



**WUWM MILWAUKEE PUBLIC RADIO
UNIVERSITY OF WISCONSIN – MILWAUKEE**

ANNUAL EEO PUBLIC FILE REPORT

2016
August 1, 2015 – July 31, 2016

The purpose of this EEO Public File Report is to comply with Section 73.2080(c) (6) of the FCC's 2002 rule on equal employment opportunities. This report has been prepared on behalf of the station and is on file, as required, in the station's public file and on its website.

The FCC's EEO Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rules, which should be identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

EEO Contact Information For Unit:

Ann Piatt
WUWM-FM
111 East Wisconsin Avenue
Milwaukee, WI 53202

Section 1 : Vacancy Information

Vacancy Number	Job Title	Recruitment Source of Hire	Total Number of Interviewees	Number of Interviews from Each Recruitment Source
1	Lake Effect Producer	Personal Referral	12	2 – UW Milwaukee website 2 – Corp For Public Broadcasting 2 – Current Newspaper 2 – WUWM Website 2 – Personal Referral 1 – Wisc Broadcasters Assoc 1 – WUWM Twitter
2	Education Reporter	Personal Referral	3	1 – Current Newspaper 1 – Personal Referral 1 – Indeed.com

The vacancy for the above positions were sent to all of the sources in Section 2.

Section 2: Recruitment Source Information

WUWM recruits by promoting each full-time vacancy with the following sources:

WUWM on-air
Contact: Bruce Winter
111 East Wisconsin Avenue, Suite 700
Milwaukee, WI 53202
414.227.3355

WUWM website
Contact: Michelle Maternowski
111 East Wisconsin Avenue, Suite 700
Milwaukee, WI 53202
414.227.3355

UW-Milwaukee Job Website
<https://jobs.uwm.edu/>
Human Resources Department
UW-Milwaukee
PO Box 413
Milwaukee, WI 53211
uwm-jobs@uwm.edu

Wisconsin Broadcasters Association
Linda Baun
44 E Mifflin Street, Suite 900
Madison, WI 53703
(800) 236-1922
lbaun@wi-broadcasters.org

Corporation for Public Broadcasting website
401 Ninth Street, NW
Washington, DC 20004-2129
202-879-9600
Jobline@cpb.org

Milwaukee Journal Sentinel
P.O. Box 371
Milwaukee, WI 53201
414-224-2500

Current (trade publication)
6930 Carroll Ave., Suite 350
Takoma Park, MD 20912
301-270-7240

Beloit College
Ann Davis
700 College Street
Beloit, WI 53511
608-363-2000
davies@beloit.edu

Brown Institute
Terry Miller
1440 Northland Drive
Mendota Heights, MN 55120
tmiller@browncollege.edu

Cardinal Stritch University
Tom Kipp
6801 Yates Road
Milwaukee, WI 53217
tekipp@stritch.edu

Carroll University
Jennifer Maney
100 N. East Avenue
Waukesha, WI 53188
wyc@carrollu.edu

Carthage College
Jean Frederick
2001 Alford Park Drive
Kenosha, WI 53140
jfrederick@carthage.edu

City of Madison
Lucia Nunez
2701 ML King, Jr. Boulevard, Room 523
Madison, WI 53703
drc@cityofmadison.com

Eau Claire County Job Service
221 W. Madison Street
Eau Claire, WI 54703
jobcenter@dwd.state.wi.us

Edgewood College
Kasey DeWitt
1000 Edgewood College Drive
Madison, WI 53711
careers@edgewood.edu

Employment Options of North Central Wisconsin
109 N. Stevens Street
Rhineland, WI 54501
www.employmentoptions.biz

Fox Valley Technical College
Mary Bratz
1825 N. Bluemoujnd Drive
Appleton, WI 54912
ujoborder@fctc.edu

Gateway Technical College
Marcia Malin
3520 30th Avenue
Kenosha, WI 53144
malinm@gtc.edu

Goodwill Industries
Lisa Norman
6055 N. 91st Street
Milwaukee, WI 53225
Lisa.norman@goodwillsew.com

Herzing College
5218 East Terrace Drive
Madison, WI 53718
info@msn.herzing.edu

Ho Chunk Nation
Jenifer Kearnes
N6520 Guy Road
Black River Falls, WI 54615
jakearns@ho-chunk.com

Illinois School of Broadcasting
Mike Kendall
55 W. 22nd Street, Suite 240
Lombard, IL 60148
gary@beonair.com

Job Service
Dorothy Miller
364 Grand Avenue
Wausau, WI 54403
miledor@dwd.state.wi.us

Keller Graduate School of Management
Janet Wrensch
N14W23833 Stone Ridge Drive, #450
Waukesha, WI 53189
jwrensch@keller.edu

LaCasa de Esperanza Inc.
Veronica Davis-Quiroz
410 Arcadian Avenue
Waukesha, WI 53103
jobs@lacasadeesperanza.org

Lakeland College
Lisa Lindsay
P.O. Box 359
Sheboygan, WI 53082
lindsaym@lakeland.edu

Latinos' Unidos
Louis Sutto
1957 Eastman Avenue
Green Bay, WI 53402
lusinc@aol.com

Madison College
Barbara Wise
3550 Anderson Street
Madison, WI 53704
placement@matcmadison.edu

Madison Diversity
Alisa Chojnacki
1123 N. Water Street
Milwaukee, WI 53202
Alias.chojnacki@wisconsindiveristy.com

Madison Media Institute
Susan Miller
2702 Agriculture Drive
Madison, WI 53718
smiller@madisonmedia.com

MATC
Jenny Thomas
700 W. State Street, #203
Milwaukee, WI 53233
thomasj@matc.edu

Michigan Association of Broadcasters
Sarah Beskow
819 N. Washington Avenue
Lansing, MI 48906
beeskow@michmab.com

Milwaukee Institute of Art & Design
Duane Seidensticker
273 E. Erie Street
Milwaukee, WI 53202
careerservices@miad.edu

Milwaukee School of Engineering
Mary Spencer
1025 N. Broadway
Milwaukee, WI 53202
spencer@msoe.edu

Milwaukee Urban League
Sharan Woodfork
435 W. North Avenue
Milwaukee, WI 53212
swoodfork@tmul.org

Minnesota Broadcasters
Jim Dubois
3033 Excelsior Boulevard
Minneapolis, MN 55416
www.minnesotabroadcasters.com

MN Broadcasters Association
3033 Excelsior Boulevard, #301
Minneapolis, MN 55416
mlappin@minnesotabroadcasters.com

Moraine Park Technical College
Michelle Sabel
235 N. National Avenue
Fond du Lac, WI 54935
msabel@morainepark.edu

NAACP
Tom White
1420 N. Wisconsin Street
Racine, WI 53402
tewnaacc@yahoo.com

NAACP – Madison Branch
Darnetta
3 South Pinkney, #50
Madison, WI 53703
naacpmadison@hotmail.com

National Organization for Women- WI
Tizzy Hyatt
122 State Street, #403
Madison, WI 53703
winow@execpc.com

Nicolet College
Lori Vance
P.O. Box 518, County Highway G
Rhineland, WI 54501
lvance@nicoletcollege.edu

Northland College
Patti Fenner-Leino
1411 Ellis Avenue
Ashland, WI 54806
pfen-lei@northland.edu

Ohio Center for Broadcasting
Gary James
9000 Sweet Valley Drive
Valley View, OH 44125
gary@beonair.com

Oneida Tribe of Indians
2630 W. Mason Street
Green Bay, WI 5433
hrdept@oneidanation.org

Pine Technical College
Career Services
900 4th Street Southeast
Pine City, MN 55063
www.pinetech.edu

Racine Affirmative Action Office
Jerry Scott
730 Washington Avenue
Racine, WI 53403
jscott@cityofracine.org

Racine City Workforce Development
Christine Henning
1717 Taylor Avenue
Racine, WI 53043
chennin@racineco.com

Ripon College
Diane Falk
300 Seward Street
P.O. Box 248
Ripon, WI 54971
falk@ripon.edu

SER-Jobs for Progress National, Inc.
122 W. Carpenter FWY, Suite 200
Irving, TX
infor@ser-national.org

Silver Lake College
David Koenig
2406 S. Alverno Road
Manitowoc, WI 54220
Koenig@silver.sl.edu

Society of Professional Journalists
Career Center
Eugene S. Pullman National Journalism Center
3909 N. Meridian Street
Minneapolis, MN 46208
questions@spj.org

Soujourner Truth House
Kathie Stolpman
P.O. Box 080319
Milwaukee, WI 53208
ksf@execpc.com

St. Norbert College
Jodie Gehm
100 Grant Street
De Pere, WI 54115
jodie.gehm@snc.edu

Student Involvement and Employment
Susan Young
011 University Center
Stevens Point, WI 54481
www.uwsp.edu/stuemploy

TV Jobs.com
Mark Holloway
PO Box 4116
Oceanside, CA 92052
jobs@tvjobs.com

UCLA Asian American Studies Center
Don Nakanishi
3230 Campbell Hall Box 951546
Los Angeles, CA 90095
dtn@ucla.edu

UNITY: Journalist of Color
Executive Director
7950 Jones Branch Drive
McClean, VA 22107
info@unityjournalists.org

University of Dubuque
Deb Clarke
2000 University Avenue
Dubuque, IA 52001
dclarke@dbq.edu

University of MN – Duluth
Career Services
1049 University Drive
Duluth, MN 55812
carserv@d.umn.edu

University of Northern Iowa
Kris Peterson
1227 W. 27th Street
Cedar Falls, IA 50614
careercenter@uni.edu

UW-Eau Claire – Comm.
Judy Gatlin
Department of Journalism
Eau Claire, WI 54702
gatlinj@uwec.edu

UW- Fox Valley – Careers
Ted Dufour
1478 Midway Road
Menasha, WI 54952
tudfour@uwc.edu

UW-Fox Valley – Careers
Thomas Frantz
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UW-Green Bay – Careers
Linda Peacock- Landrum
2420 Nicolet Drive, SS 1916
Green Bay, WI 54311
peacockl@uwgb.edu

UW- Green Bay Affirmative Action
Ellen Olson
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UW-River Falls
June Schubert
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june.m.schubert.@uwf.edu

UW – Stout Menomonie
Mary Brinkman
103 Administration Building
Menomonie, WI 54751
placementcoop@uwstout.edu

UW- Eau Claire
Career Services Placement Office
230 Schofield Hall – 105 Garfield Avenue
Eau Claire, WI 54701
jobs@uwed.edu

UW- LaCrosse
Bob Kramer
1725 State Street
La Crosse, WI 54601
career@uwlax.edu

UW- Madison Department of Afro American
Robin H. Schmidt, M.S.
4141 Helen C. White Hall
600 N. Park Street
Madison, WI 53706
Rschmidt@wisc.edu

UW Stevens Point
Lorry Walters
134 Old Main
Stevens Point, WI 54481
lwalters@uwsp.edu

UW-Stout
712 S. Broadway Street
Menomonie, WI 54751
careerservices@uwstout.edu

UW-Madison – Business Career Center
Lisa Collins
975 University Avenue
Madison, WI 53706
lcollins@bus.wisc.edu

UW- Madison – Communication Arts
Sandy Rizzo
812 University Avenue
Madison, WI 53706
skrizzo@wisc.edu

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800 Algoma Boulevard
Oshkosh, WI 54901
jarman@uwosh.edu

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Becky Troy
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Platteville, WI 53818
troy@uwplatt.edu

UW-River Falls
Nancy Pace
410 S. 3rd Street
River Falls, WI 54022
Nancyj.pace@uwrf.edu

UW-Whitewater
Career Services
Andersen Library Room 2002
800 W. Main Street
Whitewater, WI 53190
career@uww.edu

Office of Veterans Services
(Milwaukee Jobs Ctr, NE)
Pamela Lindeke
1915 N. Martin Luther King Dr.
Milwaukee, WI 53212
Pamela.lindeke@dwd.wisconsin.gov

Waupaca Area Job Cneter
Chris Schultz
1979 Godfrey Drive
Waupaca, WI
waupacajobs@hotmail.com

Western Kentucky Univeristy
Judy Owen
Career Services Center
Bowling Green, KY 42101
Dan.onitsuka@wku.edu

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Cindy Hanson
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Winona, MN 55987
chanson@winona.edu

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jpalokangas@winona.edu

Wisconsin AFSCME Headquarters
Jennifer McCulley
8033 Excelsior Drive, Suite B
Madison, WI 53717
jmcculley@afscmecouncil40.org

Wisconsin Broadcasters Assn
Linda Baun
44 E. Mifflin, Suite 900
Madison, WI W53703
lbaun@wi-broadcasters.org

Wisconsin Employment & Training
Employment Director
1213 N. Sherman Avenue, PMB, #324
Madison, WI 53704
info@wetainc.org

Wisconsin Lutheran College - Careers
Jeff Weber
8800 W. Bluemound Road
Milwaukee, WI 53226
careerdevelopment@wic.edu

Wisconsin Private Colleges – Careers
Lee Patzer
8819 W. Stuth Avenue
West Allis, WI 53227
tpatzer@wi.rr.com

Wisconsin Women's Network
Johanna Hatch
122 State Street, #201B
Madison, WI 53703
info@wiwomensnetwork.org

WITC New Richmond
Lenore Knock
1019 S. Knowles Avenue
New Richmond, WI 54017
cheim@witc.edu

Women's Center Inc.
Employment Program
425 N. East Avenue
Waukesha, WI 53154
nancys@twwaukesha.org

Women's Resource Center
Melissa Chambers
Room 30C Lower Level UC
Stevens Point, WI 54481
womensres@uwsp.edu
YWCA of Racine
3600 N. Green Bay Road
Racine, WI 53404
memberservices@ywcaofracine.org



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EEO INITIATIVES

August 1, 2015 – July 31, 2016

Outreach Activity – Menu Options/Outreach Activities

The FCC requires that WUWM (based on its total number of employees), to complete four additional recruitment initiatives over a two year period.

INTERNSHIP PROGRAM

WUWM maintains an internship program designed to assist members of the community to acquire skills needed for broadcast employment. Regular internships are posted on WUWM's web site and distributed to area academic institutions.

COMPLIANCE: Students from UW-Milwaukee and others from the community intern in various departments at WUWM including news, marketing and program production. During this year, the following students participated in WUWM's internship program:

News:

Ben Slowey, UW-Milwaukee (September through December 2015)
Claire Moseley, Marquette University (September through December 2015)
Montel Allen, UW-Milwaukee (January through May 2016)
Nicole Beilke, UW-Milwaukee (January through May 2016)
Paou Lee, UW-Milwaukee (June 2016)

Lake Effect:

Eddie Otto, Beloit College, (July 2015 - September 2015)
Claire Moseley, Marquette University (July 2015 - May 2016)
Lily Wellen, Marquette University (July 2015 - September 2015)
Tyler Nelson, UW-Milwaukee, (July 2015 - September 2015)
Adam Miller, Columbia College: (June 2016)
Jonah Ness, UW-Milwaukee: (June 2016)

SCHOLARSHIP PROGRAM

WUWM participates in a scholarship program designed to assist students interested in pursuing a career in broadcasting.

COMPLIANCE: WUWM participates in the annual scholarship program operated by the Wisconsin Broadcasters Association.

EEO TRAINING

Training will be provided to all WUWM management level personnel on methods of ensuring equal employment opportunity and preventing discrimination.

COMPLIANCE:

All members of the WUWM staff that are involved in the hiring process receive periodic briefings from UW-Milwaukee legal counsel on compliance issue. . In addition, all managers attend EEO training sponsored by the Wisconsin Broadcasters Association:

Marge Pitrof (News Director), attended a seminar sponsored by the Wisconsin Broadcasters Association (Navigating the FCC's EEO Rules and Policies) on July 15, 2015. This session was held via webinar and was rescheduled by the WBA from the original June 17, 2015 dates.

Cheryl Locher (Manager, Finance & Administration), attended a seminar sponsored by the Wisconsin Broadcasters Association (Hiring Smart for Broadcasters: Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination) on January 27, 2016 at the Concourse Hotel, Madison WI.

OUTREACH EVENTS WITH COMMUNITY ORGANIZATIONS

WUWM will participate in events relating to career opportunities in broadcasting.

COMPLIANCE:

WUWM General Manager Dave Edwards addressed professional communications majors at Alverno College on careers in broadcasting on November 17, 2015.

PARTICIPATION IN JOB FAIRS:

WUWM staff participates in Job Fairs designed to share information about careers in broadcasting and to highlight vacancies.

COMPLIANCE:

WUWM's Marge Pitrof (News Director), participated in the Wisconsin Broadcasters Association Job Fair on July 17 at the Kalahari Resort in Wisconsin Dells, WI.

WUWM's Cheryl Locher (Manager, Finance & Administration) participated in the Wisconsin Broadcasters Association Job Fair on January 27, 2016 at the Concourse Hotel in Madison, WI.

INFORMATION DISSEMINATION

WUWM broadcasts one EEO on-air announcement per month. A copy of the on-air announcement and air time schedule is retained in the station's files. EEO information is posted on the station website: <http://wuwmm.com/work-wuwmm>