

ANNUAL EEO PUBLIC FILE FORM
June 1, 2024 through May 31, 2025

Stations in Station Employment Unit:
WGVU-DT, WGVK-DT, WGVU-FM, WGVU-FM

EEO OUTREACH ACTIVITIES DURING REPORTING PERIOD

(In this Memo, “WGVU” refers to all four stations licensed to Grand Valley State University)

SUPPLEMENTAL RECRUITMENT ACTIVITIES
UNDERTAKEN BY THE STATION

1. Job Fair Participation

2024 MAB Great Lakes Broadcast & Sports Media Academy in Detroit

Date: November 7, 2024 – 4 hours in length

Participating Employees: Vance Orr – Marketing and Promotions Manager
Andrew Murray – Television Production Manager

Host/Sponsor of Activity: Michigan Association of Broadcasters

Brief Description of Activity: In-person Career Fair organized by the MAB.

Offered Broadcasting and Engineering professionals and students information about seeking employment in broadcasting.

Media Career Fair at the Student Broadcast Awards

Date: March 20, 2025 – 4 hours in length

Participating Employees: Vance Orr – Marketing and Promotions Manager

Host/Sponsor of Activity: Michigan Association of Broadcasters

Brief Description of Activity: In-person Career Fair organized by the MAB.

Offered Broadcasting and Engineering professionals and students information about seeking employment in broadcasting.

2. Internship Program

Date: June 1, 2024 – May 31, 2025

Brief Description: WGVU has an active internship program for students at Grand Valley State University, students from other universities, and members of the community. The number of slots and types of internship positions vary each year. The availability of these internships is advertised on WGVU’s website and GVSU’s Handshake application.

Participating Employees: Vance Orr – Marketing and Promotions Manager
Nathan Abramowski – Digital Specialist

WGVU Public Media Promotions department has an open intern position during the Fall, Winter, and summer semesters. These students gain a variety of real-world experiences through daily engagement with coworkers, partners/ sponsors, and with different marketing and production vendors. Workload and education

include Audience research; campaign strategy; creative copy writing and campaign voice development; interpersonal communications; campaign budgeting; and a variety of different design/ art production skills. During this reporting period, WGVU's Marketing team employed three interns.

Participating Employees: Andrew Murray – Television Production Manager
During this reporting period, WGVU's Video Production team employed two interns. The students work with WGVU producers to learn the process of creating content in our production department, gaining experience in all aspects of television production. This includes studio and field audio, studio and field cameras, non-linear editing, and other aspects of production with the goal of preparing them to leave WGVU with skills to continue to grow in the broadcasting field.

Participating Employees: Kristyn Bomberg – Educational Services Manager
 Mallory Patterson – SRL Specialist

The GV Student Reporting Labs (GVSRL) Internship is designed to enable GVSU students to develop and enhance skills within the fields of production, education, and nonprofit under the guidance of WGVU's experienced staff, supporting the intern in alignment with their own goals, interests, and passions around media. The GVSRL Intern will be assisting the GV Student Reporting Labs Coordinator in preparing content for broadcast, radio, and social media, as well as editing projects for grant deliverables. Supporting the production of a documentary is a possibility. This experience includes filming with both field and studio cameras, audio operations, and graphics production for remote and studio productions. During this reporting period, the Education Department hired seven interns.

Participating Employees: Kristyn Bomberg – Educational Services Manager
The WGVU Education Internship is designed to enable GVSU students to develop and enhance skills within the fields of education and nonprofit under the guidance of WGVU's experienced staff, supporting the intern in alignment with their own goals, interests, and passions around education. The Education Intern will be an active team member in addressing education priorities of WGVU and the communities we serve, learning all aspects of the WGVU Education Program, including PBS, NPR, WGVU, and MLC education assets and resources. During this reporting period, the Education Department hired two paid interns.

Participating Employees: Rick Bierling – Audio Operations Manager
WGVU Radio Production and Programming had three student interns from the GVSU Department of Visual and Media Arts. These students learned every aspect of radio broadcast operations including recording audio, multi-track audio editing, programming and scheduling automation, live sound mixing, and how to perform live on-air duties. These students also played a vital role in assisting the news department and on-air hosts in preparing their newscasts, managing the website content, and posting on social media. The goal was to give these students a

comprehensive hands-on day-to-day experience to prepare them for a future career in broadcasting. During this reporting period, WGVU's Radio team employed one intern.

3. Scholarship Program

Date: June 1, 2024 – May 31, 2025

Participating Employees: David Oliver – Director of Engineering
Phil Lane – Director of Content
Megan Davey – Assistant General Manager

Brief Description: WGVU offers two scholarship programs each year. The WGVU Public Media Scholarship is open to students from all fields of study. The WGVU LZ Michigan Scholarship provides financial assistance to students who are Veterans or Veterans Dependents. A panel of station employees decides who will receive these scholarships. Details regarding the WGVU Scholarships can be found at GVSU's Scholarship Universe website.

4. Employee Training Programs

- Through Grand Valley State University, WGVU employees are encouraged to further their education and improve their potential for advancement by attending University courses tuition free.
- All members of WGVU's leadership team will participate in the Public Media Diversity Leadership Institute. To date, six have completed the program.
- Staff members are encouraged to participate in conferences and meetings paid for by WGVU.

Course/Conference	Date	Number of Employees
Public Media Journalists Association	6/5/2024 – 6/7/2024	1
Public Media Development and Marketing Conference	8/12/2024-8/15/2024	2
PBS SPI Training	9/10/24 – 9/12/24, 1/20/25 – 1/23/25	1
NETA Conference 2024	9/15/2024 – 9/18/2024	3
WBA Broadcast Clinic	9/9/24 - 9/10/24	1
NIO Summit	9/17/24 – 9/19/24	1
Midwest Broadcast and Multimedia Technical Conference	10/2/24 – 10/3/24	2
Thresholds of Democracy Conference	11/7/2024	1
Final Cut Pro Creative Summit	11/13 – 11/15/2024	2
SBE Membership and Webinars	Multiple	5
SBE Professional Certifications	Multiple	3
APTS Public Media Summit 2024	2/24/2025 – 2/27/2025	1
Michigan Broadcast Engineering Conference	2/25/2025 – 2/26/2025	5
SBE Ennes Workshop	4/4/2025 – 4/5/2025	3
NAB Post Production World	4/4/2025 – 4/7/2025	1

MiAEYC Conference	4/18/25 – 4/20/25	1
PBS Annual Meeting 2025	5/19/2025 – 5/22/2025	4
Public Media Business Association 2025	5/27/2025 – 5/30/2025	1

5. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Date: October 24, 2024

Brief Description: Posting for Community Impact Manager – WGVU Public Media

This open position was posted with the following organizations:

- Indeed
- WGVU
- GVSU Jobs
- Linked In
- current.org
- greaterpublic.org
- Hispanic-center.org
- Michigan Nonprofit Assoc
- naapcgr.org.

6. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

GMP Webinar – Equal Employment Opportunity Compliance

Participating Staff: Megan Davey – Assistant General Manager
David Oliver – Director of Engineering

Date: September 24, 2024

Brief Description: A detailed discussion of the FCC's broadcast station EEO rules and regulations, including tips on handling FCC EEO audits; compliance with annual reporting requirements, record-keeping obligations, vacancy search procedures & supplemental outreach activities; and an update on the FCC's new demographic information collection form.

CPB Harassment and Bias Prevention Training

Participating Staff: All Employees, including hourly and interns

Date: Required to be completed by September 30, 2024

Brief Description: All station personnel are required to complete an anti-harassment training annually which is administered through the Corporation for Public Broadcasting.

Office of Civil Rights and Title IX Engagement – Mandatory Reporting

Participating Staff: All Full-Time Staff Members

Date: December 10, 2024

Brief Description: All station personnel are required to complete a mandatory reporter training module annually which is administered through Grand Valley State University. This session taught staff about their responsibilities as

mandatory reporters, identified key resources at their disposal, and allowed for questions/answers with the staff of GVSU's Title IX Office.

Navigating Critical Conversations – 7 Part Series

Participating Staff: All Full-Time Staff Members

Dates: Feb 18, March 11, March 12, March 26, April 8, May 13, & June 17, 2025

Brief Description: Navigating Critical Conversations is a 7-part interactive workshop series which offers participants an in-depth exploration of key fundamental civil discourse principles and strategies. Through presentation, activity, and conversation, the workshop series emphasizes putting ideas into practice. Key training components include: (1) how to create the conditions for constructive conversations; (2) the value of perspective sharing and empathetic listening; (3) the role of emotions and emotional regulation in challenging conversations; (4) how to create boundaries for constructive dialogue; and (5) ways to increase shared understanding, build trust, and create a culture of accountability and action through productive dialogue practices.