

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, 2013 – July 22, 2014

Employment unit: Milwaukee Radio Alliance LLC	Address: N72 W12922 Good Hope Road Menomonee Falls, WI 53051	Contact: William Hurwitz VP/General Manager
Telephone: 414.771.1021	Fax: 414.771.3036	Email: bhurwitz@milwaukeeeradio.com

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
WLDB Account Executive	Found on LinkedIn	EEO contact list, MRA Websites, Career Fair, Internal Posting	3	Career Fair, Website
WLDB Account Executive	Referral	EEO contact list, MRA Websites, Career Fair, Referral, Internal Posting	5	Career Fair, Website, Referral
WLUM Account Executive	Found on LinkedIn	EEO contact list, MRA Websites, WLUM Recruitment Radio Ad, Internal Posting	4	WLUM Recruitment Radio Ad, Website
WLDB Account Executive	WLDB Recruitment Radio Ad	EEO contact list, MRA Websites, WLDB Recruitment Radio Ad, Internal Posting	2	Website, WLDB Recruitment Radio Ad
WLUM Account Executive	Referral	EEO contact list, MRA Websites, Referral, Internal Posting	3	Website, Referral
MRA Traffic Manager	Website	EEO contact list, MRA Websites, Facebook, Internal Posting	3	Website, Internal posting, Facebook
WLUM Program Director	Internal posting	FMQB, All Access, Inside Radio, EEO contact list, MRA Websites, Internal Posting	23	FMQB, All Access, Internal posting

Total Number of Interviewees Referred:

For the period from July 23, 2013 through July 22, 2014, this Employment Unit interviewed 43 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	
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	Jean Frederick	Career Services LH - 4th Floor 2001 Alford Park Drive Kenosha, WI 53140	262-551-5959	262-551-5375	jfrederick@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 27 interns.

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

Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination, Concourse Hotel, Madison, WI

The Milwaukee Radio Alliance General Manager, Director of Sales and Local Sales Manager attended the “Hiring Smart: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination” session on January 22, 2014 at the Wisconsin Broadcaster’s Association 2014 Winter Conference and Career Fair. The Managers in turn shared this information with other managers in the Employment Unit.

Legal Issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship, Blue Harbor Resort, Sheboygan, WI

The Milwaukee Radio Alliance General Manager and Director of Sales attended the “Legal Issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship” session on June 18, 2014 at the Wisconsin Broadcaster’s Association 2014 Summer Conference and Career Fair. The Sales 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’s 13th Annual Diversity Employment Day Career Fair, September 5, 2013 at Milwaukee County War Memorial Center, Milwaukee, WI

The Milwaukee Radio Alliance acted as media partner in conjunction with City Career Fairs to advertise and promote this local career fair. A Milwaukee Radio Alliance Sales Manager represented the Milwaukee Radio Alliance at Milwaukee’s 13th Annual Diversity Employment Day Career Fair to distribute applications, accept resumes and answer questions about careers in radio.

Wisconsin Broadcaster’s Association 2014 Winter Career Fair, January 22, 2014 at The Concourse Hotel, Madison, WI

The Milwaukee Radio Alliance Director of Sales and Local Sales Manager represented the Milwaukee Radio Alliance at the Wisconsin Broadcaster’s Association 2014 Winter Job/Career Fair to distribute applications, accept resumes and answer questions on careers in radio.

Bryant & Stratton College Career Fair, April 16, 2014 at Potawatomi Casino, Milwaukee, WI

The Milwaukee Radio Alliance Local Sales Manager represented the Milwaukee Radio Alliance at the Bryant & Stratton College Career Fair to distribute applications, accept resumes and answer questions on careers in radio.

Wisconsin Broadcaster’s Association 2014 Summer Career Fair, June 18, 2014 at The Blue Harbor Resort, Sheboygan, WI

The Milwaukee Radio Alliance Director of Sales represented the Milwaukee Radio Alliance at the Wisconsin Broadcaster’s Association 2014 Summer Job/Career Fair to distribute applications, accept resumes and answer questions on careers in radio.

• **Participation in Events Related to Career Opportunities in Broadcasting**

University of Wisconsin - Whitewater, Whitewater, WI, December 4, 2013

The Milwaukee Radio Alliance Assistant Promotions Director spoke to the Radio Practicum class of the University of Wisconsin – Whitewater on December 4, 2013 about careers in radio.

Marquette University, Milwaukee, WI, March 27, 2014

The Milwaukee Radio Alliance General Manager spoke to the Advertising Media Planning Class of Marquette University on March 27, 2014 about careers in radio.