

ANNUAL EEO PUBLIC FILE FORM
June 1, 2022 through May 31, 2023

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

Michigan Association of Broadcasters Career Fair 2022

Date: December 7, 2022 – 3 hours in length

Participating Employees: Vance Orr – Marketing and Promotions Manager
Kristyn Bomberg – Education Manager
Brooklyn Chaffee – Graphic Designer

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.

2023 Aquinas College On-Campus Recruiting Fair

Date: April 20, 2023 – 2.5 hours in length

Participating Employees: Vance Orr – Marketing and Promotions Manager

Host/Sponsor of Activity: Aquinas College

Brief Description of Activity: The event was free and open to students and alumni seeking professional employment or internship opportunities. Students were able to have one-on-one meetings, explore various career paths, build their professional networks and learn more about different organizations and professional opportunities.

2. Internship Program

Date: June 1, 2022 – May 31, 2023

Brief Description: WGVU has an active internship program for students at Grand Valley State University, students from other universities or high school, 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 – Education Supervisor
Rachel Cain – Education Engagement Coordinator

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: 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 two interns.

Participating Employees: Vance Orr – Marketing and Promotions Manager
Daniel Metivier – Marketing and Community Engagement Coordinator

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 hired one former intern as a part-time employee and engaged a new intern for the summer of 2023.

Participating Employees: Rick Bierling – Radio Program 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.

Participating Employees: Daniel Boothe – Reporter/Producer
WGVU News Radio had one intern this year who participated in the daily operations of the newsroom. This included updating our website on a daily basis and sharing content on social media. Our intern trained to be a junior reporter in

the newsroom as well. This included learning how to pitch story ideas, professionally ask for interviews from area leaders, develop interview techniques, practice vocal performance and live reading skills on a daily basis, how to craft a story, how to write in AP style, audio engineering training, and how to package everything together to produce on-air content. Our intern exceeded in all levels this year, and her work appeared regularly on our airwaves.

Participating Employees: Philip Lane – Director of Content
Andrew Murray – Producer/Director

WGVU Television Production had one student intern from the GVSU Department of Visual and Media Arts. The student works with WGVU 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.

3. Participation in programs designed to promote outreach generally

Date: June 7, 2022

Participating Employees: Aaron Turner – Development Director
Steve Chappell – Grants Manager
Phil Lane – Director of Content
Brooke Hotchkiss – Membership Officer
Jim Rademaker – General Manager

Brief Description: WGVU was a Diamond sponsor and the sole Media sponsor of the 2022 Summit on Race and Inclusion conference presented by the Lakeshore Ethnic Diversity Alliance. Aaron Turner moderated two breakout sessions at the conference.

Date: December 7, 2022

Participating Employees: Mark Wittkoski – Senior Broadcast Engineer
Brief Description: Mark Wittkoski participated in a roundtable discussion, “Hear and Now: Career Opportunities in Broadcast Engineering” to a group of High School students at the December 7 Great Lakes Broadcast & Sports Media Academy - Ford Field, Detroit.

4. Scholarship Program

Dates: 6/1/2022 – 5/31/2023

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.
- Staff members are encouraged to participate in conferences and meetings paid for by WGVU. Including Great Lakes Media Show, 2022 NETA Conference, Public Media Business Association 2022, 2023 PBS Annual Meeting, Public Media Women in Leadership, APTS 2023 Public Media Summit.
- All members of WGVU's leadership team will participate in the Public Media Diversity Leadership Institute. To date, four have completed the program.

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

Date: Required to be completed by September 30, 2022

Participating Staff: All Employees, including hourly and interns

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

Implicit Bias Training

Participating Staff: All Full-Time Staff Members

Dates: November 10, 2022

Brief Description: Explored the cognitive, cultural, and socio-emotional aspects of implicit bias while providing tools, strategies and systems to address, interrupt and mitigate harmful bias to foster personal growth and organizational inclusion. Discuss the historical contexts and present consequences of systemic bias in the access to and delivery of equitable services.