

WMUK EEO Public File Report for 2012

Full Time Vacancies Filled During the Period of This Report (June 1, 2011 – May 31, 2012)

WMUK had two vacant permanent full-time positions during the period of this report: Office Assistant position filled November 18, 2011 and News Producer & Announcer filled November 9, 2011. A total of 17 people were interviewed for both positions.

Job Title	Date Position Opened	Date Position Filled*
Office Assistant	August 4, 2011	November 18, 2011

Referral Source for Person Hired	Total # of Applicants	Total # Interviewed
Website - www.wmujobs.org	277	8

Recruitment Source & Contact Information	# of applicants interviewed by source	Positions for which this source was used
Internal Job Posting/WMU	1	Office Assistant
Public Job Posting - None Specified	3	Office Assistant
www.indeed.com Indeed 177 Broad Street, 6th Floor Stamford, CT 06901	1	Office Assistant
www.wmujobs.org Western Michigan University 1903 W. Michigan Avenue Kalamazoo, MI 49007-5351	3	Office Assistant
TOTAL INTERVIEWED	8	

Job Title	Date Position Opened	Date Position Filled*
News Producer & Announcer/New Media	August 22, 2011 (external)	November 9, 2011

Referral Source for Person Hired	Total # of Applicants	Total # Interviewed
CPB Jobline	66	9

Recruitment Source & Contact Information	# of applicants interviewed by source	Positions for which this source was used
Corporation for Public Broadcasting Jobline http://www.cpb.org/jobline 401 Ninth Street NW Washington, DC 20004-2129 Cara Dalrymple, HR (202) 879-9600	4	News Producer & Announcer/New Media
JournalismJobs.com http://www.journalismjobs.com 72 Plaza Drive, Second Floor Berkeley, CA 94705 Dan Rohn, Founder (510) 653-1521	3	News Producer & Announcer/New Media
Michigan Association of Broadcasters Job Bank http://www.michmab.com/Careers/JobBank 819 North Washington Avenue Lansing, MI 48906-5815 Ann Cochrane, Office Manager (517) 484-7444	1	News Producer & Announcer/New Media

Western Michigan University https://www.wmujobs.org/ 1903 West Michigan Avenue Kalamazoo, MI 49008 Laurie Wolfe, HR Specialist (269) 387-3651	1	News Producer & Announcer/New Media
TOTAL INTERVIEWED	9	

* For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the person hired accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by video conferencing.

All Position Applicants by Recruitment Source

Job Title	Date Position First Opened	Date Position Filled*	
Office Assistant	August 4, 2011	November 18, 2011	

Referral Source for Person Hired	Total # of Applicants	Total # Interviewed	
Website - www.wmujobs.org	277	8	

Recruitment Source & Contact Information	# of Applicants	# of applicants interviewed by source	Positions for which this source was used
Advertisement/Publication - None Specified	1		Office Assistant
Battle Creek Enquirer 155 W. Van Buren St. Battle Creek, MI 49016 Sean Horton (866) 937-1868	5		Office Assistant
Broadcast Compliance Services http://www.bcs-ok.com/index.html 1700 Rockville Pike Rockville, MD 20852 Robin Cooper (301) 998-6136	0		Office Assistant
Careerbuilder.com (Battle Creek Enquirer's online recruiting source) 77 E. Michigan Ave., Suite 101 Battle Creek, MI 49017 Sean Horton 866-937-1868	23		Office Assistant
College Central Network Services www.collegecentral.com EmployerCentral.com 297 Kingsbury, Ste. D P.O. Box 4470 Stateline, NV 89449-4470	1		Office Assistant
Experience.com, Inc. Two Faneuil Hall Marketplace Boston, MA 02109 (800) 583-7741	2		Office Assistant
Internal Job Posting/WMU	10	1	Office Assistant

Kalamazoo Gazette 401 S. Burdick St. Kalamazoo, MI 49007 Deb Downing (616) 222-5825	14		Office Assistant
Mlive.com (Kalamazoo Gazette's online recruiting source) Advance Internet 339 E. Liberty St., Suite 210 Ann Arbor, MI 48104	15		Office Assistant
Michigan Association of Broadcasters http://www.michmab.com Ann Cochrane, Office Mgr. 819 North Washington Avenue Lansing, MI 48906 (517) 484-7444	3		Office Assistant
www.nacelink.com National Association of Colleges and Employers 62 Highland Avenue Bethlehem, PA 18017-9085	1		Office Assistant
No Response	7		Office Assistant
Other	4		Office Assistant
Personal Referral	23		Office Assistant
Public Job Posting - None Specified	62	3	Office Assistant
Simply Hired, Inc. www.simplyhired.com 370 San Aleso Ave., Suite 200 Sunnyvale, CA 94085 (408) 747-0012	1		Office Assistant
Specialized Staffing 5228 South Westnedge Ave, Suite B Portage, MI 49002	2		Office Assistant
UniversityJobs.com 1400 BROADFIELD, STE 200-18 HOUSTON, TX 77084 (281) 886-8538	1		Office Assistant
Website Southwest Michigan College 58900 Cherry Grove Road Dowagiac, MI 49047 Diane Barrett-Curtis (269) 687-5644	1		Office Assistant
Website - None Specified	5		Office Assistant
www.calvin.edu/admin/career/calvinlink/ Calvin College 3201 Burton SE Grand Rapids, MI 49546 Kristy Dykhouse (616) 526-8551	1		Office Assistant

www.gvsu.edu/lakerjobs Grand Valley State University Career Services 206 Student Services Bld. Allendale, MI 49401 (616)-331-3311	1		Office Assistant
www.indeed.com Indeed 177 Broad Street, 6th Floor Stamford, CT 06901	39	1	Office Assistant
www.kvcc.org Kalamazoo Valley Community College 202 North Rose Street Kalamazoo, MI 49007 (269) 373-7864	5		Office Assistant
www.michiganherc.org www.hercjobs.org Michigan Higher Education Recruitment Consortium c/o The University of Michigan 2072 Administrative Services 1009 Greene Street Ann Arbor, MI 48109-1432 (734) 647-2744	2		Office Assistant
www.wmujobs.org Western Michigan University 1903 W. Michigan Avenue Kalamazoo, MI 49007-5351	46	3	Office Assistant
www.wmuk.org WMUK Radio Western Michigan University 1903 West Michigan Avenue Kalamazoo, MI 49008 Gordon Bolar, General Mgr. (269) 387-5715	2		Office Assistant
Total Responses	277	8	

Job Title	Date Position Opened	Date Position Filled*	
News Producer & Announcer/New Media	22 August 2011 (external)	9 November 2011	

Referral Source for Person Hired	Total # of Applicants	Total # Interviewed	
CPB Jobline	66	9	

Recruitment Source & Contact Information	# of Applicants	# of applicants interviewed by source	Positions for which this source was used
Asian American Journalists Association http://www.aaja.org/membership/jobseekers/ 5 Third Street, Suite 1108 San Francisco, CA 94103 Kathy Chow, Executive Director (415) 346-2051	0		News Producer & Announcer/New Media

Battle Creek Enquirer/Gannett Newspapers/CareerBuilder.com http://www.careerbuilder.com 77 East Michigan Avenue, Suite 101 Battle Creek, MI 49017 Julie Holt, Sales Consultant (866) 768-2281	3		News Producer & Announcer/New Media
Broadcast Compliance Services http://www.bcs-ok.com/index.html 1700 Rockville Pike Rockville, MD 20852 Robin Cooper (301) 998-6136	0		News Producer & Announcer/New Media
Corporation for Public Broadcasting Jobline http://www.cpb.org/jobline 401 Ninth Street NW Washington, DC 20004-2129 Cara Dalrymple, HR (202) 879-9600	12	4	News Producer & Announcer/New Media
cumulusjobs.com Cumulus Battle Creek Radio 390 Golden Avenue Battle Creek, Michigan 49015 269-963-5555	1		News Producer & Announcer/New Media
Current/Current.org http://www.current.org/jobs/ (+ print ad) 6930 Carroll Avenue, Suite 350 Takoma Park, MD 20912 Kathleen Unwin, Advertising Director (877) 745-8776, extension 1	0		News Producer & Announcer/New Media
JournalismJobs.com http://www.journalismjobs.com 72 Plaza Drive, Second Floor Berkeley, CA 94705 Dan Rohn, Founder (510) 653-1521	20	3	News Producer & Announcer/New Media
Kalamazoo Gazette /MLive.com/Booth Newspapers http://www.mlive.com/jobs 155 Michigan Street NW Grand Rapids, MI 49503 Deb Downing, Booth Group Sales (616) 222-5825	2		News Producer & Announcer/New Media
Michigan Association of Broadcasters Job Bank http://www.michmab.com/Careers/JobBank 819 North Washington Avenue Lansing, MI 48906-5815 Ann Cochrane, Office Manager (517) 484-7444	4	1	News Producer & Announcer/New Media
National Alliance of State Broadcasters Associations http://www.careerpage.org/search.php 2333 Wisconsin Street NE Albuquerque, NM 87110 (505) 881-4444	1		News Producer & Announcer/New Media

National Association of Black Journalists http://www.nabj.org/?page=joblistings 1100 Knight Hall, Suite 3100 College Park, MD 20742 Stephanie McGee, Jobs Online Advisor (866) 964-2765, extension 2718	0		News Producer & Announcer/New Media
National Association of Hispanic Journalists http://nahj.ihispano.com/careers/searchjob/quick 150 North Wacker Drive, Suite 2360 Chicago, IL 60606 Stephanie C. Lilavois, Customer Service Representative	0		News Producer & Announcer/New Media
Native American Journalists Association http://www.naja.com/joblistings University of Oklahoma - Gaylord College 395 West Lindsey Street Norman, OK 73019-4201 (405) 325-9008	0		News Producer & Announcer/New Media
Newslink Forum Public Radio News Directors Incorporated newslink@mpr.org (e-mail reflector) 480 Cedar Street Saint Paul, MN 55101 Euan Kerr, Minnesota Public Radio (651) 290-1491	1		News Producer & Announcer/New Media
Personal Reference	1		News Producer & Announcer/New Media
Public Job Posting - None Specified	11		News Producer & Announcer/New Media
Radio Station WMUK-FM http://www.wmuk.org/ Western Michigan University Friedmann Hall 1903 West Michigan Avenue Kalamazoo, MI 49008-5351 Andy Robins, News Director (269) 387-5717	0		News Producer & Announcer/New Media
Unknown	6		News Producer & Announcer/New Media
Western Michigan University https://www.wmujobs.org/ 1903 West Michigan Avenue Kalamazoo, MI 49008 Laurie Wolfe, HR Specialist (269) 387-3651	3	1	News Producer & Announcer/New Media
www.indeed.com Indeed 177 Broad Street, 6th Floor Stamford, CT 06901	1		News Producer & Announcer/New Media
Total Responses	66	9	

* For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the person hired accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by video conferencing.

After a mailing to several community organizations and after running on-air announcements on WMUK, one organization requested WMUK to provide notification of job vacancies in the future: Michigan Works, miworks@upjohn.org, Kathy Olsen, 1601 South Burdick Street, Kalamazoo (269) 383-2536. The on air announcements for community organizations who wish to be notified ran as follows: one day every two weeks, twice a day in random day parts.

WMUK's EEO outreach activities during the period covered by this report include:

1. News internships are designed to teach young people skills needed for broadcast employment, specifically skills required to become radio reporters and producers. Internships cover a period of 14 weeks per semester. Three periods (semesters) of internships are offered each year. During a semester each intern spends 10-15 hours per week at the station receiving training and producing features. Thirteen (13) interns participated in the program between June 1, 2011, and May 31, 2012, of whom five (5) were minorities (African-American: 4; Asian: 1). Participation for each semester was as follows: Summer, 2 interns; Fall, 3 interns (1 African American, 1 Asian); Spring, 5 interns (2 African American). All news features produced by WMUK interns were broadcast on air.
2. WMUK's General Manager offers consultation, administrative assistance to and program evaluation for WKDS-FM, a high school student-operated station licensed to the Kalamazoo Public Schools and managed by the Public Media Center with participation in the area's Education For Employment program. This community group is active in providing information about broadcast employment issues. WMUK's General Manager serves on the WKDS Radio Broadcasting Advisory Committee, attends 2 meetings per year (4 every two years). WMUK's GM attended two meetings this past year. WMUK's General Manager also participates in discussions with students about employment and careers in Broadcasting.
3. WMUK offers on-site tours and in-class presentations about career skills, audio production, station management and developments in electronic media. These services have been provided to communications and journalism students at Western Michigan University during the past year. In these tours and tours with youth organizations, such as scout groups the station manager discusses employment and employment opportunities at WMUK. WMUK's General Manager conducted three such tours this past year.
4. WMUK provides an award of an annual \$1000 radio scholarship for students at Western Michigan University's Communications Department. This scholarship is awarded to qualifying students with a strong interest in audio production and community service. In the spring of 2012, the scholarship was awarded to Western Michigan University students Michael Rux and Allison Friedman. Both are film, video and media majors who have shown in interest and talent in the area of radio.
5. WMUK's General Manager participates in at least two career fairs each year. WMUK's GM, and WMUK's News Director both attended the Michigan Association of Broadcasters Career and Networking Fair at Brown Hall at Western Michigan University on October 18, 2011. There WMUK's GM and News Director met with students and young professionals to provide information and career advice. WMUK's GM also met and consulted with students and young professionals at the Michigan Association of Broadcasters Media Career and Networking Fair in at the Lansing Center in Lansing Michigan on March 14, 2012.
6. During the past year WMUK has offered to engage in memberships with local high school area students. One of WMUK's purposes in engaging in mentorships such as the one described below is to better acquaint those with interests in broadcasting about potential opportunities for employment in broadcasting. In early 2012 WMUK engaged in a mentorship for Mattawan High School senior, Colin Rensch. Mattawan seniors must complete a mentor-guided program of job exploration as part of their education program. WMUK's Program Director served as mentor for Colin Rensch who has mobility challenges. Colin engaged in job-shadowing with WMUK's Program Director. Colin also consulted with station staff including the GM and discussed employment opportunities and education opportunities in the broadcasting field. As a result of the mentorship, Colin was also able to complete his preparation for a self-contained jazz program.

WMUK's 2012 EEO Report was amended on July 3, 2012 in an effort to better summarize and present the information. A sentence was added at the end of the opening statement summarizing the total number of candidates interviewed. Also the number of "unknown" sources for the News Announcer Position was adjusted, increased and reflected in the total number of responses.