



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

***ANNUAL EEO PUBLIC FILE REPORT***

2018  
August 1, 2017 – July 31, 2018

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 INTERVIEWEES FROM EACH RECRUITMENT SOURCE
1	Race & Ethnicity Reporter	Personal Referral	2	1 Personal Related Website 1 WI Broadcasters Assoc Website
2	News Director	Internal Posting	7	3 Social Media 2 CPB Website 1 Internal Posting 1 Personal Referral
3	Von Fellowship	Personal Referral	38	17 WI Broadcasters Assoc Website 10 Personal Referrals 4 WUWM Website 3 UW-Milw Website 3 CPB Website 1 Social Media Posting
4	Announcer	Social Media	3	1 Social Media 1 WUWM Website 1 UW-Milw Website
5	Major Donor Specialist	Assoc Fund Raising Professionals	4	1 WUWM Website 1 UW-Milw Website 1 Assoc Fundraising Professionals 1 Personal Referral
6	General Assignment Reporter	Personal Referral	5	2 WUWM Website 1 WI Broadcasters Assoc Website 1 Personal Referral 1 CPB Website
7	Digital Producer	Personal Referral	24	7 CPB Website 7 WUWM Website 5 Personal Referral 3 WI Broadcasters Assoc Website 2 Social Media

## 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](mailto: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](mailto:lbaun@wi-broadcasters.org)

Corporation for Public Broadcasting website  
401 Ninth Street, NW  
Washington, DC 20004-2129  
202-879-9600  
[Jobline@cpb.org](mailto: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  
[daviesa@beloit.edu](mailto:daviesa@beloit.edu)

Brown Institute  
Terry Miller  
1440 Northland Drive  
Mendota Heights, MN 55120  
[tmiller@browncollege.edu](mailto:tmiller@browncollege.edu)

Cardinal Stritch University  
Tom Kipp  
6801 Yates Road  
Milwaukee, WI 53217  
[tekipp@stritch.edu](mailto:tekipp@stritch.edu)

Carroll University  
Jennifer Maney  
100 N. East Avenue  
Waukesha, WI 53188  
[wyc@carrollu.edu](mailto:wyc@carrollu.edu)

Carthage College  
Jean Frederick  
2001 Alford Park Drive  
Kenosha, WI 53140  
[jfrederick@carthage.edu](mailto:jfrederick@carthage.edu)

City of Madison  
Lucia Nunez  
2701 ML King, Jr. Boulevard, Room 523  
Madison, WI 53703  
[drc@cityofmadison.com](mailto:drc@cityofmadison.com)

Eau Claire County Job Service  
221 W. Madison Street  
Eau Claire, WI 54703  
[jobcenter@dwd.state.wi.us](mailto:jobcenter@dwd.state.wi.us)

Edgewood College  
Kasey DeWitt  
1000 Edgewood College Drive  
Madison, WI 53711  
[careers@edgewood.edu](mailto:careers@edgewood.edu)

Employment Options of North Central Wisconsin  
109 N. Stevens Street  
Rhineland, WI 54501  
[www.employmentoptions.biz](http://www.employmentoptions.biz)

Fox Valley Technical College  
Mary Bratz  
1825 N. Bluemoujnd Drive  
Appleton, WI 54912  
[ujoborder@fctc.edu](mailto:ujoborder@fctc.edu)

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

Goodwill Industries  
Lisa Norman  
6055 N. 91<sup>st</sup> 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. 22<sup>nd</sup> 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  
tewnaACP@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  
hrddept@oneidanation.org

Pine Technical College  
Career Services  
900 4<sup>th</sup> 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  
McClellan, 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. 27<sup>th</sup> Street  
Cedar Falls, IA 50614  
careercenter@uni.edu

UW-Eau Claire – Comm.  
Judy Gatlin  
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Eau Claire, WI 54702  
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UW- Fox Valley – Careers  
Ted Dufour  
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UW-Green Bay – Careers  
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Green Bay, WI 54311  
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UW- Green Bay Affirmative Action  
Ellen Olson  
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UW-River Falls  
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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  
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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  
1 Univeristy Plaza  
Platteville, WI 53818  
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UW-River Falls  
Nancy Pace  
410 S. 3<sup>rd</sup> Street  
River Falls, WI 54022  
Nancyj.pace@uwrf.edu

UW-Whitewater  
Career Services  
Andersen Library Room 2002  
800 W. Main Street  
Whitewater, WI 53192  
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  
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Winona State University  
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Wisconsin AFSCME Headquarters  
Jennifer McCulley  
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Madison, WI 53717  
jmcculley@afscmecouncil40.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



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

***EEO INITIATIVES***

***August 1, 2017 – July 31, 2018***

**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:*

*Amanda Becker (summer 2017) (UW-Milwaukee)*  
*Alexandria Groth (summer and fall 2017) (Marquette University)*  
*Edyn Herbert - University of Pittsburgh (July-August 2017)*  
*Kati Kokal - University of Missouri (July-August 2017)*  
*Claudia Delgadillo - UW-Milwaukee (January-May 2018)*  
*Lauren Keene - UW-Milwaukee (June-August 2018)*  
*Gabrielle Powell – Marquette University (June-August 2018)*  
*Ben Binversie - non-degree (June 2018- )*



## **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:*

*Dave Edwards (General Manager) attended a Wisconsin Broadcasters Association EEO seminar "Avoiding Discrimination in Employment Terminations" on January 31, 2018 at the Concourse Hotel in Madison WI>*

## **OUTREACH EVENTS WITH COMMUNITY ORGANIZATIONS**

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

*COMPLIANCE:*

*WUWM Managing Editor Michelle Maternowski presented "Switch On, Tune In: Public Media's New Local Frontier for Edison Research and AIR Media on October 26, 2017.*

*WUWM News Director Ann-Elise Henzl spoke about news reporting and careers in broadcasting at UW-Milwaukee's News Writing and Technology class on November 30, 2017.*

*WUWM News Director Ann-Elise Henzl spoke about news reporting and careers in broadcasting at UW-Milwaukee's News Writing and Technology class on December 6, 2017.*

*WUWM General Manager Dave Edwards participated in the Wisconsin Broadcasters Association student seminar on Saturday February 24, 2018 in Madison WI.*

*WUWM General Manager Dave Edwards addressed a broadcast class at University of Arkansas at Fort Smith, Fort Smith, AR on careers in journalism (via Skype) on March 29, 2018.*

*WUWM Managing Editor Michelle Maternowski, participated in the UW-Milwaukee Journalism and Mass Communications internship program on April 3, 2017 at the University.*

**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 Dave Edwards (General Manager) participated in the Wisconsin Broadcasters Association Job Fair on January 31, 2018 at the Concourse Hotel in Madison, WI.*

*WUWM's Dave Edwards (General Manager) participated in the Wisconsin Broadcasters Association Student Seminar on February 24, 2018 at the Madison Marriott Hotel.*

**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://wuwm.com/work-wuwm>