

2010 ANNUAL EEO PUBLIC FILE REPORT

Period covered by this Report ("Period"): June 1, 2009 through May 31, 2010

Call sign of station comprising the reporting Station Employment Unit: WEMU (FM)

I. Full-time vacancies filled during period: Sales & Grant Associate

II. Each recruitment or referral source ("source") used to seek candidates for each vacancy:

- 1 WEMU-FM Website
- 2 Eastern Michigan University Website
- 3 American Women in Radio & Television Website
- 4 Corporation for Public Broadcasting Jobline
- 5 Michigan Association of Broadcasters Job Bank
- 6 AmFmTVonline.com job listing website
- 7 AnnArbor.com website
- 8 Public Radio Station Managers in Michigan
- 9 Letters to 60 community organizations
- 10 Letters to persons previously requesting notification
- 11 E-mails to persons previously requesting notification

III. Total number of persons interviewed for all full-time vacancies filled during period:

Three

IV. Total number of interviewees for all full-time vacancies filled during period per source:

WEMU Employees: One
AnnArbor.com website: One
Local Advertising Agency: One, the successful candidate

V. Outreach Activities During Period

Prong 1: Dissemination of Specific Job Opening Information to Entities Selected by Licensee:

1 Websites: When WEMU develops an open position, its availability along with the specifications of the position are posted on WEMU's website (wemu.org). In addition, websites from the following organizations are utilized: Michigan Association of Broadcasters (michmab.org), Eastern Michigan University (emich.edu), AnnArbor.com, and the National Public Radio job listing service (npr.org), Corporation for Public Broadcasting, American Women in Radio & Television, and others depending on the specific position available.

2 There is no longer a widely disseminated daily local newspaper in the Washtenaw County market. The *Ann Arbor News* is circulated on Thursday and Sunday and is rarely used by the University to announce position openings, opting to use the online version, AnnArbor.com.

3 WEMU maintains a list of all community organizations that have contacted WEMU to be included in the station's public service announcement program. When a position opens, a form letter is sent to the contact on record for each organization seeking their group's assistance in contacting potential candidates.

4 Throughout the year, potential position candidates contact the station seeking to be notified of future job openings. The person's area of interest or experience is determined. These individuals are contacted when new openings occur.

Prong 2: Providing Notice of Each Full-Time Job Vacancy to Recruitment Organizations That Requested Such Notice:

Any organization or individual who expresses an interest in employment availability is notified when such an opening occurs. WEMU announces its intention and hope to notify as many organizations and individuals as possible through its website. When a specific job becomes available, the message changes to solicit applicants. Those who have previously expressed an interest in being notified are contacted if possible.

Prong 3: Non-Job Specific EEO Outreach Efforts Initiatives Designated by the FCC:

1 WEMU offers internship opportunities for students throughout the year in cooperation with the Department of Communications and Theatre Arts of Eastern Michigan University. Internships are awarded to select students in news, music, marketing or development.

2 WEMU participates in the Michigan Association of Broadcasters job bank (michmab.com), available on the Internet.

3 WEMU solicits funding for and provides one scholarship per year (fall/winter semesters) for a sports broadcasting trainee. The scholarship, initiated by a former sports broadcaster, provides over \$2,000 per year toward tuition. In addition, that individual is provided a part-time paid position (\$7.40/hr) at the station to work on its broadcast of play-by-play football and basketball.

4 Although WEMU's funds for training are limited, the station attempts to send its reportorial staff to training seminars. This may be limited to one or two persons per year, but it is the beginning of staff upgrading. Further, WEMU is actively working with the Michigan Association of Public Broadcasters (MAPB) to secure training for staff on a statewide basis.