

**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

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| <b>Employment unit:</b><br>Milwaukee Radio Alliance LLC | <b>Address:</b><br>N72 W12922 Good Hope Road<br>Menomonee Falls, WI 53051 | <b>Contact:</b><br>Doris Hantke,<br>Business Manager |
| <b>Telephone:</b><br>414.771.1021                       | <b>Fax:</b>   | <b>Email:</b><br>Doris.h@milwaukeeradio.com          |

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| <b>Unit members and communities of license:</b><br>WLUM(FM), Milwaukee, WI<br>WLDB(FM), Milwaukee, WI<br>WZTI (AM), Greenfield, WI |
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**Full-time Job Vacancies Filled by the Employment Unit:**

| <b>Position</b>               | <b>Referral Source Of Hiree</b>     | <b>Recruitment Sources Used</b>  | <b>Number of people Interviewed</b> | <b>Referral Sources of Interviewees</b>                |
|-------------------------------|-------------------------------------|--|-------------------------------------|--|
| 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                  | <a href="http://App.Purplebriefcase.com">App.Purplebriefcase.com</a>             |
| 2.  | Cardinal Stritch University                                      | Tom Kipp              | 6801 N. Yates Road., Milwaukee, WI 53217                                      | 414-410-4157   |                               | <a href="mailto:career@stritch.edu">career@stritch.edu</a>                       |
| 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                  | <a href="mailto:dweber@carrollu.edu">dweber@carrollu.edu</a>                     |
| 5.  | Carthage College   | Evelyn Buchanan       | Career Services LH - 4th Floor 2001 Alford Park Drive Kenosha, WI 53140       | 262-551-2196   | 262-551-5375                  | <a href="mailto:Ebuchanan@carthage.edu">Ebuchanan@carthage.edu</a>               |
| 6.  | City of Madison Affirmative Action                               | Nancy Casfillo        | 215 Martin Luther King Jr. Boulevard Suite 130 Madison, WI 53701              |                |                               | <a href="mailto:hr@cityofmadison.com">hr@cityofmadison.com</a>                   |
| 7.  | Concordia University   | Career services       | 12800 N. Lake Shore Dr. Mequon, WI 53097                                      | 262-243-4401   | 262-243-4478                  | <a href="mailto:career.services@cuw.edu">career.services@cuw.edu</a>             |
| 8.  | DeVry University Career Services - WI                            | Myra Starks           | 3300 North Campbell Ave, Chicago, IL 60618                                    | 773-929-7837   |                               | <a href="mailto:tgoshay@chi.devry.edu">tgoshay@chi.devry.edu</a>                 |
| 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                  | <a href="mailto:info@lacasadeesperanza.org">info@lacasadeesperanza.org</a>       |
| 13. | Marian College   | HR. Dept.             | 1227 S. 116 <sup>th</sup> 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                  | <a href="mailto:career.services@marquette.edu">career.services@marquette.edu</a> |
| 15. | Milwaukee Area Technical College                                 | HR Dept               |   |                | 414.297.6612                  | <a href="mailto:jobshop@matc.edu">jobshop@matc.edu</a>                           |
| 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                  | <a href="mailto:bnish@timeshamrock.com">bnish@timeshamrock.com</a>               |
| 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                  | <a href="mailto:career@uwlax.edu">career@uwlax.edu</a>                           |
| 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<br>New# 229.2820 | <a href="mailto:careerserv@sba.uwm.edu">careerserv@sba.uwm.edu</a>               |
| 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                  | <a href="mailto:careers@uwgb.edu">careers@uwgb.edu</a>                           |
| 22. | University of Wisconsin-Madison                                  | Joan Sweeney          | UW Student Job Center 432 North Murray Street, Rm.B8 Madison, WI 53706        | 608-262-5627   |                               | <a href="mailto:pleshin@uwm.edu">pleshin@uwm.edu</a>                             |
| 23. | UW-Whitewater Career Services                                    | Margaret Pelischek    | Andersen Library - Room 2002 800 West Main St Whitewater, WI 53190            | (262) 472-1471 | (262) 472-5539                | <a href="mailto:career@uww.edu">career@uww.edu</a>                               |

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| 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<br>Madison, WI 53704 | 608-255-2600 | 608-256-3986 | <a href="mailto:lbaun@wi-broadcasters.org">lbaun@wi-broadcasters.org</a> |
| 26. | Wisconsin Women's Network          | HR Dept.       | 122 State St. #201B, Madison, WI 53703                | 608.255.9809 |              | <a href="mailto:info@wiwomensnetwork.org">info@wiwomensnetwork.org</a>   |

\* 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.