

EEO PUBLIC FILE REPORT
WCMU -TV and WCMU - FM
Covering the Period From 6/01/2019 to 5/31/2020

A. Full Time Vacancies Filled During the Past Year

1. Job Title: TV / FM - Director Membership & Underwriting	Date Filled: October 14, 2019	Recruitment Source: CMU Website
2. Job Title: TV / FM - Director Technical Services	Date Filled: December 09, 2019	Recruitment Source: CMU Website
3. Job Title: TV / FM - Director Technical Services	Date Filled: February 24, 2020	Recruitment Source: CMU Website
4. Job Title: TV / FM - Executive Office Specialist	Date Filled: January 13, 2020	Recruitment Source: CMU Website
5. Job Title: TV / FM - Executive Office Specialist	Date Filled: May 25, 2020	Recruitment Source: CMU Website

B: Recruitment/Referral Sources Used to Seek Candidates for Each Vacancy

1. Job Title: TV / FM - Director Membership & Underwriting

<u>Organization Name</u>	<u>Contact Name & Title</u>	<u>Address#1</u>	<u>Address#2</u>	<u>City</u>	<u>State</u>	<u>PostalCode</u>	<u>Telephone</u>	<u>Fax</u>	<u>Email / Website / Location</u>
CMU Human Resources web site									www.jobs.cmich.edu
Current.Org									publicmediajobs.org
Disabled American Veterans	Joanne Tippett	4809 Eastern SE		Grand Rapids	MI	49508	616-532-2177		joanne.tippett@comcast.com
HERC (Higher Education Recruitment Consortium)									www.jobtarget.com
Hero2Hired	Indexed through other postings								
HigherEdJobs.com									www.jobtarget.com
Indeed.com	Indexed through other postings								
INVESTVets									michael.poyma@va.gov
Isabella County Veteran's Office	Jan Welch, Director	200 N. Main Street		Mt. Pleasant	MI	48858	989-772-0911 ext 235	989-775-6681	veterans@isabellacounty.org
MCDC-Michigan Rehab. Services		2258 Enterprise Dr Suite 2		Mt. Pleasant	MI	48858	989-773-5925	989-773-2932	HUDSONA@michigan.gov
Mid-Michigan Industries		2426 Parkway Dr.		Mt. Pleasant	MI	48858	989-773-6918	989-773-1317	AWALKER@mmiomline.com
M-Live		169 Monroe Ave. NW, Suite 100		Grand Rapids	MI	49503	800-878-1400		
Pure Michigan Talent Connect (Michigan Works)									www.michworks.org
Saginaw Chippewa Indian Tribe									CHNEYOME@sagchip.org
StudentAffairs.com									www.StudentAffairs.com
The National Labor Exchange/US Jobs	Indexed through other postings								
Traverse City Record Eagle	Jamie Holmes	120 West Front Street		Traverse City	MI	49684	231-946-2000	231-946-8273	DELL.MCCASLIN@va.gov
VA Vacational Rehab and Employment									
Veterans Advantage Job and Career Network	Indexed through other postings								
Veterans Resource Center									veterans@cmich.edu

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Career Central									www.careercentral.smpte.org
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Society of Broadcast Engineers									www.sbe.org
Society of Motion Picture & Television Picture									www.smpte.org
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4. Job Title: TV / FM - Executive Office Specialist

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CMU Human Resources web site									www.jobs.cmich.edu

C: Total Number of Persons Interviewed For All Full-Time Vacancies Filled During the Past Year

13

1. Job Title: TV / FM - Director Membership & Underwriting

4

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2. Job Title: TV / FM - Director Technical Services	2
3. Job Title: TV / FM - Director Technical Services	1
4. Job Title: TV / FM - Executive Office Specialist	5
5. Job Title: TV / FM - Executive Office Specialist	1

D: Total Number of Interviewees For All Full-Time Vacancies Filled During the Past Year by Recruitment Source **13**

1. Job Title: TV / FM - Director Membership & Underwriting	
Word of Mouth	2
CMU Website	2
2. Job Title: TV / FM - Director Technical Services	
Word of Mouth	1
Other Website	1
3. Job Title: TV / FM - Director Technical Services	
Word of Mouth	1
4. Job Title: TV / FM - Executive Office Specialist	
Word of Mouth	4
CMU Website	1
5. Job Title: TV / FM - Executive Office Specialist	
CMU Website	1

E: Outreach Activities: A brief description of all outreach activities designed to inform the public of employment opportunities in broadcasting performed during the past year

10 - Training Students in Station Promotions (participation in events or programs with educational institutions relating to broadcasting careers):

Under the supervision of the Senior Producer / Marketing Specialist, CMU students learn many aspects of public relations, including preparing press releases, drafting copy, and assisting with other promotion efforts. These students many times are majoring in public relations and use their experience at CMU Public Television to enhance their coursework.

10 - Training Students in Live and Pre-taped TV Broadcasts (participation in events or programs with educational institutions relating to broadcasting careers):

Through a partnership between CMU Public Television and the Broadcast & Cinematic Arts department at Central Michigan University, Students gain valuable experience and knowledge about various broadcast related jobs. Students get the opportunity to gain experience in various areas of production during tapings of locally produced programs.

10 - Training Students in FM News Stories and On-Air Broadcast (participation in events or programs with educational institutions relating to broadcasting careers)

Under the supervision of the Radio staff, CMU students learn to identify news stories, conduct interviews in person and via phone, write and produce news stories for local on-air use and how to pitch stories for national consideration. Students also learn to work the board for weekend and evening shows, announce breaks and underwriting credits, weather forecasts and limited news breaks.

8 - Internal Training Program to Enable Personnel to Acquire Skills for Higher-Level Positions:

Have in place a basic hiring structure to allow for the hiring of entry-level personnel and establish a graduated system whereby station employees could attain promotions based on pre-determined, quantifiable criteria. Two separate tracts were established for Directors and Producers. The levels were set at Level I, II, and III with requirements set for moving within those levels.

10 - Participation in events or programs with educational institutions relating to broadcasting careers

6/19/2019 - CMU in Mt. Pleasant, MI - Participated in the Central Michigan University "GrandparentsU" summer camp. Participated by conducting two classes on television production, both in front of and behind the camera. Participants ran camera, acted as on-air talent and also directed the program material. Each class had participants who moved through the various areas of production. Afterward, there was a question and answer period, as well as a viewing of the students TV experiences.

3 - Hosting a Job Fair

1/21/20 - Participated in Central Michigan University Leadership Student Alliance Internship Fair. Spoke to students about careers in broadcasting and opportunities for internships with WCMU.

3 - Hosting a Job Fair

2/28/20 - Central Michigan University. Participated in the Broadcast and Cinematic Arts Job Fair. Provided information about careers in broadcast journalism and broadcasting. Provided information about opportunities for CMU students to work at WCMU.