

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, 2007 – July 22, 2008

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
WLDB on-air personality	Employee referral	EEO contact list	3	Internal posting, Word-of-mouth
General Sales Manager	Employee referral	EEO contact list; Inside Radio ad	5	Inside Radio, Word-of-mouth
WMCS Account Executive	MATC Job Fair	EEO contact list, WMCS radio ad, WMCS website	6	MATC Job Fair, WMCS radio ad, WMCS website
WLUM Account Executive	Industry referral	EEO contact list, WLUM radio ad, WLUM website	1	Industry referral
WLUM Account Executive	Employee referral	EEO contact list, WLUM radio ad, WLUM website	4	WLUM website, WLUM radio ad

WLDB Account Executive	WLDB website	EEO contact list, WLDB radio ad, WLDB website	2	WLDB website
WLDB Account Executive	Employee referral	EEO contact list, WLDB radio ad, WLDB website	2	WLDB website
WLDB Account Executive	Employee referral	EEO contact list, WLDB radio ad, WLDB website	2	WLDB website
WLUM Account Executive	Employee referral	EEO contact list; WLUM radio ad	6	WLUM website, WLUM radio ad, Word-of-mouth
WLDB Account Executive	Employee referral	EEO contact list, WLDB radio ad, WLDB website	2	WLDB website
WMCS Account Executive	MATC Job Fair	EEO contact list, MATC Job Fair, WMCS radio ad, WMCS website	4	MATC Job Fair
WLUM/WLDB Receptionist	Employee referral	EEO contact list; Germantown High School posting; Menomonee Falls High School posting; WLUM/WLDB radio ad; WLUM/WLDB website	2	Word-of-mouth
WLDB Account Executive	Marquette University Job Fair	EEO contact list; Marquette University Job Fair, WLDB radio ad, WLDB website	2	Marquette University Job Fair, WLDB website
Asst. Production Director/On-air personality	Internal posting	EEO contact list; Station website	3	Internal posting
WLDB On-air personality	Employee referral	EEO contact list; R&R Hot Fax	3	Word-of-mouth, Milwaukee Journal Sentinel article about WLDB
WLUM Music Director/On-air personality	All Access.com	EEO contact list	10	Internal posting, All Access
WLUM/WLDB Promotion Director	Internal posting	EEO contact list	5	Internal posting, All Access

Total Number of Interviewees Referred: For the period from July 23, 2007 through July 22, 2008, this Employment Unit interviewed 62 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		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	fac@beloit.edu
6.	Broadcast Employment Services		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 East Avenue Waukesha, WI 53186	262-524-7335	262-524-6892	
10.	Carthage College	Jean Frederick	Career Services LH - 4th Floor 2001 Alford Park Dr. Kenosha, WI 53140	262-551-5959	262-551-5375	jfrederick@carthage.edu
11.	CENTRAL CITY INITIATIVE		429 W. North Ave, Milwaukee, WI 53212	414-546-3300	414-328-2580	
12.	Central Wisconsin Job Services		1001 Maple Bluff Road Suite 1 Stevens Point, WI 54481	715-345-5315	715-345-5221	
13.	Chippewa Valley Technical College	Kristine Jackson	620 West Clairemont Ave Eau Claire, WI 54701	715-833-6255	715-833-6470	
14.	City of Madison Affirmative Action	Nancy Castillo	215 Martin Luther King Jr. Boulevard Suite 130 Madison, WI 53701	608-267-8786	608-267-1142	
15.	Concordia University	Jean Austin	Rincker 109 12800 N. Lake Shore Dr Mequon, WI 53097	262-243-4401	262-243-4478	Jean.austin@cuw.edu
16.	Department of Workforce Development	Craig Campbell	315 Algoma Boulevard Oshkosh, WI 54901	920-232-6212	920-424-2058	
17.	DeVry University Career Services - Wisconsin	Myra Starks	3300 North Campbell Ave, Chicago, IL 60618	773-929-7837		tgoshay@chi.devry.edu
18.	Equal Opportunity Commission-Milwaukee	Heidi Mays	310 W. Wisconsin Ave. Suite 800, Milwaukee, WI 53203	414-297-3483	414-297-4058	
19.	ESPERANZA UNIDA, INC.	CARMEN WYATT	1329 W. National Ave, Milwaukee, WI 53204	414-671-0251	414-383-7392	
20.	Gateway Technical College	Chuck Wood	3520 30th Avenue Kenosha, WI 53144	262-564-3092	262-564-2021	
21.	Goodwill Industries		6055 N. 91 st St., Milwaukee, WI 53255	414.353.6400	414.358.4298	
22.	Ho Chunk Nation	Audrey Littlewolf	PO Box 667 Black River Falls, WI 54615	715-284-5877	715-284-1520	
23.	Illinois Center For Broadcasting	Chip Egan	55 West 22nd Street Suite 240 Lombard, IL 60148	(630) 916-1700	(630) 916-1764	
24.	La Casa de Esperanza Inc.	April Medina	410 Arcadian Ave. Waukesha, WI 53186	262-547-0887	262-547-0735	
25.	La Crosse County Job Service	Betty Woodford	402 North Eighth Street La Crosse, WI 54601	608-789-5627	608-789-5599	
26.	Lawrence University-Career Center	Sandi Kontny	115 South Drew street PO Box 599 Appleton, WI	920-832-6561	920-832-7368	

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

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27.	Madison Media Institute	Susan Miller	2702 Agriculture Drive Madison, WI 53718	608-663-2000	608-442-0141	
28.	Marian College		1227 S. 116 th St., Milwaukee, WI 53214	414-258-657	414-258-0501	
29.	Marquette University Career Services Center	Laura Kestner	Holthusen Hall 1324 W. Wisconsin Ave Milwaukee, WI 53201	414-288-7423	414-288-3099	Career.services@marquette.edu
30.	MATC Student Employment Services JOBshop	Jenny Thomas	700 West State St Room S203 Milwaukee, WI 53233	414-297-6244x630	414-297-6612	
31.	Milwaukee Job Center	Chuck Malinowski	6817 W. Morgan Ave Milwaukee, WI 53220	414-546-6842	414-328.2580	
32.	NAACP	Tom White	1420 N. Wisconsin St Racine, WI 53402	262-637-8377	262-637-6419	
33.	NAACP Madison	Frank A. Humphrey	P.O. Box 45 Madison, WI 53701	608-256-1942	608-257-1139	
34.	National Association of Women (NOW)	Tizzy Hyatt	122 State St. #403, Madison, WI 53703	608.255.3911	608.255.3911	now@milwaukeeknow.org
35.	Radio & Records		10100 Santa Monica Blvd., 3 rd floor, Los Angeles 90067	310.553.4330	310.203.8450	
36.	Ripon College	Diane Falk	Barlett Hall G2 300 Seward St., P O Box 248Ripon, WI 54971	920-748-8117	920-748-7243	falk@ripon.edu
37.	Shamrock Communications		149 Penn Ave., Scranton, PA	570.348.9103	570.348.9109	
38.	UMOS		N. 76 th St., Milwaukee, WI			Paula.lampley@umos.org
39.	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	
40.	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	
41.	University of Wisconsin - Oshkosh	Ted Balsler	Career Service, Dempsey Hall, Room 230 800 Algoma Blvd Oshkosh, WI 54901	920-424-2181	920-424-1000	
42.	University of Wisconsin - Waukesha	Mary Edwards	Student Services C 102 1500 North University Dr. Waukesha, WI 53188	262-521-5040	262-521-5530	
43.	University of Wisconsin at Milwaukee - Career Development Center	Greg Krejci	P.O. Box 413 Mellencamp Hall, Room128 Milwaukee, WI 53201	414-229-4486		
44.	University of Wisconsin--Green Bay	Pam Suster	Career Center SS 1500 2420 Nicolet Drive Green Bay, WI 54311	920-465-2163	920-465-2920	
45.	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
46.	UW-Whitewater Career Services	Margaret Pelischek	Andersen Library – Room 2002 800 West Main St Whitewater, WI 53190	(262) 472-1471	(262) 472-5539	
47.	Waukesha County Technical College	Jean Donovan	892 Main Street Pewaukee, WI 53072	262-695-7813	262-695-7816	
48.	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	
49.	Wisconsin Broadcasters Association	Torrie Kennedy	44 East Mifflin Street Suite 900 Madison, WI 53704	608-255-2600	608-256-3986	
50.	Women's Center, Inc.	Susan E. Green	505 North East Avenue Waukesha, WI 53186	262-547-4600	262-574-3640	

Supplemental Recruitment Initiatives

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

New Berlin West High School, September 18, 2007

The Production Director spoke to students regarding careers in radio and the skills required to pursue a career in broadcasting.

Washington High School, February 15, 2008

An on-air personality from 1290 WMCS spoke to students regarding careers in radio and the skills necessary for such careers during Black History Month.

Milwaukee Learning Laboratory and Institute, April 21, 2008

The WLDB/B93.3 Morning Show personalities attended the first annual Career Day and spoke to students regarding careers in radio and the skills required for careers in 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. The Promotions Director currently oversees the internship program.

- **Management Training in EEO and Anti-Discrimination**

The General Sales Manager attended the "Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination" session on January 23, 2008 at the WBA's 2008 Winter Conference and Career Fair. The training session provided the General Sales Manager with strategies to better ensure equal employment opportunities at the stations and ways to prevent discrimination in the workplace, which he in turn shared with other managers in the Employment Unit.

- **Job Fairs:**

WBA 2008 Winter Conference and Career Fair January 23, 2008 at the Monona Terrace Convention Center in Madison, Wisconsin. A WLUM Account Executive and a WLUM/WLDB Promotions Assistant 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 80 job seekers in attendance according to WBA records.

MATC Spring Job Fair, March 13, 2008

A 1290 WMCS Account Executive represented the Milwaukee Radio Alliance at the job fair to accept resumes and applications and answer questions regarding careers in the radio industry.