

EEO PUBLIC FILE REPORT
WCMU -TV and WCMU - FM
 Covering the Period From 6/01/2014 to 5/31/2015

A. Full Time Vacancies Filled During the Past Year

1. Job Title: TV / FM Transmission Supervisor Date Filled: July 1, 2014
 2. Job Title: TV / FM Maintenance Engineer Date Filled: August 18, 2014

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

1. Job Title: TV / FM Transmission Supervisor

Organization Name	Contact Name & Title	Address#1	Address#2	City	State	PostalCode	Telephone	Fax	Email / Website
Bay City News	Kristin Hartwig			Grand Rapids	MI	48277	517-281-2234		
Grand Rapids Press	Kristin Hartwig			Grand Rapids	MI	48277	517-281-2234		
Lansing State Journal	Lisa Gross	120 E. Lenawee St.		Lansing	MI	48919	800-433-6946		
Morning Sun	Cindy Terwilliger	PO Box 766		Mt. Pleasant	MI	48804	989-779-6107		
Saginaw News	Kristin Hartwig			Grand Rapids	MI	48277	517-281-2234		
Glass Door									www.glassdoor.com
Michigan Association of Broadcasters									www.michmab.com
Monster									www.monster.com
The Society of Broadcast Engineers									www.sbe.org
Disabled American Veterans	Bill Tippett	4809 Eastern SE		Grand Rapids	MI	49508	616-532-2177		joann.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
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
Mid MI Industries	Leona Beck	2426 Parkway Dr.		Mt. Pleasant	MI	48858	989-773-6918	989-773-1317	lbeck@mmiomline.com
CMU Human Resources showcase		Rowe 109		Mt. Pleasant	MI	48859			
CMU Human Resources web site									www.jobs.cmich.edu
Pure Michigan Talent Connect									www.michworks.org
Veterans Advantage Job and Career Network	Indexed through other postings								
The National Labor Exchange (US Jobs)	Indexed through other postings								
Indeed.com	Indexed through other postings								
Hero2Hired	Indexed through other postings								

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

2. Job Title: TV / FM Maintenance Engineer

Organization Name	Contact Name & Title	Address#1	Address#2	City	State	PostalCode	Telephone	Fax	Email
CMU Human Resources web site									www.jobs.cmich.edu
CMU Human Resources showcase		Rowe 109		Mt. Pleasant	MI	48859			
Disabled American Veterans	Bill Tippett	4809 Eastern SE		Grand Rapids	MI	49508	616-532-2177		joann.tippett@comcast.com
Hero2Hired	Indexed through other postings								
Indeed.com	Indexed through other postings								
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@mmiomline.com
Pure Michigan Talent Connect									www.michworks.org
The National Labor Exchange (US Jobs)	Indexed through other postings								
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 Advantage Job and Career Network	Indexed through other postings								
Veterans Resource Center	Steve Rellinger	114B Warriner Hall		Mt. Pleasant	MI	48859	989-774-7991	989-774-7993	veterans@cmich.edu

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

1. Job Title: TV / FM Transmission Supervisor 4
 2. Job Title: TV / FM Maintenance Engineer 1

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

1. Job Title: TV / FM Transmission Supervisor
 Professional Journal / Website 1
 Other 2
 2. Job Title: TV / FM Maintenance Engineer
 Other 1

E: Outreach Activities: A brief description of all outreach activities 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 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 and during on-air pledge drives

10 - Training Students in FM News Stories and On-Air Broadcast

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.

Outreach Activities (participation in events with groups in the community interested in broadcasting) :

10 - 6/19/2014 - 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 - 6/24/2014 - Destination Michigan crew members presented at the Plainfield Township Hall in Hale, Michigan as part of the Plainfield Township Friends of the Library and Iosco-Arenac Districts Library's Summer Series. Spoke about the making/production of the WCMU "Destination Michigan" series. Showed video montages from various episodes to aid in enriching the community and visually representing the WCMU original program. A Q&A segment wrapped up the two-hour presentation to over 70 attendees.

16 - 8/6/2014 - Gave a tour of TV and FM to 2 Adults and 2 Students. Toured Studios, Master Control Rooms and FM Record Library. Demonstrated camera operation in TV studio. Gave overview of the various job positions and what we do at CMU Public Broadcasting.

3 - 10/15/2014 - Co-Sponsor MABF Broadcast Media Career & Networking Fair at Central Michigan University

16 - 11/13/2014 - Gave a tour of both TV and FM to 5 Adults and 14 Students from the Mount Pleasant Parks & Rec PEAK Program. Toured Studios, Master Control Rooms and Production Truck. Gave overview of the various job positions and what we do at CMU Public Broadcasting

16 - 1/15/2015 - Gave a tour of both TV and FM to 14 Homeschooled Children. Toured Studios, Master Control Rooms and Production Truck. Gave overview of the various job positions and what we do at CMU Public Broadcasting

16 - 1/22/2015 - Gave a tour of both TV and FM to 8 Adults and 13 Children from the Mount Pleasant Parks & Rec PEAK Program. Toured Studios, Master Control Rooms and Production Truck. Gave overview of the various job positions and what we do at CMU Public Broadcasting

10 - 2/5/2015 - Sponsored the Mt. Pleasant Sacred Heart /Jr. Achievement Job Shadow Day at WCMU. 27 students and 6 Adults joined members of the WCMU staff for job shadowing activities in TV and Radio, followed by a Q&A session over a pizza lunch.

10 - 2/11/2015 - 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.

10 - 2/18/2015 - Sponsored a Job Shadow of the Quiz Central Production for 18 students from Central Montcalm High School. 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.

16 - 3/20/2015 - Gave a tour of TV and FM to 8 Students of the National Broadcasting Society at CMU. Toured Studios, Master Control Rooms and Production Truck. Gave overview of the various job positions and what we do at CMU Public Broadcasting.