

ANNUAL EEO PUBLIC FILE REPORT

Milwaukee Radio Alliance

WLUM-FM WLDB-FM WZTI-AM

This report covers full time vacancy recruitment data for the period July 23, 2018 – July 22, 2019

Employment unit: Milwaukee Radio Alliance LLC	Address: N72 W12922 Good Hope Road Menomonee Falls, WI 53051	Contact: Doris Hantke, Business Manager
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Unit members and communities of license:

WLUM(FM), Milwaukee, WI
 WLDB(FM), Milwaukee, WI
 WZTI (AM), Greenfield, WI

Full-time Job Vacancies Filled by the Employment Unit:

Position	Referral Source Of Hiree	Recruitment Sources Used	Number of people interviewed	Referral Sources of Interviewees
Account Executive	MilwaukeeJobs.com	Internal Posting, EEO Listing, MRA Web Site, MilwaukeeJobs.com	8	MilwaukeeJobs.com
Account Executive	Referral from former Media Employer	Internal Posting, EEO Listing, MRA Web Site, MilwaukeeJobs.com	5	MilwaukeeJobs.com, Referral from former Media Employer
Promotions/Marketing Director	MilwaukeeJobs.com	Inside Radio Ad, Internal Posting, EEO Listing, MRA Web Site, Milwaukee Jobs.com	5	WBA EEO Listing, MilwaukeeJobs.com
Account Executive	Former Employee Referral	Internal Posting, EEO Listing, MRA Web Site, MilwaukeeJobs.com	5	MilwaukeeJobs.com, former Employee Referral

Total Number of Interviewees Referred:

For the period from July 23, 2018 through July 22, 2019, this Employment Unit interviewed 23 interviewees for full-time job vacancies.

EEO CONTACT LIST *

1.	Alverno College - Career Education Center	Debra Chomicka	P O Box 343922 Milwaukee, WI 53234	414-382-6010	414-382-6443	App.Purplebriefcase.com
2.	Cardinal Stritch University	Tom Kipp	6801 N. Yates Road., Milwaukee, WI 53217	414-410-4157		career@stritch.edu
3.	Career Development & Placement UW-Waukesha	Sandy Smith	1500 N UNIVERSITY DR. WAUKESHA, WI 53188	262-521-5440	262-521-5491	
4.	Carroll College	Deb Weber	100 N East Avenue Waukesha, WI 53186	262-524-7335	262-524-6892	dweber@carrollu.edu
5.	Carthage College	Evelyn Buchanan	Career Services LH - 4th Floor 2001 Alford Park Drive Kenosha, WI 53140	262-551-2196	262-551-5375	Ebuchanan@carthage.edu
6.	City of Madison Affirmative Action	Nancy Casfillo	215 Martin Luther King Jr. Boulevard Suite 130 Madison, WI 53701			hr@cityofmadison.com
7.	Concordia University	Career services	12800 N. Lake Shore Dr. Mequon, WI 53097	262-243-4401	262-243-4478	career.services@cuw.edu
8.	DeVry University Career Services - WI	Myra Starks	3300 North Campbell Ave, Chicago, IL 60618	773-929-7837		tgoshay@chi.devry.edu
9.	Equal Opportunity Commission-Milwaukee	Heidi Mays	310 W. Wisconsin Ave. #800, Milwaukee, WI 53203	414-297-3483	414-297-4058	
10.	Ho-Chunk Nation	Audrey Littlewolf	P.O. Box 667, Black River Falls, WI	715.284.5877	715.284.1520	
11.	Illinois Center For Broadcasting	Chip Egan	55 West 22nd Street Suite 240 Lombard, IL 60148	(630) 916-1700	(630) 916-1764	
12.	La Casa de Esperanza Inc.	Ben Stark	410 Arcadian Ave. Waukesha, WI 53186	262-547-0887	262-547-0735	info@lacasadeesperanza.org
13.	Marian College	HR. Dept.	1227 S. 116 th St., Milwaukee, WI 53214	414-258-657	414-258-0501	
14.	Marquette University Career Services Center	Laura Kestner	Holthusen Hall 1324 W. Wisconsin Avenue Milwaukee, WI 53201	414-288-7423	414-288-3099	career.services@marquette.edu
15.	Milwaukee Area Technical College	HR Dept			414.297.6612	jobshop@matc.edu
16.	Job Center of Wisconsin/UMOS	Chuck Malinowski	2701 S. Chase, Milwaukee, WI 53204	414.389.6047	414.389.6603	
17.	NAACP Madison	Frank Humphrey	P.O. Box 45 Madison, WI 53701	608-256-1942	608-257-7570	
18.	Shamrock Communications	HR Dept.	149 Penn Ave., Scranton, PA	570.348.9103	570.348.9109	bnish@timeshamrock.com
19.	University of Wisconsin - La Crosse	Karla Stanek	Career Services, Wilder Hall, 2nd Floor 1725 State Street La Crosse, WI 54601	608-785-8514	608-785-8518	career@uwlax.edu
20.	University of Wisconsin at Milwaukee - Career Development Center	Greg Krejci	P.O. Box 413 Mellencamp Hall, Room128 Milwaukee, WI 53201	414-229-4486	414.229.5347 New# 229.2820	careerserv@sba.uwm.edu
21.	University of Wisconsin--Green Bay	Linda Peacock Landrum	Career Center SS 1500 2420 Nicolet Drive Green Bay, WI 54311	920-465-2163	920-465-2920	careers@uwgb.edu
22.	University of Wisconsin-Madison	Joan Sweeney	UW Student Job Center 432 North Murray Street, Rm.B8 Madison, WI 53706	608-262-5627		pleshin@uwm.edu
23.	UW-Whitewater Career Services	Margaret Pelischek	Andersen Library – Room 2002 800 West Main St Whitewater, WI 53190	(262) 472-1471	(262) 472-5539	career@uww.edu

24.	Waukesha County Technical College	Jean Donovan	892 Main Street Pewaukee, WI 53072	262-695-7813	262-695-7816	
25.	Wisconsin Broadcasters Association	Torrie Kennedy	44 East Mifflin Street Suite 900 Madison, WI 53704	608-255-2600	608-256-3986	lbaun@wi-broadcasters.org
26.	Wisconsin Women's Network	HR Dept.	122 State St. #201B, Madison, WI 53703	608.255.9809		info@wiwomensnetwork.org

* None of the recruitment sources on the EEO contact list requested notification.

Supplemental Recruitment Initiatives

- **Internship Program:** Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

The employment unit operates an ongoing internship program which is open to local college students. Interns earn college credits while gaining valuable practical experience and learning the fundamentals of the radio business in areas including promotions and programming. During the reporting period, the employment unit had 26 interns.

- **Management Training:** Provide training to management level personnel as to methods of ensuring equal employment opportunities and preventing discrimination.

Effective Strategies to Address Legal Issues and Prevent Unlawful Discrimination During the Employment Relationship, Wisconsin Broadcasters Association Winter Conference, Madison Concourse Hotel, Madison, WI January 30, 2019

The Milwaukee Radio Alliance General Manager/Director of Sales attended the EEO seminar regarding Legal Issues and preventing unlawful discrimination during the employment relationship.

Sexual Harassment and Other Unlawful Harassment Seminar put on by Attorney Bradden Backer from the firm Albrecht Backer Labor and Employment Law., S.C. at the Offices of the Milwaukee Radio Alliance, Menomonee Falls, WI on March 26, 2019.

A seminar was held for all Managers and also a separate seminar for Staff for the Prevention of Unlawful Harassment.

Understanding and Preparing for the DOL's Proposed New Salary Thresholds for the Overtime Exemptions was attended via Webinar and presented by Michael Best & Friedrich, LLP on March 27, 2019

This educational was attended by the Business Manager to insure that the Milwaukee Radio Alliance, LLC is compliant with all Wage and Hour laws.

Keeping Up with EEO at the FCC Seminar at the Wisconsin Broadcasters Association Summer Conference, Osthoff Resort, Elkhart Lake, Wisconsin June 12, 2019.

The Milwaukee Radio Alliance General Manager/Director of Sales attended the conference regarding EEO Seminar: Keeping up with the EEO at the FCC. The Manager in turn shared this information with other managers in the Employment Unit.

- **Job Fairs:** Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

Milwaukee Diversity Employment Day, "Getting America Back to Work" held at the War Memorial Center, Milwaukee, WI September 20, 2018

The Milwaukee Radio Alliance attended the City of Milwaukee's Annual Diversity Employment Day Career Fair to distribute applications, accept resumes and answer questions on careers in radio.

Wisconsin Broadcasters Association Winter Conference Career Fair, Madison Concourse Hotel, Madison, WI January 30, 2019.

The Milwaukee Radio Alliance attended the Wisconsin Broadcaster's Association Career Fair to distribute applications, accept resumes and answer questions on careers in radio.

Milwaukee Area Technical College's Portfolio Night, Downtown Milwaukee Campus, Milwaukee WI, May 9, 2019

The Milwaukee Radio Alliance attended the MATC's Portfolio Night, a demonstration of work by graduating seniors in their School of Media and Creative Arts. We were able to interview numerous students, review their work and explain potential employment at the MRA, with an eye toward video production for our digital advertising initiative.

Wisconsin Broadcasters Association Summer Conference Career Fair, Osthoff Resort, Elkhart Lake, Wisconsin June 12, 2019

The Milwaukee Radio Alliance attended the Wisconsin Broadcaster's Association Career Fair to distribute applications, accept resumes and answer questions on careers in radio.