

June 1, 2022 – May 31, 2023 Annual EEO Public File Report

**WUOM (FM), Ann Arbor, MI
Regents of the University of Michigan**

Annual EEO Public File Report

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The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WUOM, and is required to be placed in the station’s public inspection file, and posted on its website, if applicable.

The information contained in this Report covers the time period beginning 06/01/2022 to and including 05/31/2023 (the “Applicable Period”).

The FCC’s EEO Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 that follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to
Annual EEO Public File Report
Covering the Period from **6/1/2022 to 5/31/2023**
Station(s) Comprising Station Employment Unit: WUOM

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position	Number of Interviews from each Recruitment Source
1	All Things Considered Host	UofM Careers	8	2-University of Michigan Careers 2-Personal Reference 1-Michigan Radio Website 1-PublicMediajobs.org 1-Indeed.com 1-National Association of Black Journalists 0-From the following sources: Twitter 9/8/22; Facebook 9/8/22; LinkedIn 9/9/22; Corporation of Public Broadcasting; Radio Television Directors News Association; Professional Diversity Network; Glassdoor; HigherEdJobs.org; Higher Education Recruitment Consortium; National Association of Hispanic Journalist; Asian American Journalist Association; Native American Journalists Association
2	Stateside Producer	Twitter-1/6/23	3	1-Twitter 1/6/23 1-Investigative Reporters & Editors 1- Personal Reference 0-From the following sources: University of Michigan Careers; Michigan Radio Website; Facebook 1/6/23; Corporation of Public Broadcasting; National Association Black Journalist; Michigan Association of Broadcasters; Higher Ed Jobs
3	Business Office Administrator	UofM Careers	2	2-University of Michigan Careers 0-From the following sources: Corporation of Public Broadcasting; Michigan Radio Website; Facebook 1/19/23; Twitter 1/19/23; Radio Television Digital News Association; Michigan Association of Broadcasters; Greater Public; Diversity.com; Historically Black Colleges & Universities; Hispanic Latino Professional Association

Total Number of Persons Interviewed During Applicable Period: 13

Appendix 2 to

Annual EEO Public File Report

Covering the Period from 06/01/2022 to 05/31/2023

Station(s) Comprising Station Employment Unit: WUOM

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period	Full-time Positions for Which This Source Was Utilized (see Appendix 1)
A	Personal Reference	3	#1,2,3
B	Asian American Journalists Association 5th Third Street, Suite 1108 San Francisco, CA 94103 Contact: Justine Seiter, Program Coordinator Phone: 415-346-2051 ext. 107 Email: justins@aja.org	0	#1
C	Corporation for Public Broadcasting 401 9 th Street NW Washington, DC 20004 Phone: 202-879-9600 Email: http://www.cpb.org	0	#1,2,3
D	Diversity.com 245 N. Highland Ave. NE Atlanta, GA 30307	0	#3
E	Glassdoor Contact: Glassdoor Customer Service Phone: 415-339-9105 Email: http://www.glassdoor.com	0	#1

F	<p>Greater Public 401 North 3rd Street, Suite 370 Minneapolis, MN 55401 https://www.greaterpublic.org Contact: Andrew Leitch Phone: 612-548-3378 Email: aleitch@greaterpublic.org</p>	0	#3
G	<p>HigherEd Jobs.com 328 Innovation Blvd., Ste 235 State College, PA 16803 Phone: 814-861-3080 Email: jobseeker@higheredjobs.com</p>	0	#1,2
H	<p>Hispanic Latino Professional Association Phone: 888-550-3777 Email: hpa.com/employer/jobpostings</p>	0	#3
I	<p>Historically Black Colleges & Universities (HBCU) 750 Cross Pointe Rd., Suite Q Columbus, OH 43230 Email: hbcuconnect.com</p>	0	#3
J	<p>Indeed.com Email: http://www.indeed.com No contact name or phone number available</p>	1	#1
K	<p>Investigative Reporters and Editors 141 Neff Annex Missouri School of Journalism Columbia, MO 65211 Contact: Doug Haddix, Executive Director doug@ire.org or info@ire.org Phone: 573-882-2042/1984</p>	1	#2
L	<p>Michigan Association Broadcasters 819 N. Washington Ave. Lansing, MI 48906 Contact Dan Kelley-IT/Website Manager Phone: 517-484-7444 http://michmab.com</p>	0	#2,3

M	Michigan Higher Education Recruitment Consortium (MI HERC) MSU Office of the Provost Admin Bldg. 426 Auditorium Rd., Room 442 East Lansing, MI 48824 Email: http://hercjobs.org No Phone Number Available	0	#1
N	Michigan Radio Corporate Sponsorship LinkedIn Page Contact: Holli Eaton Phone: 734-764-9210 https://www.linkedin.com	0	#1
O	Michigan Radio Facebook Page Contact: Jodi Westrick Phone: 734.764.9210 http://www.facebook.com/michiganradio	0	#1,2,3
P	Michigan Radio Twitter Page Contact: Jodi Westrick Phone: 734-764-9210 http://twitter.com/MichiganRadio	1	#1,2,3
Q	Michigan Radio Website 535 W. William St., Suite 110 Ann Arbor, MI 48103-4978 Contact: Jodi Westrick Phone: 734-764-9210 http://michiganradio.org	1	#1,2,3
R	National Association of Black Journalists 1100 Knight Hall, Suite 3101 College Park, Maryland 20742 Contact: Drew Berry, Executive Director Phone: 301-405-0248 dberry@nabj.org	1	#1,2
S	National Association of Hispanic Journalists 1050 Connecticut Avenue, NW 5th Fl. Washington, DC 20036 Contact: Alberto Mendoza, Executive Director Email: BA@nahj.org	0	#1,
T	Native American Journalists Association OU-Gaylord College 395 W. Lindsey St. Norman, OK 73019 www.naja.com	0	#1

U	Professional Diversity Network 801 W. Adams St., Ste. 800 Chicago, IL 60607 Phone: 312-614-0950 Email: https://prodivnet.com	0	#1
V	PublicMediaJobs.org 4400 Massachusetts NW Washington, DC 20016 Publicmediajobs.org Phone: 860-437-5700	1	#1
W	Radio Television Digital News Association The National Press Building 529 14 th Street NW, Suite 1240 Washington, DC 20045 Contact: Tara Puckey, Chief Staff Officer, Marketing, and Communication Phone: 202-868-9443 tarap@rtdna.org	0	#1,3
X	University of Michigan Careers at the U Contact: University of Michigan Shared Service Center 1000 Victors Way Ann Arbor, MI 48108 Phone: 734-615-2000 Email: sharedservicescenter@umich.edu	4	#1,2,3

Total Number of Persons Interviewed During Applicable Period: 13

Appendix 3 to

Annual EEO Public File Report

Covering the Period from 06/01/2022 to 05/31/2023

Station(s) Comprising Station Employment Unit: WUOM

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WUOM

Internship Program Designed to Assist Members of the Community to Acquire Skills Needed for Broadcast Employment. Michigan Radio offers an extensive paid internship program to students and members of the public, which gives them an opportunity to gain experience in broadcasting and journalism. Offering a paid internship program increased awareness and interest to Michigan Radio, and a more diverse applicant pool was received. Since June of 2022, nine interns were placed in the areas of News, Digital, and Programming. During the course of their internship, Vincent Duffy, News Director; Laura Davis, Executive Producer Stateside; and Jodi Westrick, Director of Digital, guide and teach hands on training to perform a variety of different tasks within each specific area.

EEO Outreach-Job Fair Participation

Michigan Radio participated in university and community outreach efforts including job fairs. For this reporting period, Michigan Radio participated in the following job fairs:

- November 2, 2022-Cynthia Payne, Human Resource Administrator, participated in Eastern Michigan University's (EMU) 2022 Fall Career Fair. The fair's focus was to provide students from all majors opportunity to meet with employers, submit their resume's and discuss any current open positions. Sixteen students and early career professionals visited the Michigan Radio booth.
- December 7, 2022-Michigan Radio was represented by Cynthia Payne, Human Resource Administrator; and Suzanne Belanger, Marketing Specialist, at the Great Lakes Broadcast & Sports Media Academy at Ford Field in Detroit, Michigan. Over 600 students and business-minded professionals registered to attend this event. We spoke to thirty-five students.
- March 15, 2023-Steve Chrypinski, Marketing Director, and Cynthia Payne, Human Resource Administrator attended the 2023 Michigan Association of Broadcasters Foundation Media Career Fair. We talked with 20 students and early career professionals about available internships and full-time job openings.

EEO Outreach Participation in Events or Programs with Educational Institutions Relating to Broadcasting Careers

Michigan Radio participates in events and programs sponsored by educational and community institutions related to broadcasting and the media.

- November 10, 2022-Lester Graham, Senior Correspondent with The Environment Report, gave a presentation to a journalism class at Skyline High School in Ann Arbor. Twenty students learned about Lester's experiences throughout his journalism career, and most recently with Michigan Radio's The Environment Report and investigative journalism
- November 17, 2022-Zoe Clark, Michigan Radio's Interim General Manager and Political Director, gave a presentation to twenty journalism students at Michigan State University. Zoe talked about the current state of journalism in Michigan and did a Q&A about careers in journalism for students.
- November 21, 2022-Lester Graham, The Environment Report Senior Correspondent, had a zoom interview with Gabriel Hales, a Michigan State University journalism student. Gabriel is studying journalism as it applies to the environment and health care and asked questions about investigating, organizing the data found, and finalizing the written report.
- December 16-January 5, 2023-Michigan Radio was represented by their Operations Manager, Peggy Watson, at the Michigan Association of Broadcasters 2023 Michigan Student Broadcast Awards. Peggy helped to provide valuable feedback to 540 students by coaching the students on how to become a professional broadcaster in Michigan.
- March 21, 2023-Michigan Radio's Senior Correspondent with The Environment Report, Lester Graham, presented to a class of nineteen students from the University of Michigan School for Environment and Sustainability. Lester talked about his career path and his current role at Michigan Radio, along with effective communication on various Great Lakes water issues.

Community Events Designed to Educate and Inform the Public about Broadcasting Opportunities.

Michigan Radio staff participates in activities that inform and educate the interested public, students, and mid-career professionals about learning opportunities in the Broadcasting careers or just giving the interested public general information about who Michigan Radio is and what we do.

- July 23, 2022-Lester Graham, Senior Correspondent with The Environment Report, was a Moderator at the panel discussion, "The Impact of Gravel Mining: Get the Full Picture." The event was open to the public, and organized by the Sharon Preservation Society. An estimated 200 people attended.
- October 28, 2022-Dustin Dwyer, Grand Rapids Bureau Chief, emceed the Grand Rapids Early Childhood Candidate Forum. The forum focused on early childhood and family issue discussions with State Senate and State House Representatives.

- November 10, 2022-Nisa Kahn, Data Reporter, participated in the “Facts of the Future” panel at the Pundit Summit XVI held in East Lansing, Michigan. Misty Elliott, Director of Content Strategy for the Pundit Summit, stated that the panel’s discussion was based around misinformation and mistrust in news reporting, and how reporters can work towards a better informed, balanced, and inclusive future. 70 people attended this session.
- December 8, 2022-Lester Graham, Senior Correspondent for The Environment Report, was asked to be a judge for the University of Michigan Student Journalism class pitch fest. The pitch fest is part of the twenty-two students’ class project where they pitch their entrepreneurial idea and also a few news pitches. Judges listen to their pitches and give feedback to the students which help them for writing and reporting on future news stories.
- March 15, 2023-Rachel Ishikawa, Michigan Radio’s Podcast Producer, presented at the Great Lakes Media Show to approximately seventy students and early career professionals on podcast production. Rachel’s presentation included the key elements for producing an award-winning podcast.
- March 31, 2023-News Director, Vincent Duffy participated on the Center for Health Research and Transformation (CHRT) Media Panel. Holly Teague, Health Policy Fellowship Program Manager, stated that CHRT is a fellowship that brings together Researchers, Policy experts, and Nonprofit folks to explore common ground and understand each other’s backgrounds. The Media Panel discussion focused on the importance of engaging with your audience.
- April 27, 2023-Nisa Kahn, Data Reporter, presented at the Great Lakes Data & Analytics Summit to fifty Analytics, IT, and Business professionals. Nisa’s presentation was about what journalists are looking for in data, what are non-data people hoping to see from dashboards and data studies, and how do reporters prioritize their news stories. The presentation goal was to help fill the gap between data experts and journalists. Nisa also discussed the ways in which Michigan Radio newsroom conducts their investigations.

Training and Mentoring Programs for Station Personnel

Station staff is regularly offered the opportunity to attend conferences and workshops in order to enhance their professional development and learn new skills.

- August 3-August 7, 2022-The National Association of Black Journalists Conference in Las Vegas was attended by Jamie Simmons, Community Engagement Reporter at Michigan Radio. Jamie attended many of the sessions that included, “Diversity in Investigative Reports;” “How Journalists and PR Pros Can work Together to Catalyze Equity and Change;” and “Multiplatform Storytelling”. Jamie not only participated in the sessions, but was also a lead vocal coach and a panelist on the Community Engagement Reporting session led by KPCC. Jamie was able to network with other senior journalists and discuss with them the challenges of her diverse background and translating that into storytelling/radio journalism.

- October 6, 2022-October 7, 2022-Talisha Reviere-Winston, Director of Human Resources and Finance, attended the virtual Network for Change and Continuous Innovation (NCCI) conference. The session topics discussed the different approaches to learn from each other using a Growth Mindset lens on managing the various challenges in changing work place environments.
- November 2, 2022-News Director, Vincent Duffy, presented the research findings from Radio Television Digital News Association, “How to Improve Trust in Local Journalism.” The programming and news staff participated in this Brown Bag session. Following are the names of staff that participated:

Vincent Duffy, Sarah Hulett, Rebecca Williams, Kate Wells, Sarah Cwiek, Steve Carmody, Lester Graham, Dustin Dwyer, Briana Rice, Beenish Ahmed, Jamie Simmons, and Nisa Kahn.

- February 22, 2023-February 23, 2023-Michigan Radio staff participated in the 2023 Audience Development Summit presented by Greater Public and The Public Radio Program Directors Association (PRPD). The virtual event gave valuable insights on how to reach younger and more diverse audiences through integrated content, marketing, and development efforts. Following are the names of staff that participated:
Zoe Clark, Talisha Reviere-Winston, Cynthia Payne, April Baer, April Van Buren, Steve Chrypinski, Suzanne Belanger, Holli Eaton, Christa Quinn, Danielle Seering, Jaci Kovala, Ellen Perry, Carol Lawrence, Alison Warren, Alix Beckett, Niki Cramer,
- March 24, 2023-Twelve members of the news staff participated in two sessions of DART training on Trauma: Informed Reporting and Dealing with Trauma. The newsroom trainings included the topics of: Trauma-aware reporting on vulnerable individuals and communities; Self-care and resilience for trauma-exposed news professionals.

Providing Training to all levels of personnel as to methods of ensuring equal employment opportunity and preventing discrimination

As part of Michigan Radio’s Strategic Plan, one of our initiatives is to engage staff in anti-racism, unconscious bias, or a DEI training course on an annual basis. During this reports time period, all active staff, interns, contactors, and affiliates were required to complete the annual Preventing Harassment and Discrimination course. The main topics covered in this mandatory course include: what constitutes acceptable and unacceptable workplace behavior; how to recognize harassment when it occurs; and how to report and respond to violations within the workplace. The coursework is submitted through the Corporation of Public Broadcasting, and certificate completion is managed by Cynthia Payne, Michigan Radio’s Human Resource Administrator.