

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, 2010 – July 22, 2011

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| 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@milwaukeeradio.com |

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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 | No. of people Interviewed | Referral Sources of Interviewees |
|----------------------------|--|---|---------------------------|---|
| (1) WMCS Account Executive | Referral | EEO contact list, WMCS radio ad, WMCS Website | 2 | Referral |
| (2) WMCS Account Executive | Referral | EEO contact list, WMCS radio ad, WMCS Website | 2 | Referral |
| (3) MRA Webmaster | EEO contact list (Wisconsin Broadcaster's Association) | EEO contact list, craigslist.com | 1 | EEO contact list (Wisconsin Broadcaster's Association) |
| (4) WMCS Account Executive | Referral | EEO contact list, WMCS radio ad, WMCS Website | 2 | Referral |
| (5) WLUM Account Executive | Referral | EEO contact list, WLUM Website, Referral | 3 | EEO contact list (Marquette University), Referral, WLUM Website |
| (6) WLUM Account Executive | Referral | EEO contact list, WLUM Website, Referral | 2 | EEO contact list (Marquette University), Referral |
| (7) WLUM On-air/Production | Allaccess.com | EEO contact list, WLUM Website, Allaccess.com, referral | 4 | Referral, Allaccess.com |

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|----------------------------|---|--|---|--|
| (8) WLUM Account Executive | WLUM Website | EEO contact list, WLUM Website | 3 | Referral, WLUM Website, WBA Job Fair |
| (9) MRA Webmaster | WLDB Website and craigslist.com (hiree cited both listings) | EEO contact list, MRA Websites, referral, craigslist.com | 5 | Referral, WLDB Website, craigslist.com |

Total Number of Interviewees Referred:

For the period from July 23, 2010 through July 22, 2011, this Employment Unit interviewed 24 interviewees for full-time job vacancies.

EEO CONTACT LIST *

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|-----|--|-----------------------|---|----------------|-------------------------------|--|
| 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 - Wisconsin | Myra Starks | 3300 North Campbell Ave, Chicago, IL 60618 | 773-929-7837 | | tgoshay@chi.devry.edu |
| 9. | Equal Opportunity Commission | Lucia Nunez | 210 Martin Luther King, Rm 523, Madison, WI | 608.266.4910 | | lnunez@cityofmadison.com |
| 10. | Equal Opportunity Commission-Milwaukee | Heidi Mays | 310 W. Wisconsin Ave. Suite 800, Milwaukee, WI 53203 | 414-297-3483 | 414-297-4058 | |
| 11. | Ho-Chunk Nation | Audrey Littlewolf | P.O. Box 667, Black River Falls, WI | 715.284.5877 | 715.284.1520 | |
| 12. | Illinois Center For Broadcasting | Chip Egan | 55 West 22nd Street Suite 240 Lombard, IL 60148 | (630) 916-1700 | (630) 916-1764 | |
| 13. | La Casa de Esperanza Inc. | Ben Stark | 410 Arcadian Ave. Waukesha, WI 53186 | 262-547-0887 | 262-547-0735 | info@lacasadeesperanza.org |
| 14. | Marian College | HR. Dept. | 1227 S. 116 th St., Milwaukee, WI 53214 | 414-258-657 | 414-258-0501 | |
| 15. | 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 |
| 16. | Milwaukee Area Technical College | HR Dept | | | 414.297.6612 | jobshop@matc.edu |
| 17. | Job Center of Wisconsin | Chuck Malinowski | 2701 S. Chase, Milwaukee, WI 53204 | 414.389.6604 | 414.389.6603 | |
| 18. | NAACP Madison | Frank Humphrey | P.O. Box 45 Madison, WI 53701 | 608-256-1942 | 608-257-7570 | |
| 19. | Shamrock Communications | HR Dept. | 149 Penn Ave., Scranton, PA | 570.348.9103 | 570.348.9109 | bnish@timesshamrock.com |
| 20. | United Asian Refugees Services | Kathy Kamphouy | 312 N. 3 rd St., Madison, WI 53704 | 608.256.6400 | | kkhamphouy@tds.net |
| 21. | 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 |
| 22. | 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 |
| 23. | 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 |
| 24. | 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 |
| 25. | 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 |
| 26. | Waukesha County Technical College | Jean Donovan | 892 Main Street Pewaukee, WI 53072 | 262-695-7813 | 262-695-7816 | |
| 27. | Wisconsin Broadcasters Association | Torrie Kennedy | 44 East Mifflin Street Suite 900 Madison, WI 53704 | 608-255-2600 | 608-256-3986 | lbaun@wi-broadcasters.org |
| 28. | 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.

Avoiding Discrimination in Employment Terminations, January 26, 2011, Monona Terrace Convention Center, Madison, WI
The Milwaukee Radio Alliance General Manager and a Milwaukee Radio Alliance Sales Manager attended the "Avoiding Discrimination in Employment Terminations" session on January 26, 2011 at the Wisconsin Broadcaster's Association 2011 Winter Conference and Career Fair. The training session covered topics including: common mistakes made during employee terminations and learning the best practices designed to reduce allegations of unlawful discrimination. The Sales Manager in turn shared this information with other managers in the Employment Unit.

Harassment and Discrimination Issues Training Seminar, March 15, 2011, Temecula Creek Inn and Conference Center, Temecula, CA.
All MRA Managers attended a two-hour seminar regarding the prevention of harassment and discrimination at the employment unit presented by Karen L. Gabler, Esq. of the law firm of Nordman, Cormany, Hair & Compton LLP.

Compliance With the FCC's EEO Nondiscrimination and Outreach Regulations Part 4, June 22, 2011, The Grand Geneva Resort, Lake Geneva, WI
A Milwaukee Radio Alliance Sales Manager attended the "Compliance with the FCC's EEO Nondiscrimination and Outreach Regulations Part 4" session on June 22, 2011 at the Wisconsin Broadcaster's Association 2011 Summer Conference and Career Fair. The training session provided an update on the law of discrimination in employment for Wisconsin broadcasters and also information on random FCC audits and license renewal scrutiny. 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.

Wisconsin Broadcaster's Association 2011 Winter Career Fair, January 26, 2011, The Monona Terrace Convention Center, Madison, WI
A Milwaukee Radio Alliance Sales Manager, who has substantial responsibility in the making of hiring decisions, represented the Milwaukee Radio Alliance at the Wisconsin Broadcasters Association 2011 Winter Job/Career Fair to distribute applications, accept resumes and answer questions on careers in radio and job opportunities at the employment unit.

Marquette University Career Fair, April 19, 2011, Marquette University, Milwaukee, WI
A Milwaukee Radio Alliance Sales Manager, who has substantial responsibility in the making of hiring decisions, represented the Milwaukee Radio Alliance at the Marquette University Job/Career Fair to distribute applications, accept resumes and answer questions on careers in radio and job opportunities at the employment unit.

Wisconsin Broadcaster's Association 2011 Summer Career Fair, June 22, 2011, the Grand Geneva Resort, Lake Geneva, WI
A Milwaukee Radio Alliance Sales Manager, who has substantial responsibility in the making of hiring decisions, represented the Milwaukee Radio Alliance at the Wisconsin Broadcasters Association 2011 Summer Job/Career Fair to distribute applications, accept resumes and answer questions on careers in radio and job opportunities at the employment unit.