WMUK 2020-2021 ANNUAL EEO PUBLIC FILE REPORT

Period Covered by this Report:  June 1, 2020 through May 31, 2021

Licensee:  Western Michigan University

Call Signs of Stations Comprising Station Employment Unit:  WMUK 102.1 FM, Kalamazoo, MI (Facility ID No. 71874)

The purpose of this EEO Public File Report (“Annual EEO Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by WMUK 102.1 FM (“the Station”).

(Note: The Station also operates WKDS 89.9 FM under a Time Brokerage Agreement with Kalamazoo Public Schools that went into effect on December 1, 2019; however WKDS is not part of the employment unit for WMUK.)

The information contained in this Annual EEO Report covers the time period from June 1, 2020 to May 31, 2021 (the “Applicable Period”).

SECTION 1: Full-Time Job Openings Filled During This Period

- There were no full-time job vacancies that were filled during the Applicable Period.

- Total number of persons interviewed for all full-time vacancies filled during period: 0 (See above)

SECTION 2: Recruitment Sources

- Each recruitment or referral source used to seek candidates for each vacancy: N/A (No vacancies were filled during the Applicable Period.)

[See next page for Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken.]
SECTION 3:  Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered:  June 1, 2020 to May 31, 2021

Stations in Employment Unit:  WMUK 102.1 FM

Note:  Due to the global COVID-19 pandemic, the Station’s ability to perform Prong 3 non-vacancy specific recruitment activities was impaired, as the ability to participate in traditional activities to meet this prong was limited by government and licensee-mandated restrictions on in-person activities.  However, the Station did nonetheless complete a number of activities that meet the definition of Prong 3 activities for a station with 5-10 full time employees during the Applicable Period.

(1) Community Announcements

During the past year, WMUK 102.1 FM ran on-air announcements informing area community groups and organizations of how they could be added to a list of organizations notified of employment openings as they occur.  These announcements generally ran at a minimum as follows: one day every two weeks, twice a day in random day parts.

As a result of mailings to community organizations in prior years, as well as our on-air announcements, several organizations have requested that WMUK provide notification of WMUK job vacancies.  WMUK maintains a file of those who have expressed interest in the past of being notified.  In recent years the organizations requesting notification of WMUK employment opportunities have included: Michigan Works, Disability Network of Southwest Michigan, El Concilio Kalamazoo, OutFront Kalamazoo, Pokagon Band of Potawatomi, Southwestern Michigan Urban League, and the Metropolitan Kalamazoo NAACP.

(2) Internship Program

WMUK’s ongoing news internship program continues to serve the targeted purpose of teaching young people skills needed for broadcast employment, specifically skills required to become multimedia reporters and producers with an emphasis on audio production and reporting.  This includes research, reporting, writing, producing and presenting audio news content for the station’s broadcast service and website. Interns gain experience in preparing and delivering on-air newscasts, reporting and producing short and long-form news content, and creating news content for WMUK’s webpage. Due to the COVID-19/Coronavirus pandemic that began in 2020, WMUK was forced to modify its internship program to be handled largely via virtual instruction, with some limited in-person training where appropriate.

Despite the pandemic restrictions, WMUK continued to offer internships to eligible students.  There are three semesters (Fall, Spring and abbreviated Summer semesters) during each calendar year.  During a semester, each intern spends 10 hours per week at the station receiving training and producing features. Our internships are targeted at students of our licensee, Western Michigan University (WMU), but are not technically restricted to WMU students.  (Note: Some semesters were adjusted in length by WMU to accommodate COVID pandemic related restrictions.)

Two paid interns, one Caucasian female and one African-American male, participated in the program between September 2020 and May 2021.  This was during the Fall 2020 and Spring 2021 semesters.  Due to the COVID-19 pandemic, and severe limitations placed on on-site
staffing by our licensee (Western Michigan University), WMUK was unable to provide an unpaid summer internship in 2020.

(3) Career and Technical Education / Media Production Advisory Committee Participation

WMUK’s General Manager (GM) continued to participate in a Media Production Advisory Committee, as pandemic conditions allowed. The committee typically meets twice annually, and offers consultation and program evaluation for a year-long Media Production course administered by the Public Media Network (PMN) in cooperation with the local Career and Technical Education (CTE) program (formerly known as the Education for Employment, or EFE, program).

CTE is a part of the Kalamazoo Regional Educational Service Agency (KRESA), and the program provides a wide range of career and technical education, training, and opportunities for students in the 10th through 12th grades. Its mission is “to prepare today’s students for tomorrow’s careers.”

This community-based group (i.e. the Media Production Advisory Committee) maintains an advisory role, by providing information about broadcast employment issues. In particular, this advisory body provides input on course program planning, development and operations.

The Media Production course (that the Advisory Committee provides advice for) was the result of the merger of two (2) distinct former classes (and their respective committees): a Radio Production course, and a Digital Video Production course. The GM was previously an advisory committee member for the Radio Production course, which utilized WKDS 89.9 FM as a student-run station broadcasting from Kalamazoo, providing an educational experience, while preparing students for a possible career in broadcasting.*

In the 2019-2020, the decision was made to merge the two courses into one combined Media Production course. It was explained that this decision was made due to low enrollment in both classes, as well as the efficiencies for students that would result from the merger. The merged class targets enrollment from eligible high school students across Kalamazoo County.

(* Disclosure: WKDS 89.9 FM is currently licensed to Kalamazoo Public Schools (KPS) but operated by WMUK under a Time Brokerage Agreement since December 2019. Western Michigan University intends to purchase WKDS on behalf of WMUK-FM in 2021. Under the existing Time Brokerage Agreement, WMUK changed the format and purpose of WKDS to serve as a primarily professionally-run classical music station. As part of the sale agreement with KPS, WMUK has committed to providing funds to acquire the equipment needed to build a student-run internet radio station. The goal is to provide a comparable educational experience to the one previously offered by WKDS, prior to the merger of the course (and the pending station sale). The Public Media Network has agreed to host this internet-based station, and to incorporate it into the Media Production course curriculum where possible.)

a. WMUK’s General Manager attended a Virtual EFE/CTE Joint Advisory Committee Meeting on Tuesday, November 10, 2020 from 5-7 pm. This meeting is typically held in person, but due to restrictions from the COVID-19 pandemic, an online presentation and meeting was deployed instead using web conferencing technology.

   i. This event began with a general presentation by KRESA regarding updates
to its Career & Technical Education Redesign, as well as plans for a new facility that will further the educational and youth career-preparation goals of EFE/CTE (plans are still in development). Committee members were reminded that they serve as a resource and a connection to the workplace for CTE programs. Ultimately the goal is to help students to answer the question: “How is what I’m learning in CTE applicable in the real workforce?”

ii. After the presentation / update, the virtual session broke into individual advisory committee “rooms” to discuss their specific areas. For the Media Production Advisory Committee, the committee members discussed industry trends that would be of relevance for the instructor of the course (who was also present in the meeting). This helps to make the course more attuned to the needs of broadcast employers for future industry workers.

iii. Following the above discussion, the instructor provided updates on the course, noting that nine (9) students were then enrolled, and providing some information on class composition, student engagement levels, subjects being taught, and what skill sets are being emphasized. The majority of the instruction appeared to be focused on video production, however audio production was also to be covered (including podcasting). The instructor also noted that the equipment available to students was in a poor state, and in dire need of replacement. WMUK’s General Manager noted that WMUK was planning to provide funds for a new internet-based radio station, as part of the purchase agreement for WKDS.

iv. Finally, the instructor was encouraged by committee members to reach out to those same members to serve as a resource for guest lectures and/or provide other learning opportunities (e.g. virtual tours). At the conclusion of the event, an update was provided regarding important CTE career events that would be occurring virtually (or possibly in person) in the coming months.

b. WMUK’s General Manager attended a Virtual EFE/CTE Joint Advisory Committee Meeting on Tuesday, March 23, 2021 from 6-8 pm. As noted in the previous entry for this section, committee meetings are typically held in person; however, due to restrictions from the COVID-19 pandemic, an online presentation and meeting was deployed instead using web conferencing technology.

i. The virtual session began with a review of minutes and other business, including discussion regarding who will take over as chair of group (as the previous chair has retired).

ii. Each member of the group provided an update on industry trends, including an update by the Executive Director of Public Media Network (PMN) who observed general drop-offs in cable and satellite TV subscriptions by 20% over the last five years, but significant growth in streaming platforms. WMUK’s General Manager noted that public broadcasting has experienced a challenging year in terms of underwriting sales and membership support due to the COVID pandemic creating strong economic headwinds.

iii. The instructor of the Media Production class (which the committee provides oversight for) provided a program update on the progress of the course by the high school participants. This included updates on curriculum, with a note that the class has begun to look at resume building, and doing mock job interviews. Other areas of course focus touched on the creation of public
service announcements, writing and filming interviews, podcast creation, and mini-documentaries. It was also noted that the course has had several guest speakers from various media industries. This included guest discussions with WMUK’s General Manager (see activity #4 of this report), and PMN’s Executive Director.

iv. The KRESA representative moderating the discussion asked the committee members about the value of industry certifications for media employers, with specific focus on whether such certifications would be of enhanced career value for Media Production students. The consensus was that there was not a great demand for such certifications among employers, with most employers wanting to see the end-product of a potential employee’s skills (e.g. strong resume, demo reel, etc.). However, WMUK’s General Manager observed that a Society of Broadcast Engineers (SBE) certification would be highly valuable within the broadcast engineering component of the industry. Also, the GM noted that the SBE is actively seeking young people interested in the broadcast engineering field through a specialized program. (The GM subsequently followed up with an email to the committee members explaining the SBE Youth Program, and how students could become members.)

v. Interest was expressed in having the class partner with a non-profit organization to create Public Service Announcements and/or video projects. Additionally, there is an opportunity to develop a second-year Media Production program, likely in an independent study format geared primarily on working with the aforementioned non-profit clients.

vi. Program enrollment updates and core performance indicators were shared. It was noted that the current Media Production course has eight students from high schools across the county (5 men, 3 women). The KRESA representative stated that ten (10) students were projected for course enrollment in the next academic year. Core performance indicators show that KRESA itself has met or exceeded goals for our region. Participation by non-traditional students is about 32%, which reflects improvement in that area.

vii. Budget allocations were discussed, with a note that new laptops for students were planned for the upcoming fiscal year.

viii. The committee meeting concluded with final remarks on the course progress. The instructor noted that he has been happy since taking over this course for the first time this year. WMUK’s GM noted that students should be taught professional soft skills, particularly in light of COVID-19 preventing students from interacting with others in-person. A request was put out to invite more media industry professionals to be part of the advisory committee.

(4) Guest Speaker for High School Media Production Class

WMUK’s General Manager (GM) was invited to be a speaker for the Media Production Class for high school students discussed in the section of this EEO report entitled “Career and Technical Education / Media Production Advisory Committee Participation.”

As noted in that section, the class is part of the Career and Technical Education (CTE) program, operated under the Kalamazoo Regional Educational Service Agency (KRESA), and the program provides a wide range of career and technical education, training, and
opportunities for students in the 10th through 12th grades. WMUK’s General Manager is a member of the advisory body that provides input for direction of the vocational course. More specifically, it allows members to provide guidance on the direction of the course, as well as providing updates on the skills, aptitudes and other needs of broadcast organizations and other media industry employers.

The instructor of the Media Production Course invited the GM to speak to the high school students for approximately one (1) hour regarding the world of radio, audio production and podcasting. This was particularly relevant, as the instructor planned to begin a section of course instruction relevant to these areas shortly thereafter.

The GM had previously offered to be a guest speaker for the class and therefore accepted the invitation. The presentation to the high school students took place via Zoom video conference call on Tuesday, January 12, 2021 from approximately 12:30 pm to 1:40 pm. This session was done virtually as a precaution, due to the COVID-19 global pandemic. Seven students were in attendance, all in the 12th grade. The students were from high schools across Kalamazoo County. One student was from Gull Lake High School, four (4) from Loy Norrix, one (1) from Kalamazoo Central and one (1) from Portage High School. The instructor moderated the event.

The GM began the first part of the session by providing an overview of the public broadcasting field, as well as sharing his educational and professional media background. He also provided an overview of WMUK-FM, including its mission, format and other core areas that are essential to operating an NPR-affiliated public radio station.

Other topics the GM covered in his speaking presentation included the qualities and skills that broadcast employers seek from employment candidates, as well as ways in which students can make themselves more viable as prospective candidates for positions in the broadcast media industry, including radio and television. The GM explained that internships at media organizations were a useful way to gain necessary skills, as well as the option of pursuing a degree in a communications-related field at a college or university.

A question-and-answer period followed in the remaining 30+ minutes, in which both students and the instructor asked the GM questions about the media industry. This included questions about how best to get started pursuing a career in media, and also the essential qualities of audio storytelling for podcasts (a part of the course that was to be covered by the instructor in the coming weeks). The GM went over a very basic overview of the best ways to structure any piece of content, whether for on-air broadcast or digital delivery (i.e. podcasts).

The guest presentation and discussion took approximately one hour and ten minutes total. The GM concluded by offering to provide the high school students with additional career advice and input, on a one-on-one basis. The instructor later provided students with the GM’s direct contact information, and afterwards noted that the presentation “really got their minds moving on possible career paths."

(5) Guest Speaker for Advanced ESL Speaking and Listening Class

WMUK’s General Manager (GM) was invited speak for one (1) hour to an advanced English as a Second Language (ESL) speaking and listening class that is offered by Western Michigan University (WMU). The course is offered through the Center for English Language and Culture for International Students (CELCIS), which "offers intensive English
language courses online or in-person at Western Michigan University.” The course is titled “CELCIS Advanced Speaking and Listening” and is comprised of international students from various parts of the globe, including South Korea and The Congo. The purpose of the course is to provide opportunities to hone English language skills in group discussion, giving presentation, and impromptu speaking.

The course instructor occasionally invites guests from other WMU units, and invited the GM to informally speak to the group (WMUK-FM is licensed to WMU). Specifically, the GM was invited to talk about public radio and its contribution to the community – particularly in contrast to commercial radio. The instructor noted that “many of these students come from countries which have government owned stations, so WMUK would be a different format.”

The GM met virtually with the class via Zoom web conference on Friday, April 16, 2021, from 12-1 pm Eastern. (All participants met via Zoom, due to COVID-19 restrictions limiting in-person instruction.) During the first half hour, the GM provided a broad overview of public radio broadcasting in the United States, as well as his professional background. Additionally, the GM spoke briefly on some of the general qualities that broadcasters (not just those in the U.S.) generally look for in prospective job candidates looking to enter the broadcasting industry. This was followed by a Question-and-Answer period in approximately the second half of the hour, in which the GM answered questions by both students and the instructor regarding public broadcasting.

The instructor provided a follow-up thank you note to the GM for the guest lecture, observing that “The students and I were fascinated by your very informative talk. You sparked a lively class discussion today about the freedom of speech and its importance … I can't tell you how much I appreciate being able to have a guest speaker who affects change through communication.”

(6) Career Fairs

WMUK’s General Manager and other station staff typically participate in at least two (2) broadcast career fairs each year. Promotion for these career fairs are widely disseminated on-air during the two weeks prior to the event. These career fairs are designed to inform the public of employment opportunities in broadcasting. We believe these career fairs are of particular value to students and other career-minded citizens interested in the broadcasting profession across our region, while simultaneously assisting WMUK in fulfilling one of the Outreach Prong 3 – Menu Option EEO initiatives established by the FCC. For the 2020-2021 reporting year, WMUK was unable to attend any Fall 2020 career fairs due to most events being cancelled because of the COVID-19 pandemic. However, the Station did participate in a virtual career fair on March 9-10, 2021. See below for more information.

a. For Spring 2021, WMUK participated in a virtual career and job fair hosted by the Michigan Association of Broadcasters Foundation (MABF) as part of the Great Lakes Media Show 2021 (which was itself also a virtual show). Specifically, the career and job fair event was held via a virtual video conferencing platform on Tuesday, March 9, 2021 from 10 am to 12 pm and again on Wednesday, March 10, 2021 from 2 pm to 4 pm. The platform allowed WMUK to host a virtual “booth” that anyone could interact with free of charge, though pre-registration was required. WMUK participated on both days at the times listed above, with the General Manager (GM) and Content Operations Director participating on March 9, 2021 and the GM and News Director participating on March 10, 2021. All staff
participants have some degree of hiring responsibility. WMUK promoted this virtual career event on-air during the 14-day period leading up to the event itself.

Attendance for the virtual career and job fair was very low, which we attribute to the brand-new nature of the event (never before having been attempted prior to the COVID-19 pandemic). Only two students were engaged cumulatively for both days. Amber Kienutske, the first student (March 9), was a senior majoring in “Media and Information” at Michigan State University. Her expressed interest is a career in administration in media. Cecillia Lallman, the second student (March 10), was a former broadcast professional who was laid off due to pandemic-related budget cuts. This student was attending Oakland University and interested in pursuing possible internships as she seeks to expand her broadcast qualifications.

WMUK engaged with both students on their respective days of visiting our virtual booth, and provided general information on the public broadcasting industry, as well as how to develop the desired qualifications and skills that broadcast employers (and public broadcasters in particular) are seeking. Additionally, WMUK staff offered guidance to the students on how to search for and find jobs in the public broadcasting field. No resumes were offered by either student, nor did WMUK solicit resumes or job applications. We informed both students that WMUK was neither hiring nor looking to fill any vacancies at the time of the career fair; however the Station did provide direct contact information in case the students had any follow-up questions later regarding general career path advice.

This virtual career and job fair was promoted on-air by the Station in advance of the event. According to the hosting Michigan Association of Broadcasters Foundation (MABF), 98 students and business-minded professionals attended this virtual career event. The MABF provided letters to WMUK (which the Station has on file), acknowledging our participation in the career fairs on March 9-10, 2021.

(7) Informational Tours & Interviews

Despite the COVID-19 pandemic, WMUK’s General Manager and/or other WMUK staff members continue to periodically provide broadcast career advice to individuals, in the form of one-on-one informational tours and/or interviews. Such an informational session took place from approximately 2-3 pm on Thursday, October 8, 2020 with Mr. Bryce Vrooman, who is a Western Michigan University (WMU) student. WMU is the licensee of WMUK-FM. Mr. Vrooman’s mother originally contacted the Station’s News Director, noting that her son was a first-year student, with an undeclared major. However, he had expressed interest in pursuing a career in the radio and broadcasting field.

The General Manager subsequently followed up with the student, informing Mr. Vrooman that while WMUK was not hiring at that time, however the GM was happy to provide him with a brief tour of the station and provide an informational interview about the Station and public broadcasting. This would at the very least provide him with some insight into the broadcasting industry, as well as what it takes to successfully enter into that industry from a career perspective.

Mr. Vrooman accepted the invitation for such a meeting on the aforementioned date. Mr. Vroom was given an informational tour of the Station by the GM, including the Station’s history, operations and programming. This was performed under COVID-19 distancing
protocols established by the licensee (WMU) and the Station. The GM also provided his own personal background and experience of entering the field of broadcasting.

At the conclusion of the tour, the General Manager and News Director sat down with Mr. Vrooman (in a large space, due to COVID restrictions) to provide advice on how to hone skills and talents needed to be a successful candidate for a broadcasting position, particularly within the public broadcasting industry.

The GM and News Director also suggested further career resources to explore, including the Jobline website hosted by the Corporation for Public Broadcasting. Finally, Mr. Vrooman was encouraged to apply for a news internship position at WMUK, as soon as he was eligible to do so (WMUK only provides internships to third and fourth-year students, and Mr. Vrooman was still a first-year student at the time of this informational session). Finally, the GM and News Director recommended Mr. Vrooman take any audio production and journalism courses offered by the WMU School of Communication.

Mr. Vrooman expressed his thanks at the end of the hour-long tour, and said he would follow-up on these suggestions, and contact the Station if he had further questions.

### (8) Conferences & Training

a. WMUK afforded training opportunities to its personnel that enabled them to acquire skills for higher-level positions and/or enhance their professional development skills (paid for by the Station).

   a. WMUK’s Director of Content Operations & Audience Development (DCO) attended a joint conference by the Public Radio Program Directors Association (PRPD) and the Public Media Journalists Association (PMJA). WMUK is a member station for both organizations. Due to the COVID-19 pandemic, this conference was held virtually from Monday, September 21 - Thursday, September 24, 2020. The theme of the joint conference was “Let’s Go Live!: A Collaborative Public Media Summit,” which was aimed at public radio journalists, programmers and content creators. More than 500 public media professionals joined in this online conference, which was one of the only professional development opportunities for the industry in 2020, according to the PMJA website. WMUK’s DCO attended the majority of the sessions, including sessions on elections coverage, formatting, audience research and digital platforms.

   b. WMUK’s part-time *Morning Edition Host / Reporter* attended a virtual training session for public radio morning hosts on April 17, 2021. This paid session was hosted by the Public Media Journalists Association (PMJA) as part of a broader training series for public media editors, news leaders and hosts. The paid host training was conducted by Ariel Van Cleave and Kirsten Kendrick, both established *Morning Edition* hosts and/or producers.

b. In April and May 2021, all active part-time and full-time WMUK staff completed an online training module designed to prevent workplace harassment. This training was required for all Community Service Grant (CSG) station recipients, per the Corporation for Public Broadcasting (CPB). This online interactive training was offered by the Station’s licensee, via the EverFi training platform. The training is
designed to address the following topics: a.) what constitutes acceptable and unacceptable workplace behavior, b.) how to recognize harassment when it occurs, and c.) how to report and respond to violations. Both CPB and Station Management view this training as an opportunity to continuously affirm our commitment to maintaining a work environment that is free from all forms of discrimination and harassment.

(9) Vocational Training Surveys

a. On March 15, 2021, WMUK’s General Manager (GM) completed a 2021 Employer Training Survey, at the request of the Kalamazoo Regional Educational Service Agency (KRESA). As noted in the section “Career and Technical Education / Media Production Advisory Committee Participation,” WMUK’s GM is a member of a Career and Technical Education (CTE) advisory body, which is administered by the Public Media Network through KRESA.

The GM was invited by KRESA to participate in the survey, which consisted of “a short questionnaire aimed at understanding national trends in employer-provided training—including the rationale for investing in worker training, structure of programs, and profile of training participants.” An FAQ of the survey elaborated the survey’s additional purpose as follows: “...with the COVID-19 pandemic causing significant repercussions for America’s workforce, labor market, and employers, this survey also seeks to better understand how COVID-19 may be impacting current and future training priorities.”

Information regarding WMUK’s internship training program, hiring practices, and professional development opportunities were provided in response to the survey queries. In particular, the GM provided responses to how the COVID-19 pandemic specifically impacted these aspects of station educational and employment activities. The survey FAQ noted that the results of the national survey “will be used to identify national trends in employer-provided training, before and in response to the COVID crisis. Furthermore, information gathered through this survey will be combined with international employer surveys to determine how U.S. employer training practices, priorities, and investments compare internationally.” Results will be shared with participants later in Spring 2021.

The survey is being led by New America’s Center on Education and Labor, as well as its Partnership to Advance Youth Apprenticeship (PAYA), with collaboration by ETH Zurich, a Swiss-based public research university that includes the Chair of Education Systems (CES). The FAQ states “CES conducts research on international education systems, with a special focus on vocational education and training.”

Western Michigan University and EEO

Western Michigan University, WMUK’s licensee, maintains an Equal Employment Opportunity program in compliance with state and federal law.

[See next page for additional information.]
WMUK Employment Opportunities

As of May 2021, there are no currently active full-time employment opportunities available. However community organizations may be placed on a list to be notified of future vacancies, if they so choose.

WMUK provides notice of full-time employment openings as they occur to organizations within the community requesting them. If your organization wishes to be placed on our list of community groups to be notified, you may make your request by e-mail to employment@wmuk.org or through a written request mailed to:

WMUK 102.1 FM
Employment Opportunities
1903 W. Michigan Avenue
Kalamazoo, MI 49008-5351

Western Michigan University as an Equal Employment Opportunity Employer

As an Equal Employment Opportunity employer, WMUK’s licensee, Western Michigan University, periodically informs personnel (including WMUK staff members) and potential applicants for employment of our EEO policies, program and HR Policies within the university. To learn more about the University’s EEO policies, program and HR policy, please visit the following website: https://wmich.edu/hr/manual-eeo