

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, 2008 – July 22, 2009

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
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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
WLUM Account Executive	WLUM website	EEO contact list, station website, Marquette Univ. Career Services	6	Station website, Marquette University Career Services
WLDB Account Executive	Referral	EEO contact list, station website, referral	1	Referral
WMCS Account Executive	Referral	EEO contact list, station website, radio ad, myspace.com, referral	4	Referral, station website
WMCS Account Executive	Referral	EEO contact list, referral	1	Referral
WLDB Account Executive	Referral	EEO contact list, station website, referral	1	Referral
WLDB Account Executive	Referral	EEO contact list, station website, referral	1	Referral

WMCS Account Executive	Radio ad	EEO contact list, station website, radio ad	3	Radio ad, station website
WLDB Account Executive	Referral	EEO contact list, referral	1	Referral
WMCS Account Executive	Referral	EEO contact list, referral	1	Referral
WMCS Account Executive	Radio ad	EEO contact list, station website, radio ad	2	Radio ad
WMCS Account Executive	Referral	EEO contact list, radio ad, referral	2	Radio ad, referral
WLDB Account Executive	Referral	EEO contact list, referral	2	Referral

Total Number of Interviewees Referred:

For the period from July 23, 2008 through July 22, 2009, this Employment Unit interviewed 25 interviewees for full-time job vacancies.

EEO CONTACT LIST *

1.	All Access Music Group	Joel Denver	28955 Pacific Coast Highway Suite 2105 Malibu, CA 90265	310-457-6616x13	310-457-6134	pcolbert@allaccess.com
2.	All Pro Broadcasting	Edna Garnett	100 Corporate Pointe, #310, Culver City, CA 90230	310.568.1790	310.412.7803	
3.	Alverno College - Career Education Center	Debra Chomicka	P O Box 343922 Milwaukee, WI 53234	414-382-6010	414-382-6443	
4.	Aurora University-Career Center	Telenea Reid	347 South Gladstone Avenue, Aurora, IL 60506	630-844-5452	630-844-5463	
5.	Beloit College	Angela Davis	700 College Street, Beloit, WI	608-363-2000	608-363-2109	facsb@beloit.edu
6.	Broadcast Employment Services	HR Dept.	P.O. Box 4116, Oceanside, CA 92052	800-374-0119	760-754-2115	jobs@tvjobs.com
7.	Cardinal Stritch University	Tom Kipp	6801 N. Yates Road, Milwaukee, WI 53217	414-410-4157		career@stritch.edu
8.	Career Development & Placement UW-Waukesha	SANDY SMITH	1500 N UNIVERSITY DR. WAUKESHA, WI 53188	262-521-5440	262-521-5491	
9.	Carroll College	Jennifer Maney	100 N Eeast Avenue Waukesha, WI 53186	262-524-7335	262-524-6892	
10.	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
11.	Central Wisconsin Job Services	HR Dept.	1001 Maple Bluff Road Suite 1 Stevens Point, WI 54481	715-345-5315	715-345-5221	
12.	Chippewa Valley Technical College	Kristine Jackson	620 West Clairemont Ave Eau Claire, WI 54701	715-833-6255	715-833-6470	
13.	City of Madison Affirmative Action	Nancy Casfillo	215 Martin Luther King Jr. Boulevard Suite 130 Madison, WI 53701	608-267-8786	608-267-1142	
14.	Concordia University	Career services		262-243-4401	262-243-4478	careerservices@cuw.edu
15.	Wisconsin Jobnet Call Center	HR Dept.		888-671-5627	888-720-5627	wijoborders@dwd.state.wi.us
16.	DeVry University Career Services - Wisconsin	Myra Starks	3300 North Campbell Ave, Chicago, IL 60618	773-929-7837		tgoshay@chi.devry.edu
17.	Equal Opportunity Commission-Milwaukee	Heidi Mays	310 W. Wisconsin Ave. Suite 800, Milwaukee, WI 53203	414-297-3483	414-297-4058	
18.	ESPERANZA UNIDA, INC.	CARMEN WYATT	1329 W. NATIONAL AVE MILWAUKEE, WI 53204	414-671-0251	414-383-7392	
19.	Gateway Technical College	Chuck Wood	3520 30th Avenue Kenosha, WI 53144	262-564-3092	262-564-2021	
20.	Goodwill Industries	HR Dept.	6055 N. 91 st St., Milwaukee, WI 53255	414.353.6400	414.358.4298	
21.	Ho Chunk Nation	Audrey Littlewolf	PO Box 667 Black River Falls, WI 54615	715-284-5877	715-284-1520	
22.	Illinois Center For Broadcasting	Chip Egan	55 West 22nd Street Suite 240 Lombard, IL 60148	(630) 916-1700	(630) 916-1764	
23.	La Casa de Esperanza Inc.	April Medina	410 Arcadian Ave. Waukesha, WI 53186	262-547-0887	262-547-0735	
24.	La Crosse County Job Service	Betty Woodford	402 North Eighth Street La Crosse, WI 54601	608-789-5627	608-789-5599	
25.	Lawrence University-Career Center	Sandi Kontry	115 South Drew street PO Box 599 Appleton, WI 54911	920-832-6561	920-832-7368	
26.	Madison Media Institute	Susan Miller	2702 Agriculture Drive Madison, WI 53718	608-663-2000	608-442-0141	
27.	Marian College	HR. Dept.	1227 S. 116 th St., Milwaukee, WI 53214	414-258-657	414-258-0501	
28.	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
29.	MATC Student Employment Services JOBshop	Jenny Thomas	700 West State St Room S203 Milwaukee, WI 53233	414-297-6244x630	414-297-6612	
30.	Milwaukee Job Center	Chuck Malinowski	6817 W. Morgan Ave Milwaukee, WI 53220	414-546-6842	414-328-2580	
31.	NAACP	Tom White	1420 N. Wisconsin St Racine, WI 53402	262-637-8377	262-637-6419	

32.	NAACP Madison	Frank Humphrey	P.O. Box 45 Madison, WI 53701	608-256-1942	608-257-7570	
33.	Wisconsin Women's Network	HR Dept.	122 State St. #201B, Madison, WI 53703	608.255.9809		wiwomen@execpc.com
34.	Ripon College	Diane Falk	Ripon, WI 54971			falk@ripon.edu
35.	Shamrock Communications	HR Dept.	149 Penn Ave., Scranton, PA	570.348.9103	570.348.9109	
36.	UMOS	HR Dept.	N. 76 th St., Milwaukee, WI			Paula.lampley@umos.org
37.	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	
38.	University of Wisconsin - Marathon County Center	Pat Blondheim	Student Services, Room 152 518 South 7th Avenue Wausau, WI 54401	715-261-6239	715-261-6331	
39.	University of Wisconsin - Oshkosh	Ted Balsler	Career Service, Dempsey Hall, Room 230 800 Algoma Blvd Oshkosh, WI 54901	920-424-2181	920-424-1000	
40.	University of Wisconsin - Waukesha	Mary Edwards	Student Services C 102 1500 North University Dr. Waukesha, WI 53188	262-521-5040	262-521-5530	
41.	University of Wisconsin at Milwaukee - Career Development Center	Greg Krejci	P.O. Box 413 Mellencamp Hall, Room128 Milwaukee, WI 53201	414-229-4486		
42.	University of Wisconsin--Green Bay	Pam Suster	Career Center SS 1500 2420 Nicolet Drive Green Bay, WI 54311	920-465-2163	920-465-2920	
43.	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
44.	UW-Whitewater Career Services	Margaret Pelischek	Andersen Library – Room 2002 800 West Main St Whitewater, WI 53190	(262) 472-1471	(262) 472-5539	
45.	Waukesha County Technical College	Jean Donovan	892 Main Street Pewaukee, WI 53072	262-695-7813	262-695-7816	
46.	Waukesha-Ozaukee-Washington (WOW) Workforce Development Board, I	Francisco Sanchez	Workforce Development Center for Waukesha Cty. 892 Main Street, Suite A Pewaukee, WI 53072	262-695-7880	262-695-7890	
47.	Wisconsin Broadcasters Association	Torrie Kennedy	44 East Mifflin Street Suite 900 Madison, WI 53704	608-255-2600	608-256-3986	
48.	Women's Center, Inc.	Susan E. Green	505 North East Avenue Waukesha, WI 53186	262-547-4600	262-574-3640	

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

Supplemental Recruitment Initiatives

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

- **Job Shadowing, April 25, 2009**

- A Slinger High school student job-shadowed the WLUM Program Director and programming staff to learn more about a careers in radio broadcasting.

- **Internship Program**

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**

- **Management Training in Compliance with the FCC's Nondiscrimination and Outreach Regulations, June 17, 2009** at The Ostoff Resort, Elkhart Lake, Wisconsin

- The Milwaukee Radio Alliance General Manager and Sales Manager attended the "Compliance with the FCC's Nondiscrimination and Outreach Regulations – Part 4" session on June 17, 2009 at the WBA 2009 Summer Conference and Career Fair. The training session provided the General Manager and the Sales Manager with strategies to better ensure wide recruitment (public outreach) of employment opportunities and ways to prevent discrimination in the workplace, which they in turn shared with other managers in the Employment Unit.

- **Job Fairs:**

- **WBA 2009 Summer Conference and Career Fair, June 17, 2009** at The Ostoff Resort, Elkhart Lake, Wisconsin

- A Milwaukee Radio Alliance Sales Manager represented the Milwaukee Radio Alliance at the WBA Job/Career Fair to distribute applications, accept resumes and answer questions on careers in radio. The Career Fair had over 50 job seekers in attendance according to WBA records.

- **Diversity Employment Day Career Fair, September 8, 2008** at The Midwest Airlines Center, Milwaukee, Wisconsin

- The 1290 WMCS General Manager and the 1290 WMCS Program Director represented the Milwaukee Radio Alliance at the career fair to accept resumes and applications and answer questions regarding careers in the radio industry.