

**ANNUAL EEO PUBLIC FILE REPORT
Milwaukee Radio Alliance
WLUM-FM WLDB-FM WMCS-AM**

This report covers full time vacancy recruitment data for the period July 23, 2009 – July 22, 2010

Employment unit: Milwaukee Radio Alliance LLC	Address: N72 W12922 Good Hope Road Menomonee Falls, WI 53051	Contact: William Hurwitz VP/General Manager
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Unit members and communities of license: WLUM(FM), Milwaukee, WI WLDB(FM), Milwaukee, WI WMCS(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	Referral	EEO contact list, website, referral	1	Referral
WLDB On air Personality	Referral	EEO contact list, referral	1	Referral
WMCS Account Executive	Website	EEO contact list, website, referral	2	Website, Referral
WLUM Account Executive	Referral	EEO contact list, website, National Career Fair, referral	4	Referral, National Career Fair, Website
WLDB Account Executive	Referral	EEO contact list, website, referral	1	Referral
WLDB Account Executive	Referral	EEO contact list, website, referral	4	Referrals
WLUM Account Executive	Referral	EEO contact list, website, referral	5	EEO contact list, Referral

WLDB Traffic Manager	Referral	EEO contact list, website, referral	3	Referral
WMCS Account Executive	Referral	EEO contact list, website, referral	1	Referral
WMCS On Air Personality	Referral	EEO contact list, referral	1	Referral

Total Number of Interviewees Referred:

For the period from July 23, 2009 through July 22, 2010, 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	
2.	Cardinal Stritch University	Tom Kipp	6801 N. Yates Road., Milwaukee, WI 53217	414-410-4157		career@stritch.edu
3.	Career Devel. & 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.	Central Wisconsin Job Services	HR Dept.	1001 Maple Bluff Road Suite 1 Stevens Point, WI 54481	715-345-5315	715-345-5221	miledor@dwd.state.wi.us
7.	City of Madison Affirmative Action	Nancy Casfillo	215 Martin Luther King Jr. Boulevard Suite 130 Madison, WI 53701			hr@cityofmadison.com
8.	Concordia University	Career services		262-243-4401	262-243-4478	careerservices@cuw.edu
9.	DeVry University Career Services - Wisconsin	Myra Starks	3300 North Campbell Ave, Chicago, IL 60618	773-929-7837		tgoshay@chi.devry.edu
10	Equal Opportunity Commission	Lucia Nunez	210 Martin Luther King, Rm 523, Madison, WI	608.266.4910		lnunez@cityofmadison.com
11	Equal Opportunity Commission-Milwaukee	Heidi Mays	310 W. Wisconsin Ave. Suite 800, Milwaukee, WI 53203	414-297-3483	414-297-4058	
12	Ho-Chunk Nation	Audrey Littlewolf	P.O. Box 667, Black River Falls, WI	715.284.5877	715.284.1520	
13	Illinois Center For Broadcasting	Chip Egan	55 West 22nd Street Suite 240 Lombard, IL 60148	(630) 916-1700	(630) 916-1764	
14	La Casa de Esperanza Inc.	Ben Stark	410 Arcadian Ave. Waukesha, WI 53186	262-547-0887	262-547-0735	ben@lacasadeesperanza.org
15	Marian College	HR. Dept.	1227 S. 116 th St., Milwaukee, WI 53214	414-258-657	414-258-0501	
16	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
17	Milwaukee Area Technical College	HR Dept			414.297.6612	jobshop@matc.edu
18	Milwaukee Job Center	Chuck Malinowski			414.328.2580	Charles.malinowski@dwd.state.wi.us
19	NAACP Madison	Frank Humphrey	P.O. Box 45 Madison, WI 53701	608-256-1942	608-257-7570	
20	Shamrock Communications	HR Dept.	149 Penn Ave., Scranton, PA	570.348.9103	570.348.9109	bnish@timeshamrock.com
21	United Migrant Opportunity Services (UMOS) Job Center	HR Dept.	4030 N. 29 th , Milwaukee, WI 53216	414.486.5200		paula.lampley@umos.org
22	United Asian Refugees Services	Kathy Kamphouy	312 N. 3 rd St., Madison, WI 53704	608.256.6400		kkhamphouy@tds.net
23	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
24	University of Wisconsin at	Greg Krejci	P.O. Box 413 Mellencamp Hall, Room128	414-229-4486	414.229.5347	careerserv@sba.uwm.edu

	Milwaukee - Career Development Center		Milwaukee, WI 53201		New# 229.2820	
25	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
26	University of Wisconsin -Madison	Joan Sweeney	UW Student Job Center 432 North Murray St, Rm.B8 Madison, WI 53706	608-262-5627		pleshin@uwm.edu
27	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
28	Waukesha County Technical College	Jean Donovan	892 Main Street Pewaukee, WI 53072	262-695-7813	262-695-7816	
29	Wisconsin Broadcasters Association	Torrie Kennedy	44 East Mifflin Street Suite 900 Madison, WI 53704	608-255-2600	608-256-3986	lbaun@wi-broadcasters.org
30	Wisconsin Women's Network	HR Dept.	122 State St. #201B, Madison, WI 53703	608.255.9809		wiwomen@execpc.com

* 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.

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

Legal Issues In Hiring: Effective Strategies to Promote EEO & Prevent Unlawful Discrimination, January 27, 2010, Monona Terrace Convention Center, Madison, WI

A Milwaukee Radio Alliance Sales Manager attended the “Legal Issues in Hiring: Effective Strategies to Promote EEO & Prevent Unlawful Discrimination” session on January 27, 2010 at the Wisconsin Broadcaster’s Association 2010 Winter Conference and Career Fair. The training session covered topics including: e-verify, risks associated with using social networking sites as part of the employment screening process, and interviewing techniques that help avoid discrimination lawsuits. The Sales Manager in turn shared this information with other managers in the Employment Unit.

Discrimination Law for Broadcasters; Legal Issues & Effective Strategies to Prevent Unlawful Discrimination, June 23, 2010 at The Chula Vista Resort, Wisconsin Dells, Wisconsin

A Milwaukee Radio Alliance Sales Manager attended the “Discrimination Law for Broadcasters; Legal Issues & Effective Strategies to Prevent Unlawful Discrimination” session on June 23, 2010 at the Wisconsin Broadcaster’s Association 2010 Summer Conference and Career Fair. The training session provided an updated background on the law of discrimination in employment for Wisconsin broadcasters, addressing recent legislative changes. Also, the session presented an update on the effective use of nondiscriminatory practices to assist broadcasters in complying with certain obligations of the FCC’s EEO rule and avoiding discrimination claims. 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.

Marquette University Career Fair 2009, September 23, 2009 at Marquette University, Milwaukee, WI

A Milwaukee Radio Alliance Sales Manager represented the Milwaukee Radio Alliance at the Marquette University Job/Career Fair to distribute applications, accept resumes and answer questions on careers in radio.

Wisconsin Broadcaster’s Association 2010 Winter Career Fair, January 27, 2010 at The Monona Terrace Convention Center, Wisconsin Dells, WI

A Milwaukee Radio Alliance Sales Manager represented the Milwaukee Radio Alliance at the Wisconsin Broadcaster’s Association 2010 Winter Job/Career Fair to distribute applications, accept resumes and answer questions on careers in radio.

National Career Fairs / Milwaukee Career Fair, February 16, 2010 at the Ramada Plaza Milwaukee Airport, Milwaukee, WI

Milwaukee Radio Alliance partnered with National Career Fairs to help promote their Milwaukee Job Fair in February 2010. A Sales Manager represented the Milwaukee Radio Alliance to distribute applications, accept resumes and answer questions on careers in radio.

Wisconsin Broadcaster’s Association 2010 Summer Career Fair, June 23, 2010 at The Chula Vista Resort, Wisconsin Dells, WI

A Milwaukee Radio Alliance Sales Manager represented the Milwaukee Radio Alliance at the Wisconsin Broadcaster’s Association 2010 Summer Job/Career Fair to distribute applications, accept resumes and answer questions on careers in radio.

- **Training/Mentoring:** Establishment of Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

For the period of February 2009 to December 2009, the Milwaukee Radio Alliance General Manager and the WLDB General Sales Manager trained and mentored a WMCS-AM Senior Account Executive during his transition/promotion to General Sales Manager of WMCS-AM showing him the leadership and guidance skills needed for the position of General Sales Manager of 1290 WMCS-AM. In December 2009, this employee resigned to accept a General Manager position at a competing radio station.