

EEO Public File Report

WNMU(TV) & WNMU-FM, Marquette, MI
June 1, 2022 – May 31, 2023

Full-Time Positions Filled

Full-Time Position	Position Title	Date Open	Date Filled	Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*	Number Interviewed	Number Hired
1	493797 Broadcast Systems Operator	1/1/2022	6/1/2022	NMU employment website	0	0
				HigherEd Jobs	0	0
				HigherEdJobs.com – Diversity and Inclusion Email List	0	0
				Michigan Works	0	0
				Indeed.com	1	0
				Other	1	1
2	493829 Traffic and Production Coordinator	5/13/22	7/11/2022	NMU employment website	0	0
				HigherEd Jobs	0	0
				HigherEdJobs.com – Diversity and Inclusion Email List	0	0
				Michigan Works	0	0
				Indeed.com	2	1
				LinkedIn	0	0
				WNMU-TV/FM – On-air	0	0
				Other	1	0

3	493894 Education Engagement Coordinator	7/17/22	10/31/2022	NMU employment website	1	0
				HigherEd Jobs	0	0
				HigherEdJobs.com – Diversity and Inclusion Email List	0	0
				Michigan Works	0	0
				Indeed.com	1	0
				LinkedIn	0	0
				WNMU-TV/FM – On-air	0	0
				WNMU-TV Facebook	0	0
				CPB Jobline	0	0
				Other	2	1
* See Attached List of Recruitment Sources for Contact Information						

Information Regarding Recruitment Sources Contacted for Full-Time Vacancies

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Northern Michigan University (NMU) employment website	Julane Cappel	1	N
	1401 Presque Isle Ave	906-227-2330		
2	HigherEd Jobs.com	Julane Cappel		N
	1401 Presque Isle Ave	906-227-2330		
3	HigherEdJobs.com – Diversity and Inclusion Email List	Julane Cappel		N
	1401 Presque Isle Ave	906-227-2330		
4	Michigan Works	Julane Cappel		N
	1401 Presque Isle Ave	906-227-2330		
5	Indeed.com		4	N
	Postings on this site come from NMU employment website			
6	LinkedIn.com			N
	Postings on this site come from NMU employment website			

7	WNMU-TV/FM On-air	Patrick Lakenen		N
	1401 Presque Isle Ave	906-227-1300		
8	WNMU Facebook page	Nicole Walsh		N
	1401 Presque Isle	906-227-1300		
9	CPB Jobline	Carole Mah		N
	401 Ninth Street, NW, Washington, DC 20004-2129	202-879-9600		
10	Other		4	N
	Applicants did not specify a recruitment source			

**Prong 3 Longer-Term Recruitment Initiatives
Implemented During Previous Year**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	8/29/2022 – 5/5/23	Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting	Established annual scholarship program to award student interested in broadcasting career	Reviewed applications, selected and awarded scholarships to two Northern Michigan University students to produce student led Public Eye news live broadcast. 14 additional student received internship credit.	Mike Settles, TV Producer/Host, Robert Thomson, TV Station Manager
2	8/29/2022 – 5/5/23	Internship Program	Explore broadcasting opportunities with high school and college students.	Hosted one high school student from NICE community schools interested in broadcasting. Hosted two interns from Northern Michigan University exploring radio careers.	Tammy Wixtrom-Johnson, FM Station Manager, Kurt Hauswirth, FM Host/Announcer, Nicole Walton, News Director, Hans Ahlstrom, Program Director
3	6/1/22 – ongoing	Events or programs with educational institutions relating to career opportunities in broadcasting.	Explore broadcast opportunities with Northern Michigan University students.	WNMU-TV staff collaborated with Northern Michigan University video production course to teach video production. 17 NMU students assisted with WNMU-TV/FM local productions. This work continues year-round.	Robert Thomson, TV Station Manager, Tammy Wixtrom-Johnson, FM Station Manager, Michael Lakenen, TV Producer/Director, Kurt Hauswirth, FM Host/Announcer, Nicole Walton, News Director, Hans Ahlstrom, Program Director
4	6/1/22 – ongoing	Community events regarding broadcasting opportunities.	Explore broadcast opportunities with 8-18-year-old local youth.	WNMU-FM staff collaborate with U.P. Children's Museum to teach production techniques. 10 students were able to produce 18 stories for airing during this reporting period.	Tammy Wixtrom Johnson FM Station Manager, Nicole Walton News Director, Hans Ahlstrom Program Director, Kurt Hauswirth Host/Announcer

5	6/1/22 – 5/31/23	Participation in other activities to provide opportunities in broadcasting careers	Advise NMU student run radio station.	Tammy Wixtrom-Johnson shares advising duties of college radio station with a Northern Michigan University faculty member.	Tammy Wixtrom Johnson, FM Station Manager
6	10/26/22	Participation in job fair.	Participated in local job fair to recruit student and staff positions.	Hosted a booth at job fair.	Robert Thomson, TV Station Manager, Tammy Wixtrom-Johnson, FM Station Manager
7	6/22/22 & 6/26/22	Events or programs with educational institutions relating to career opportunities in broadcasting.	Host NMU Wildcat Kids Day Camp students.	Hosted 15 first to sixth grade students. Students were exposed to video productions and broadcast career opportunities.	Robert Thomson, TV Station Manager
8	10/15/22 & 3/18/23	Tours emphasizing broadcast career opportunities.	Partner with Northern Michigan University in Wildcat Weekend recruitment effort.	Collaborated with NMU faculty to host prospective students and parents. Discussed academic and experiential learning opportunities at NMU and WNMU-TV/FM.	Patrick Lakenen, General Manager WNMU-TV/FM, Robert Thomson
9	5/10/23	Events or programs with educational institutions relating to career opportunities in broadcasting.	Host Marquette Senior High School media production class.	Hosted 13 high school students. Students were exposed to academic planning, broadcasting field and career opportunities.	Robert Thomson, TV Station Manager, Tammy Wixtrom-Johnson, FM Station Manager, Kurt Hauswirth, FM Host/Announcer

10	5/19/23	Events or programs with educational institutions relating to career opportunities in broadcasting.	Hosting Young Wildcat Scholars education and career exploration event.	Hosted three groups of sixth graders from NMU's nine charter schools. Students come from diverse backgrounds from all around Michigan. The focus was to show students the depth and breadth of careers in television and radio broadcasting and the education needed to get into the field.	Patrick Lakenen, General Manager WNMU-TV/FM, Robert Thomson, TV Station Manager, Tammy Wixtrom-Johnson, FM Station Manager, Michael Lakenen, TV Producer/Director, Kurt Hauswirth, FM Host/Announcer, Nicole Walton, News Director, Hans Ahlstrom, Program Director
11	1/5/23	Community events regarding broadcasting opportunities.	Hosted Lake Superior Community Leadership Academy for exposure to local media.	Hosted 19 community leaders to inform and educate concerning broadcasting industry and career opportunities at WNMU-TV/FM and other local media	Patrick Lakenen, General Manager WNMU-TV/FM, Robert Thomson, TV Station Manager, Tammy Wixtrom-Johnson, FM Station Manager
12	3/15/23 – 3/16/23	Training to management level personnel as to EEO and preventing discrimination as to methods of ensuring equal employment opportunity and preventing discrimination.	Connected Leader Training	Leadership training including EEO, DEIB and anti-discrimination topics provided by Northern Michigan University.	Michael Lakenen, WNMU-TV Director/Producer. Mike Settles, WNMU-TV Host/Producer
13	10/31/23	Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.	DEIB Training	Participated in Diversity, Equity, Inclusion, and Belonging training provided by PBS	Patrick Lakenen, General Manager WNMU-TV/FM

