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. Hosting Job Fairs
   2023 Great Lakes Broadcast and Sports Media Academy Career Fair
   Date: November 2, 2023 – 4 hours in length
   Participating Employees: Brooklyn Chaffee – Graphic Designer
                           Joe Perin – Membership Specialist
   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.

   2024 MABF Career Fair
   Date: March 18, 2024 – 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, 2023 – May 31, 2024
   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 are advertised on WGVU’s website and GVSU’s Handshake application.

   Participating Employees: Kristyn Bomberg – Educational Services Manager
                           Rachel Cain – Education Engagement Specialist
   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 three paid interns.

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 one paid intern.

Participating Employees:  
Aaron Turner – Director of Development

The WGVU Development Intern works closely with our Development and Corporate Philanthropy and Support departments to research prospects for foundational giving, corporate philanthropy, and individual donors. We help these student colleagues develop their research skills while educating them on the unique opportunities that a membership model offers to those working in the nonprofit sector. During this reporting period, the Development Department had one intern.

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 includes; 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:  
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 two interns.

3. Participation in programs designed to promote outreach generally

Date: November 2, 2023
Participating Employees: Mark Wittkoski – Senior Broadcast Engineer
Brief Description: Mark Wittkoski participated in a Speed Networking session at the November 2 Great Lakes Broadcast & Sports Media Academy taking place at Ford Field, Detroit. This involved meeting with High School Students in 5 minutes intervals to discuss the profession of Broadcasting.

4. Scholarship Program

Dates: 6/1/2023 – 5/31/2024
Participating Employees: David Oliver – Director of Engineering
Phil Lane – Director of Content
Megan Davey – Assistant General Manager
Jim Rademaker – 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 decide who will receive these scholarships. 16 individual scholarships were awarded during this reporting period totaling over $50,000.00.

5. 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, five have completed the program.
- Staff members are encouraged to participate in conferences and meetings paid for by WGVU.

<table>
<thead>
<tr>
<th>Course/Conference</th>
<th>Date</th>
<th>Number of Employees</th>
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<tbody>
<tr>
<td>Public Media Development and Marketing</td>
<td>7/10/2023 – 7/13/2023</td>
<td>2</td>
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<tr>
<td>Conference</td>
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<tr>
<td>NETA Conference 2023</td>
<td>9/11/2023 – 9/14/2023</td>
<td>10+</td>
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<tr>
<td>WBA Broadcast Clinic</td>
<td>10/10/2023</td>
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<tr>
<td>APTS Public Media Summit 2024</td>
<td>2/26/2024 – 2/29/2024</td>
<td>2</td>
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<tr>
<td>SxSW Education</td>
<td>3/4/2024 – 3/7/2024</td>
<td>3</td>
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<tr>
<td>PMVG Tech Connect</td>
<td>4/11/2024 – 4/12/2024</td>
<td>2</td>
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<tr>
<td>SBE Ennes Workshop</td>
<td>4/12/2024 – 4/13/2024</td>
<td>2</td>
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6. 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.

   No upper-level categories were filled during this reporting period.

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

   CPB Harassment and Bias Prevention Training
   Participating Staff: All Employees, including hourly and interns
   Date: Required to be completed by September 30, 2023
   Brief Description: All station personnel are required to complete an anti-harassment training annually which is administered through the Corporation for Public Broadcasting.

   Poverty Simulation Workshop
   Participating Staff: All Full-Time Staff Members
   Dates: September 26, 2023
   Brief Description: The Poverty Education Workshops informs participants about the intricate realities of life in poverty and is designed to provide insight into the barriers faced by low-income individuals through role-playing the lives of various family types experiencing poverty.

   Responding to Distressed Colleagues
   Participating Staff: All Full-Time Staff Members
   Dates: November 14, 2023
   Brief Description: This session teaches staff how to recognize warning signs and what course of action to take to support a colleague, student, or friend in distress.

   Active Bystander Behavior
   Participating Staff: All Full-Time Staff Members
   Dates: February 13, 2024
   Brief Description: This session defines “active bystander behavior” and creates the conditions for employees to learn how to speak up and intervene. Experienced facilitators engage participants to integrate current knowledge and
experiences, and walk alongside participants by concluding the session with interactive scenarios that include both workplace and community examples.

Intergenerational Dynamics
Participating Staff: All Full-Time Staff Members
Dates: May 7, 2024
Brief Description: For the first time, five generational cohorts are working alongside one another in workplaces across the nation. With this in mind, this training focuses on: Cultivating a learning environment that engages participants in dialogue, reflection, and listening exercises that lay the building blocks for ongoing IDEA work in public media; Recognizing the cultural influences and life experiences of each person’s generation in comparison to four others; Identifying major characteristics of the five generational cohorts; Analyzing various characteristics of each cohort to increase motivation and professional success; Create a more positive and collaborative environment by utilizing generational strengths.