

EEO PUBLIC FILE REPORT
WCMU -TV and WCMU - FM
Covering the Period From 6/01/2017 to 5/31/2018

A. Full Time Vacancies Filled During the Past Year

N/A

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

N/A

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

N/A

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

N/A

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.

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

9/13/2017 - John G. Kulhavi Events Center in Mt. Pleasant, Michigan / NPR's Melissa Block participated in a Q&A session sponsored by WCMU Public Media about careers in the broadcast industry

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

9/14/17 - Townsend Kiva in Mt. Pleasant, Michigan - NPR's Melissa Block met with 150 communications students from Central Michigan University to discuss careers in broadcasting

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

9/14/17 - Traverse City Opera House in Traverse City, MI - NPR's Melissa Block participated in a Q&A session sponsored by WCMU Public Media about careers in broadcasting

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

10/5/17 - Gave a tour of TV and Radio to 21 home schooled children. Toured studios and production facilities and discussed the skills needed for a career in broadcasting

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

10/11/17 - Central Michigan University (JRN 101 / 2pm class) Spoke to 58 students about broadcast journalism and careers in broadcasting

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

10/11/17 - Central Michigan University (JRN 101 / 3:30pm class) Spoke to 60 students about broadcast journalism and careers in broadcasting

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

10/13/17 - Central Michigan University (JRN 102) Spoke to 28 students about broadcast journalism and careers in broadcasting

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

10/13/17 - Central Michigan University (JRN 205 / 2pm class) Spoke to 36 students about broadcast journalism and careers in broadcasting

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

6/21/2017 - 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 - Co-sponsor job fair

10/19/2017 - 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:

1/9/18 - Student from Clio High School participated in a job shadow at WCMU Public Media to learn what skills/education is needed for a career in broadcasting. Toured TV and Radio facilities