

Annual EEO Public File Report June 1, 2023– May 31, 2024

WDET-FM, Detroit Wayne State University

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 by WDET and is required to be placed in the stations’ public inspection file and posted to its website. The information covered in this Report covers the time period beginning June 1, 2023 and extending through May 31, 2024 (“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 during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy;
3. The recruitment source that referred the hire 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.

Full-Time Vacancies Filled During This Period

June 1, 2023 to May 31, 2024 Data

Full Time Position Filled – Hire Date	Recruitment Source for Hired Candidate	Number of Persons Interviewed	Number of Persons Hired
Event Specialist Filled: 7/31/2023	WDET.org	3	1
Manager, Business Affairs Filled: 8/28/2023	Jobs.wayne.edu	6	1
Digital Editor WDET Filled: 9/18/2023	Indeed	4	1
Senior Sales Representative Filled: 10/30/2023	Referral from WDET employee	4	1
WDET Membership Specialist Filled: 1/30/2024	Jobs.wayne.edu (both hires)	4	2

Journalist (WDET) Filled: 3/11/2024	WDET.org	7	1
Office Services Clerk II Filled: 8/7/2023	Referral from WDET employee	4	1

Recruitment/ Referral Source used to Seek candidates for Each Vacancy

WDET posted all full-time vacancies within the station on the WDET website and Wayne State University job board which serves as the official posting and application submission website for all job postings. In addition to these websites, further sourcing efforts were taken by posting job descriptions on the following job posting webpages; Higher Ed Jobs, Chronicle of Higher Education, Google Jobs, Public Media Jobs, Indeed, CPB, Lensa, Linked In, Newsbreak, Jobs Chronicle, National Black Public Relations Society, Military jobs.com, Monster, HERCjobs.org and Pure Michigan Talent, and Current. All websites listed included hyperlinks mapping applicants back to the official Wayne State University job posting in which applicants submitted official applications and other related attachments.

Total number of persons interviewed for all full-time vacancies in the past year: 28

Total number of interviewees for all full-time vacancies filled during the past year per recruitment/ referral sources (All sourcing methods automatically route to WSU HR site regardless of referral sources):

SOURCE	CONTACT	ADDRESS	REFERRED HIREE
WSU HR Site	Employment Service Center 313-577-3000	Hr.wayne.edu	28

Supplemental Outreach and Recruitment Efforts

June 1, 2023– May 31, 2024

Participation in Events Educating the Community about Careers in Broadcasting

- News Director Jerome Vaughn, Diane Sanders, Manager – Strategic Initiatives and Marketing Director Susan Hanchett-Nowinski participated in Wayne State University FestiFall to discuss careers in broadcast journalism at WDET and internships at WDET – August 27, 2023
- Entire WDET staff participated in Junior Warrior/Bring Your Child to Work Day with more than 100 people coming to the station for tours and to hear about careers in

broadcast journalism – April 25, 2024

- Entire WDET Staff participated in Midtown Detroit Noel Night, an evening of community open houses which included tours of the station, explanations of operations, meetings and discussion about careers in broadcasting with all station staff and on-air talent. More than 500 people attended – December 2, 2023
- Reporter Nargis Rahman presented to the Muslim Community of Western Suburbs sharing how reporters do their jobs and how people connect with media – February 16, 2024
- Jerome Vaughn, News Director and Laura Herberg, Reporter, present to Racquet Up Detroit, a health, education and character development organization supporting Detroit youth, on careers in broadcast journalism – August 1, 2023

Events with Educational Institutions Relating to Careers in Broadcasting

WDET provides tours for groups or individuals who are interested in a career in radio broadcasting. WDET staff also had opportunities to speak to high school and college students about careers in radio as well as other Journalism inspired speaking engagements. An list of educational speaking engagements is listed below.

- David Leins, Senior Producer, taught Wayne State University 2-credit course COM 4680 – WAYN, an online radio podcasting course, March 1 through April 30, 2023.
- David Leins, Senior Producer Pulitzer Center virtual classroom visits on broadcasting aspects of podcasting, AI and media. Glenbard High School, Glenbard, Illinois, November 10, 2023.
- David Leins, Senior Producer Pulitzer Center virtual classroom visits on broadcasting aspects of podcasting, AI and media. Cardoza Education Campus, Washington DC, November 13, 2023.
- David Leins, Senior Producer Pulitzer Center virtual classroom visits on broadcasting aspects of podcasting, AI and media. Iroquois High School, Jefferson, Kentucky, November 30, 2023.
- Diane Sanders, Manager, Strategic Initiatives participated in the Wayne State University Department of Communications Undergraduate Showcase on careers in broadcast journalism, Detroit, Michigan, March 7, 2024.
- Sascha Raiyn, Reporter/Producer, participated in High School Journalism Workshop hosted by the Journalism Institute for Media Diversity in partnership with Detroit Free Press reporter M.L. Elrick. Detroit, Michigan, March 14, 2024.
- Mary Zatina, General Manager, met with Wayne State University Journalism Professor Mark Lee to discuss careers in broadcast journalism and internship and

employment opportunities for journalism students. October 23, 2023.

- Mary Zatina, General Manager, presented to students from Wayne State University's Irvin Reid Honors College on careers in broadcast journalism. October 24, 2023.
- Jerome Vaughn, News Director, attends Journalism Job Fair at Wayne State University. October 19, 2023.
- Jerome Vaughn, News Director, speaks to Wayne State University Assistant Professor Shannon Cassilo's Broadcast Journalism class on careers in broadcast Journalism. October 18, 2023 and March 6, 2024
- Jerome Vaughn, News Director, attends Wayne State University College to Career event promoting opportunities for careers in broadcast journalism right out of college. November 8, 2023
- Jerome Vaughn, News Director, represents WDET at Wayne State University's Journalism Institute for Media Diversity Open House. March 7, 2024
- Jerome Vaughn, News Director, speaks on panel about collaborative journalism at the Collaborative Journalism Summit – held at Wayne State University. May 9, 2024

Internship Program

WDET maintained an internship program targeted to journalism students through its news department that provided 22 interns with substantial, real world journalism experience that would improve their ability to compete for full-time employment.

- Diane Sanders, Manager – Strategic Initiatives, attends Wayne State University College to Career event promoting internships in broadcast at WDET. November 8, 2023
- Diane Sanders, Manager – Strategic Initiatives speaks with students from WAYN radio regarding internship opportunities at WDET. April 22, 2024
- Diane Sanders, Manager – Strategic Initiatives attends Wayne State University Department of Communication Open House to promote internship opportunities. March 7, 2024.
- WDET partnered with Wayne State University Undergraduate Admissions Department to promote internship opportunities to Pershing High School students. April 24, 2024
- WDET partnered with Wayne State University Career Services to offer professional development workshops to interns. July 24-28, 2024.

Providing Training to All Personnel as to Methods of Ensuring Equal Employment Opportunity and Preventing Discrimination

Each year all WDET staff, students, non-paid interns, contractors, and volunteers who regularly work at the station either full-time or part-time complete the annual Preventing Harassment, Bias and Discrimination training course. The course is provided through the Corporation for Public Broadcasting and administered by Annie Kosek, Manager – Business Affairs.

Training for Station Personnel

WDET offers training to employees through a variety of on-site and off-site programs including conferences, seminars, and tuition reimbursement through Wayne State University. WDET staff attended various trainings and participated in professional development opportunities including but not limited to the list below:

- Greater Public PRPD “Audience Development Summit” webinar. February 6-7, 2024. Susan Hanchett-Nowinski, Director of Marketing, Derek Donnellon, Associate Director - Revenue, Anne Masterson, Senior Major Gifts Officer, Mary Zatina, General Manager
- Michigan Association of Broadcasters “Political Advertising Compliance Webinar for Broadcasters” webinar. November 29, 2023. Derek Donnellon, Associate Director - Revenue
- Wayne State University Public Safety “Active Attacker Training” November 15, 2023, Detroit, Michigan. Derek Donnellon, Associate Director – Revenue, Felicia Burgess, Office Services Clerk II, Anne Masterson, Senior Major Gifts Officer, Wesley Bennett, Membership Retention Specialist, Annie Kosek, Business Manager, Jerome Vaughn, News Director
- Kevin Mitnick “Security Awareness Training” webinar. Fall 2023. Derek Donnellon, Associate Director Revenue, Ralph Valdez, Senior Underwriting Representative, Felicia Burgess, Office Services Clerk II, Wesley Bennett, Membership Retention Specialist, Joyia Burgess, Budget Analyst, Baraka Macharia, Membership Associate, Ryan Carlson, Senior Systems Administrator, Adam Fox, Program Director
- South by Southwest Music Festival and Conference, March 11 – 13, 2024, Austin, Texas. Jon Moshier, Music Host
- TravelWayne New UI - Travel Request and Expense Report Training, webinar. January 26, 2024. Felicia Burgess, Office Services Clerk II
- Procurement Card Training webinar. October 20, 2023. Felicia Burgess, Office Services Clerk II

- Greater Public “The State of the System in Public TV and Radio Membership” webinar. June 20, 2023. Susan Hanchett-Nowinski, Director of Marketing, Anne Masterson, Senior Major Gift Officer, Carmen Garcia, Associate Director Philanthropy
- National Public Radio “Local Audience Research Meta-Analysis Findings” webinar. October 19, 2023. Susan Hanchett-Nowinski, Director of Marketing
- Wayne State University “SKY Retreat for Leaders” virtual conference. December 20-22, 2023. Susan Hanchett-Nowinski, Director of Marketing
- Center for Community News Webinar: University-Public Media Collaborations, December 1, 2013, Anne Masterson, Senior Major Gifts Office
- Detroit Regional Chamber: Detroit Policy Conference, Motor City Casino, Detroit, Michigan, January 11, 2024, Anne Masterson, Senior Major Gifts Officer
- National Public Radio: Preparing for NPR’s Climate Solutions Week Webinar, August 31, 2023, Anne Masterson, Senior Major Gifts Officer
- Wayne State University “Clery Act Training” webinar. Various dates. Wesley Bennett, Membership Retention Specialist, Annie Kosek, Business Manager
- Allegiance “WDET – Training” virtual, February 12, 2024. Wesley Bennett, Membership Retention Specialist, Nick O’Keefe, Membership Specialist, Baraka Macharia, Membership Associate
- Allegiance “WDET – Campaign Training” virtual, February 20, 2024. Wesley Bennett, Membership Retention Specialist, Nick O’Keefe, Membership Specialist, Carmen Garcia, Associate Director Philanthropy
- Greater Public Media “Successful Google Search Campaigns for Membership and Marketing” webinar. March 28, 2024. Wesley Bennett, Membership Retention Specialist, Nick O’Keefe, Membership Specialist
- Greater Public Media “Foundational Membership” webinar. May 9, 2024. Wesley Bennett, Membership Retention Specialist, Carmen Garcia, Associate Director Philanthropy
- Greater Public Media “Unlocking Mid-Level Giving” webinar. May 16, 2024. Wesley Bennett, Membership Retention Specialist, Carmen Garcia, Associate Director Philanthropy

- Greater Public Media “Demystifying Major Giving” webinar. May 23, 2024. Wesley Bennett, Membership Retention Specialist, Carmen Garcia, Associate Director Philanthropy
- Allegiance “WDET – Revenue Desk Training’ virtual, March 6, 2024. Diane Sanders, Manager, Strategic Initiatives
- University Station Alliance “Developing Public Media/University Partnerships” webinar. February 15, 2024. Diane Sanders, Manager, Strategic Initiatives
- Wayne State University “Women Lead Conference”. March 21, 2024. Detroit, Michigan. Diane Sanders, Manager, Strategic Initiatives
- Wayne State University Law School. Virtual classes leading to Master of Science in Law. Various dates. Diane Sanders, Manager, Strategic Initiatives
- Ulliance “Maintaining a Positive Mindset in a Fatigued Workplace” virtual training. March 19, 2024. Diane Sanders, Manager, Strategic Initiatives
- Ulliance “Emotional Well-Being” virtual training. March 28, 2024. Diane Sanders, Manager, Strategic Initiatives
- Wayne State University 2024 Collaborative Journalism Summit, May 9-10, 2024. Detroit Michigan. Patrick Batchellor, Senior News Editor/Anchor – Morning Edition
- Education Writers Association National Seminar, June 1-4, 2023, Atlanta, GA. Sascha Raiyn, Reporter/Producer
- Weekly participation in Education Writers Association Caucus on School Finance, online, June – December 2022. Sascha Raiyn, Reporter/Producer
- NPR “2024 Fundraising Forecast with the Collaborative Philanthropy Advisory Council” webinar, March 27, 2024. Nick O’Keefe, Membership Specialist
- Allegiance “Philanthropic Pulse Roundtable” webinar, April 4, 2024. Nick O’Keefe, Membership Specialist
- Greater Public Media “Unlocking the Giving Pipeline: A Three-Part Series” webinar, May 9, 16 & 23, 2024. Nick O’Keefe, Membership Specialist
- Greater Public Media “M + R Benchmarks for Public Media 2024” webinar, May 29, 2024. Nick O’Keefe, Membership Specialist, Carmen Garcia, Associate Director Philanthropy, Mary Zatina, General Manager

- Education Writers Association “Reporting Training with Education Research Cohort” virtual, October 25 – November 1, 2023. Sascha Raiyn, Reporter/Producer
- Allegiance “Introduction to Allegiance” virtual, January 3, 2024. Baraka Macharia, Membership Associate, Carmen Garcia, Associate Director Philanthropy
- Allegiance “Main Function Data Entry and Donor Records” virtual, January 12, 2024. Baraka Macharia, Membership Associate, Carmen Garcia, Associate Director Philanthropy
- Allegiance “Premium Codes, Transaction Verification and Donor Record Continued” virtual, January 31, 2024. Baraka Macharia, Membership Associate, Carmen Garcia, Associate Director Philanthropy
- National Public Radio “Broadcast and Audience Trends” webinar, April 30, 2024. Dave Kim, Digital Content and Strategy Manager
- National Public Radio “Brand Research Findings” webinar, May 29, 2024. Dave Kim, Digital Content and Strategy Manager
- Greater Public Media “Are Cumes in Crisis? Important New Audience Insights for Public Radio” Webinar: August 17, 2024, Carmen Garcia, Associate Director Philanthropy
- Greater Public Media “Fall 2023 On-Air Fundraiser Kick-Off” Webinar, August 28, 2023, Carmen Garcia, Associate Director Philanthropy
- Greater Public Media “Legacy Building: The Power of Planned Giving Simplified” Webinar: November 16, 2023, Carmen Garcia, Associate Director Philanthropy
- Allegiance Software “Premium Set Up” Training: February 12th, 2024, Carmen Garcia, Associate Director Philanthropy
- Greater Public Media “Understanding your FY23 Benchmarks Report” Webinar: February 15, 2024
- Wayne State University “WayneBuy Review” webinar, August 29, 2023. Annie Kosek, Business Manager
- Wayne State University “Banner Training” webinar, August 29, 2023. Annie Kosek, Business Manager

- Wayne State University “ProCard Training” webinar, August 30, 2023. Annie Kosek, Business Manager
- Wayne State University “TravelWayne Training” webinar, August 30, 2023. Annie Kosek, Business Manager
- Wayne State University “Wayne Salary Adjustment Module (WSAM) Overview” virtual live training, October 19, 2023. Annie Kosek, Business Manager
- Corporation for Public Broadcasting (CPB) “Completing the Station Activity Survey” virtual live training, January 16, 2024. Annie Kosek, Business Manager
- Corporation for Public Broadcasting (CPB) “Intro to Financial Reporting” virtual live training, January 23, 2024. Annie Kosek, Business Manager
- Adaptive Software “Office of University Budget Adaptive Training” virtual live training, April 4, 2024. Annie Kosek, Business Manager
- Michigan Association of Broadcasters “A Look Ahead at 2024 Elections and Issues” webinar, November 16, 2023. Bill St. Laurent, Senior Sales Representative
- Michigan Association of Broadcasters “Status of Broadcasting Advertising and Outreach in 2024” webinar, January 24, 2024. Bill St. Laurent, Senior Sales Representative
- Michigan Association of Broadcasters “Breakthrough Sales: Practical Tips for Creating a Successful Sales Culture in Your Operation” webinar, April 18, 2024. Bill St. Laurent, Senior Sales Representative
- Mackinac Policy Conference, Mackinac Island, Michigan. May 30 – June 2, 2023. Mary Zatina, General Manager, Anne Masterson, Senior Major Gifts Officer
- Michigan Association of Broadcasters Annual Meeting and Conference, Detroit, Michigan. August 9-10, 2024. Mary Zatina, General Manager
- Knight Foundation “State of Journalism” lecture, Detroit, Michigan. April 11, 2024. Mary Zatina, General Manager, Anne Masterson, Senior Major Gifts Officer
- Corporation for Public Broadcasting “FAR Grant Working” webinar, September 9, 2023. Mary Zatina, General Manager

- Corporation for Public Broadcasting “What is NFFS” webinar, January 30, 2024. Mary Zatina, General Manager
- Knight Media Forum, Miami, Florida, virtual attendance. February 20-22, 2024. Mary Zatina, General Manager
- Detroit Regional Chamber “UAW Strike: Issues, Impact and Outlook, virtual meeting, September 21, 2023. Jerome Vaughn, News Director
- Michigan Association of Broadcasters “Political Advertising Compliance” webinar, November 30, 2023. Jerome Vaughn, News Director
- Michigan Association of Broadcasters “Political Dollars” webinar, February 13, 2024. Jerome Vaughn, News Director
- Current “Students and Political Coverage” webinar. May 2, 2024. Jerome Vaughn, News Director
- Collaborative Journalism Summit, Detroit, Michigan. May 9-10, 2024. Jerome Vaughn, News Director, Russell McNamara, Senior News Editor