

Federal Communications Commission

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Account number: 723797

Description: WFUM-TV MID-TERM EEO
Application Reference Number: 20090521AAD
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Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0922 (September 2002)	FOR FCC USE ONLY
FCC 397		
BROADCAST MID-TERM REPORT		FOR COMMISSION USE ONLY FILE NO. - 20090521AAD

Legal Name of the Licensee
 REGENTS OF THE UNIVERSITY OF MICHIGAN

Mailing Address
 535 W. WILLIAM STREET
 SUITE 110

City ANN ARBOR	State or Country (if foreign address) MI	Zip Code 48103 -
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Telephone Number (include area code) 7347649210	E-Mail Address (if available) SCHRAM@UMICH.EDU
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FCC Registration Number 0003927902	Facility ID Number 69273	Call Sign WFUM
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TYPE OF BROADCAST STATION:	Commercial Broadcast Station <input type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input checked="" type="radio"/> Educational TV
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Application Purpose

New Program Report

Amendment to Program Report

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Station List]

Station List

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WFUM	69273	<input type="radio"/> AM <input type="radio"/> FM <input checked="" type="radio"/> TV	FLINT, MI	<input type="radio"/> Yes <input checked="" type="radio"/> No

SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name TODD D. GRAY	Street Address 1200 NEW HAMPSHIRE AVE, NW SUITE 800
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City WASHINGTON	State DC	Zip Code 20036-6802	Telephone Number 2027762000
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FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification] .

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

Section I

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio? Yes No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent DAVID R. LAMPE
Title VICE PRESIDENT FOR COMMUNICATIONS	Telephone No. (include area code) 7347643526
Date 5/20/2009	

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

Section II

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name: ELIZABETH NOREN	Title: MEDIA FINANCIAL OFFICER
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It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

Section III

MID-TERM REPORT

Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 1]
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FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Attachment 1

Description
2007-2008 EEO Public File Report
2008-2009 EEO Public File Report

June 1, 2007 – May 31, 2008 Annual EEO Public File Report

WFUM-TV

Annual EEO Public File Report

WFUM-TV

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s Rules. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WFUM-TV, and is required to be placed in the station’s public inspection file, and posted on its website, if applicable.

The information contained in this Report covers the time period beginning 06/01/2007 to and including 05/31/2008 (the “Applicable Period”).

The FCC’s EEO Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 that follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Appendix 1 to

Annual EEO Public File Report

Covering the Period from ___06/01/2007 ___ to _05/31/2008___ Station(s)

Comprising Station Employment Unit: WFUM-TV

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
	No full-time positions filled	None	None

Total Number of Persons Interviewed During Applicable Period: __None__

*There were no full-time positions filled during this reporting period of June 1, 2007 –
May 31, 2008.*

Appendix 3 to

Annual EEO Public File Report

Covering the Period from 06/01/2007 to 05/31/2008

Station(s) Comprising Station Employment Unit: WFUM-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WFUM-TV

Internship program designed to assist members of the community to acquire skills needed for broadcast employment. Michigan Television offers 2 internship programs for students interested in learning about television broadcasting. The first, offered through our Creative Services department, offers students from Mott Community College and UM-Flint the opportunity to apply what they have learned in the classroom to real world projects. We allow them to conceptualize and design their projects with direction from the staff. These projects are later published and the students are given copies for their important portfolios. The second, through the production department, gives students from UM-Flint the opportunity to obtain camera, editing, writing, and producing skills. Students in both programs are given career advice and guidance by staff. Four interns have participated in this program since June, 2007. Of the four, two were female.

EEO Outreach – Job Fair Participation.

On October 9, 2007, Michigan Television (WFUM-TV) participated in the Michigan Association of Broadcaster's Career Expo. Michigan Television was represented by Station Manager, Jennifer White. Also in attendance was Steve Schram, Director Broadcasting of Michigan Public Media. The format of the even allowed the station to take advantage of the opportunity to promote television careers and to network with a diverse group of students and young professionals. The station received over 35 individual resumes from potential candidates during the interviews. Michigan Television promoted the event to viewers by airing announcements up through the day of the event. In addition to on-air promotion the event was promoted on the MAB website, newsletter and MABF News and Events.

On March 11, 2008 Michigan Television was a participant in the Michigan Association of Broadcasters Career Fair. The Fair took place during the 2008 Great Lakes Broadcasting Conference and Expo at the Devos Place in Downtown Grand Rapids. This annual Career Fair is geared towards promoting a career in broadcasting among students and young professionals. Several hundred people attended the Career Fair, including both high school and college students. Michigan Television promoted the Career Fair by running 15 on-air announcements in the week leading up to the event. The event was also placed on the station's website events calendar. The booth was staffed by Jennifer White, Michigan Television Station Manager, and Chris McElroy, Michigan Television Director

of Production. The station distributed information about internship opportunities and received about 25 resumes.

Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting. On October 23, 2007, Michigan Television staff members Jennifer White, Station manager, Chris McElroy, Dir. of Productions, and Michael Saunders, Operations Manager, visited the Communication 344 Media Management and Programming class at the University of Michigan-Flint campus to discuss careers in broadcasting. Jennifer White gave an overview of the history of public television and overall background information about the station. Each staff member described their role at the station and spoke about potential careers in public broadcasting. Afterwards, Michael Saunders gave the class a tour of the television studios, production control room, master control, and editing suites. Approximately 20 students were in attendance.

Michigan Television staff serves as speakers and instructors for Communication classes at UM-Flint. These special sessions give students an opportunity to learn important issues around starting a career in broadcasting. They have the opportunity to ask questions of professionals who have been working in broadcasting for many years. They also write, direct, and produce programs under the direction of station staff members. This work took place of the period of 2 months (January and February 2008) and 4 class sessions.

Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities. Since June 1st 2007 we have conducted 8 scheduled tours of our facilities. Most have been for Cub Scout Dens that have a badge requirement for a tour of a TV or radio station. These are conducted in the evening for small groups of six to ten young people and their parents. We have also had larger groups of 30 to 40 middle or high school students tour the station as well as JobCorp tours. These groups spend time in each department and learn about the different parts of television production. The dates of these tours are as follows:

11/29/2007	Cub Scouts Pack 235
01/04/2008	McGovern School
01/17/2008	Davison Middle School
01/22/2008	HELP UM-Flint
03/11/2008	Lake Fenton School
04/18/2008	Fenton School
05/13/2008	Atherton School
05/15/2008	Lakeville School

Participation in other activities designed by the station to further the goal of disseminating employment opportunity information to job candidates who might otherwise be unaware of such opportunities. Michigan Television maintains an online call to organizations that would like to be on the station's contact list for job postings. The station also runs 2 EEO messages each month.

June 1, 2008 – May 31, 2009 Annual EEO Public File Report

WFUM-TV

Annual EEO Public File Report

WFUM-TV

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3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
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EEO Outreach – Job Fair Participation.

On October 16, 2008, Michigan Television (WFUM-TV) participated in the Michigan Association of Broadcaster's Career Expo. Michigan Television was represented by Director of Production, Chris McElroy. Also in attendance was Steve Schram, Director Broadcasting of Michigan Public Media. The event was created to bring potential employers and career counselors together with broadcast job seekers. Michigan Television promoted the event to viewers by airing announcements up through the day of the event. In addition to on-air promotion the event was promoted on the MAB website, newsletter and MABF News and Events. The station interviewed over 70 participants for internships and employment.

On November 8, 2008 Michigan Television was a participant in the Broadcast Career Builder Conference. The conference hosted 130 participants interested in broadcasting careers. Chris McElroy, Director of Production, represented the station and shared information about internships and potential employment.

On March 11, 2009, Michigan Television participated in the 2009 Great Lakes Broadcasting Conference and Expo's annual Career Fair at the Devos Place in Downtown Grand Rapids. This annual Career Fair is geared towards promoting a career in broadcasting among students and young professionals. More than 150 people attended the

Career Fair, including both high school and college students. Michigan Television promoted the Career Fair by running on-air announcements in the week leading up to the event. The event was also placed on the station's website events calendar. The booth was staffed by Jennifer White, Michigan Television Station Manager and Steve Schram, Michigan Public Media Director of Broadcasting. The station distributed information about internship opportunities and received about 30 resumes.

Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting. On September 19, 2008, Michigan Television staff members Jennifer White, Station manager, Chris McElroy, Dir. of Productions, and Michael Saunders, Operations Manager, visited the Communication 344 Media Management and Programming class at the University of Michigan-Flint campus to discuss careers in broadcasting. Jennifer White gave an overview of the history of public television and overall background information about the station. Each staff member described their role at the station and spoke about potential careers in public broadcasting. Afterwards, Michael Saunders gave the class a tour of the television studios, production control room, master control, and editing suites. Approximately 20 students were in attendance.

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9/16/08	Communication's Class UofM-Flint
10/6/08	Diverse Home School
10/28/08	Seeds of Faith Home School
12/16/08	Vassar High School
1/15/09	Davison Middle School
1/15/09	Pack 1711 Den 5&6
1/21/09	Wolcott Cornerstone Day Program
2/12/09	Lakeville Middle School
2/19/09	Tiger Cub Pack 355

2/19/09	Tiger Cub Pack 110
3/9/09	Tiger Cub Pack 123
3/20/09	Faith Home School
4/24/09	Lake Fenton High School
5/15/09	UofM-Flint Early College (GEC)

Participation in other activities designed by the station to further the goal of disseminating employment opportunity information to job candidates who might otherwise be unaware of such opportunities. Michigan Television maintains an online call to organizations that would like to be on the station's contact list for job postings. The station also runs 2 EEO messages each month.