth. Over the last two years, many of the Michigan Radio staff have participated in Diversity, Equity, and Inclusion (DEI) events that have been hosted by the Office of Vice President of Communications DEI committee. The various events have taught staff to be more cognizant of bias situations, inclusion at all levels, and understanding of each generation and how we all have valuable strengths that we can share to make a diverse working environment.

In the past two years, Michigan Radio news and programming staff had the privilege to learn from visiting BBC Newshour hosts and hear about their careers and experiences of covering global news beats and events. A former National Public Radio public editor and trainer visited Michigan Radio studios to provide training to staff and to consult our editors. A Fundraising Consultant from Greater Public was commissioned to give training to membership staff, on-air pitch presenters, and directors on various tones of fund drive guidance, including scripting, delivery, formatics, and analytic tracking methods.

Many staff across multiple departments participate in the annual Public Media Development and Marketing Conference (PMDMC) produced by Greater Public. The multi-day conference presents various educational and informative sessions on attracting and retaining membership, revenue growth

strategies for donor and corporate support prospects, emerging trends in individual giving, and sustainer membership management.

**Long Term Initiatives:**

Michigan Radio offers an extensive paid internship program to University of Michigan students and students and mid-career professionals from other Michigan colleges and Universities. The intern group receives hands-on experience from our staff professionals in news gathering and reporting, broadcast and digital media composition and editing, and journalism standards and ethics. Interns learn to perform a variety of skills specific to each area. Every Michigan Radio intern is employed with compensation from a fully-funded program supported by Michigan Radio's major donors and a growing endowment fund.

Michigan Radio actively participates in many community events designed to inform and educate members of the public. Michigan Radio hosts Donor Appreciation open house events, where donors and members can connect with the news reporters and on-air hosts to learn more about Michigan Radio and its operations. Michigan Radio also participates in local job fairs hosted by the Michigan Association of Broadcasters at their annual Great Lakes Media Show, and at Wayne State University in Detroit and Grand Valley State University in Grand Rapids, Michigan. The job fairs facilitate one-on-one conversations by attendees with station hiring managers about career opportunities at the station and in the public broadcasting industry.

Michigan Radio offers tours of the station to area schools for classroom field trips and Boy Scout and Girl Scout Troops. Most recently, a University of Michigan English professor brought her English Department class on a tour of the station. The students were interested in journalism internships and were able to see how Stateside is produced daily. Performing job shadows is also an opportunity for interested students and interns to learn more about the broadcasting careers and other areas of the station.

In addition to the community events, and employment outreach, Michigan Radio airs one to five EEO announcements per month. All of our current job postings and our complete annual EEO Report information are posted on the station website at [michiganradio.org](http://michiganradio.org).