

EEO PUBLIC FILE REPORT
WCMU -TV and WCMU - FM
 Covering the Period From 6/01/2015 to 5/31/2016

A. Full Time Vacancies Filled During the Past Year

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|-----------------------------------------------------------|--------------------------------|---------------------------------------------------------|
| 1. Job Title: TV / FM - General Manager | Date Filled: July 27, 2015 | Recruitment Source: Word of Mouth / Previous Supervisor |
| 2. Job Title: FM - Radio Staff Producer | Date Filled: December 07, 2015 | Recruitment Source: CMU Broadcasters Job Fair |
| 3. Job Title: Director Development & Community Engagement | Date Filled: 12/14/15 | Recruitment Source: Word of Mouth / Station Employee |

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

1. Job Title: TV / FM - General Manager

<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</u>
Detroit News	Karen Gulli						586-977-7520		kulli@michigan.com
Detroit Free Press	Karen Gulli						586-977-7520		kulli@michigan.com
Traverse City Record Eagle	Greg Morman	120 West Front Street		Traverse City	MI	49684	231-946-2000		gmorman@record-eagle.com
Lansing State Journal	Lisa Gross						888-262-3308		lgross@gannett.com
Saginaw News	Zachary Jerger						734-474-3189		zierger@mlive.com
Grand Rapids Press	Zachary Jerger						734-474-3189		zierger@mlive.com
M-Live	Zachary Jerger						734-474-3189		zierger@mlive.com
Michigan Association of Broadcasters	Dan Kelley	819 N. Washington Avenue		Lansing	MI	48906	517-484-7444		dkelley@michmab.com
Current.org	www.jobtarget.com								
HERC - Higher Education Recruitment Consortium	www.jobtarget.com								
HigherEdJobs.com	www.jobtarget.com								
Monster	www.jobtarget.com								www.monster.com
National Association of Broadcasters	www.jobtarget.com								
Pure Michigan Talent Connect	www.jobtarget.com								www.michworks.org
The Society of Broadcast Engineers	www.jobtarget.com								www.sbe.org
StudentAffairs.com	www.jobtarget.com								
Disabled American Veterans	Joanne Tippett	4809 Eastern SE		Grand Rapids	MI	49508	616-532-2177		joanne.tippett@comcast.com
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	Anne Hasse	2258 Enterprise Dr Suite 2		Mt. Pleasant	MI	48858	989-773-5925	989-773-2932	haasea@michigan.gov
Mid MI Industries	Leona Beck	2426 Parkway Dr.		Mt. Pleasant	MI	48858	989-773-6918	989-773-1317	lbeck@mimioline.com
VA Vocational Rehab and Employment	Dell McCaslin / John McCarthy	4241 Barnard Rd.		Saginaw	MI	48603	313-471-3800	313-471-3814	Dell.mccaslin@va.gov
Veterans Resource Center	Steve Rellinger	114B Warriner Hall		Mt. Pleasant	MI	48859	989-774-7991	989-774-7993	veterans@cmich.edu
CMU Human Resources showcase		Rowe 109		Mt. Pleasant	MI	48859			
CMU Human Resources web site									www.jobs.cmich.edu
CareerBuilder.com	Lisa Gross						888-262-3308		lgross@gannett.com
The National Labor Exchange (US Jobs)	Indexed through other postings								
Indeed.com	Indexed through other postings								

2. Job Title: FM - Radio Staff Producer

<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</u>
Michigan Association of Broadcasters	Dan Kelley	819 N. Washington Avenue		Lansing	MI	48906	517-484-7444		dkelley@michmab.com
Pure Michigan Talent Connect	www.jobtarget.com								www.michworks.org
Disabled American Veterans	Joanne Tippett	4809 Eastern SE		Grand Rapids	MI	49508	616-532-2177		joanne.tippett@comcast.com
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	Anne Hasse	2258 Enterprise Dr Suite 2		Mt. Pleasant	MI	48858	989-773-5925	989-773-2932	haasea@michigan.gov
Mid MI Industries	Leona Beck	2426 Parkway Dr.		Mt. Pleasant	MI	48858	989-773-6918	989-773-1317	lbeck@mimioline.com
VA Vocational Rehab and Employment	Dell McCaslin / John McCarthy	4241 Barnard Rd.		Saginaw	MI	48603	313-471-3800	313-471-3814	Dell.mccaslin@va.gov
Veterans Resource Center	Steve Rellinger	114B Warriner Hall		Mt. Pleasant	MI	48859	989-774-7991	989-774-7993	veterans@cmich.edu
CMU Human Resources showcase		Rowe 109		Mt. Pleasant	MI	48859			
CMU Human Resources web site									www.jobs.cmich.edu

3. Job Title: Director Development & Community Engagement

<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</u>
HigherEdJobs.com	www.jobtarget.com								
StudentAffairs.com	www.jobtarget.com								
HERC - Higher Education Recruitment Consortium	www.jobtarget.com								
Pure Michigan Talent Connect	www.jobtarget.com								
Veterans Resource Center	Steve Rellinger	114B Warriner Hall		Mt. Pleasant	MI	48859	989-774-7991	989-774-7993	www.michworks.org veterans@cmich.edu
The National Labor Exchange (US Jobs)	Indexed through other postings								
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Disabled American Veterans	Joanne Tippett	4809 Eastern SE		Grand Rapids	MI	49508	616-532-2177		joanne.tippett@comcast.com
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Mid MI Industries	Leona Beck	2426 Parkway Dr.		Mt. Pleasant	MI	48858	989-773-6918	989-773-1317	lbeck@mimioline.com
VA Vocational Rehab and Employment	Dell McCaslin / John McCarthy	4241 Barnard Rd.		Saginaw	MI	48603	313-471-3800	313-471-3814	Dell.mccaslin@va.gov
Veterans Resource Center	Steve Rellinger	114B Warriner Hall		Mt. Pleasant	MI	48859	989-774-7991	989-774-7993	veterans@cmich.edu
CMU Human Resources showcase		Rowe 109		Mt. Pleasant	MI	48859			
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: 18

- 1. Job Title: TV / FM - General Manager 9
- 2. Job Title: FM - Radio Staff Producer 7
- 3. Job Title: Director Development & Community Engagement 2

D: Total Number of Interviewees For All Full-Time Vacancies Filled During the Past Year by Recruitment Source: 18

- 1. Job Title: TV / FM - General Manager
 - CMU Website 3
 - Higher Ed Jobs website 1
 - MAB website 2
 - Current website 3
- 2. Job Title: FM - Radio Staff Producer
 - Facebook (WCMU did not post directly with Facebook. Facebook re-posted WCMU's listing from other sources) 1
 - Indeed.com (WCMU did not post directly with Indeed.com. Indeed.com re-posted WCMU's listing from other sources) 2
 - CMU HR Website 2
 - Website posting suggested by CMU / Director Broadcast and Cinematic Arts 1
 - MAB website 1
- 3. Job Title: Director Development & Community Engagement
 - CMU Website 1
 - Posting suggested by WCMU employee 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 Public Relations Coordinator, 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.

11 - Participating in events with groups in the community interested in broadcasting:

6/16/2015 - Gave a tour of TV and FM to Counselors and Students from the CMU Chippewa River Writing Project. Toured Studios Production Truck and Master Control Rooms. Demonstrated camera operation in TV studio. Explained the importance of writing as it relates to broadcasting. Gave overview of the various job positions and what we do at CMU Public Broadcasting.

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

6/24/2015 - 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.

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

9/16/2015 - WCMU's General Manager and Radio News Director gave a presentation to the Head of the CMU Honors Program and 15 Honors Program students about Public Broadcasting and the Broadcasting Industry in general.

2 - Hosting of job fair

10/15/2015 - Co-Sponsor MABF Broadcast Media Career & Networking Fair at Central Michigan University

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

10/21/2015 - Gave tour of Radio facilities to 1 instructor and 8 students from Great Lakes Adventist Academy. Discussed the various positions within Radio, writing/editing of news stories and how news and music is broadcasted.

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

2/2016 - 5/2016 - Train/Mentor Mt. Pleasant, MI High School Student to identify news stories, conduct interviews, write and produce news stories for local on-air use and how to pitch stories for national consideration.

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

2/24/2016 - Sponsored a Job Shadow of the Quiz Central Production for 17 students from the Gratiot Isabella Technology Education Center. CMU staff talked about broadcast positions and the duties of each position. Students watched staff direct the taping of a Quiz Central show. We then concluded with a question and answer session.

1 - Participation in job fair

03/19/2016 - Participated in the Annual Central Michigan University Broadcast & Cinematic Arts Career Fair. Offered advice and information to those looking to develop/enhance their career in Broadcasting.

11 - Participation in events with groups in the community interested in broadcasting:

5/11/16 - Gave a tour to staff and students of the Mt. Pleasant PEAK program. Gave a demonstration of TV Studio Equipment, Production Truck and how to construct a Radio News Story

11 - Participation in events with groups in the community interested in broadcasting:

5/17/16 - Gave a tour to 4 adults and 5 participants from the Michigan Works Youth Program. Toured FM and TV MCR's and studios. Described job functions for careers related to TV and Radio.

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

5/24/2016 - Staff used the WCMU uplink/production truck to travel to Houghton Lake High School in Houghton Lake, MI for a WCMU Sponsored event with students. Staff gave an hour long presentation on Television Production and gave students a tour of the WCMU uplink/production truck.

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

5/25/2016 - Staff used the WCMU uplink/production truck to travel to Clare High School in Clare, MI for a WCMU Sponsored event with students. Staff gave an hour long presentation on Television Production and gave students a tour of the WCMU uplink/production truck.