

**ANNUAL EEO PUBLIC FILE FORM
June 1, 2023 through May 31, 2024**

**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. 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 WGUV Education Program, including PBS, NPR, WGUV, 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 WGUV'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 WGUV 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

WGUV 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, WGUV's Marketing team employed three interns.

Participating Employees: Rick Bierling – Audio Operations Manager
WGUV 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, WGUV'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: WGUV offers two scholarship programs each year. The WGUV Public Media Scholarship is open to students from all fields of study. The WGUV 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, WGUV employees are encouraged to further their education and improve their potential for advancement by attending University courses tuition free.
- All members of WGUV'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 WGUV.

Course/Conference	Date	Number of Employees
Public Media Development and Marketing Conference	7/10/2023 – 7/13/2023	2
NETA Conference 2023	9/11/2023 – 9/14/2023	10+
WBA Broadcast Clinic	10/10/2023	1
APTS Public Media Summit 2024	2/26/2024 – 2/29/2024	2
SxSW Education	3/4/2024 – 3/7/2024	3
Michigan Broadcast Engineering Conference	3/12/2024 – 3/13/2024	6
PMVG Tech Connect	4/11/2024 – 4/12/2024	2
SBE Ennes Workshop	4/12/2024 – 4/13/2024	2

NAB Post Production World	4/13/2024 – 4/17/2024	1
Midwest Giving Workshop	4/28/2024 – 4/30/2024	2
PBS Annual Meeting 2024	5/12/2024 – 5/15/2024	6
Input 2024	5/6/2024 – 5/9/2024	2
Public Media Business Association 2024	5/27/2024 – 5/30/2024	2
SBE Membership and Webinars	Multiple	6
Media Financial Mgmt Association	5/20/2024 – 5/22/2024	1

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.