A. Annual Review
WUWM management conducted an annual review of the station’s diversity statement and activities.

B. Diversity Statement
Central to WUWM’s mission, vision, and values is maintaining an environment that recognizes and celebrates the power of diversity. We strive to grow a culture that embraces this as fundamental to the core of who we are and stand committed to advancing diversity, equity, and inclusion. We believe we are strengthened when all voices are heard, valued, and respected. Our pledge is to grow and infuse these values throughout our culture, systems, and practices. We will forge ahead by learning from the past and creating a future where all can thrive. This is integral to what we do and vital to our success.

As part of the University of Wisconsin-Milwaukee, WUWM is an Affirmative Action / Equal Employment Opportunity employer strongly committed to maintaining a climate supporting equality of opportunity and respect for differences. We are dedicated to building a community of excellence and diversity through recruitment efforts that explicitly forbid discrimination based on gender, sex, age, race, creed, color, ethnicity, religion, national origin, disability, sexual orientation, and marital status.

C. Annual Initiatives
1. Internship Program
WUWM maintains an internship program designed to assist members of the community in acquiring skills needed for broadcast employment. Regular internships are posted on WUWM’s website and distributed to area academic institutions. Students from UW-Milwaukee and others from the community intern in various departments at WUWM including news, marketing and program production.

2. Scholarship Program
WUWM participates in the annual scholarship program operated by the Wisconsin Broadcasters Association designed to assist students interested in pursuing a career in broadcasting.
3. **EEO Training**

EEO training is provided to all WUWM management level personnel on methods of ensuring equal employment opportunity and preventing discrimination. Managers attend EEO training sponsored by the Wisconsin Broadcasters Association. Additionally, all members of the WUWM staff that are involved in the hiring process receive periodic briefings from UW-Milwaukee legal counsel on compliance issues.

4. **Outreach Events with Community Organizations**

WUWM participates in events relating to career opportunities in broadcasting.

5. **Participation in Job Fairs**

WUWM staff participates in job fairs designed to share information about careers in broadcasting and to highlight vacancies. As an Affirmative Action / Equal Employment Opportunity employer, we actively seek qualified and diverse candidates for job vacancies including senior leadership positions through recruitment initiatives, which include use of diverse recruitment sources (e.g. NABJ, NAHJ, and NAAJ)

6. **Recruiting and Information Dissemination**

As an Affirmative Action / Equal Employment Opportunity employer, we actively seek qualified and diverse candidates for job vacancies including senior leadership positions through recruitment initiatives, which include use of diverse recruitment sources (e.g. NABJ, NAHJ, and NAAJ.) EEO information is posted on the station website. WUWM broadcasts an EEO on-air announcement each month.

D. **Diversity Plan for the Coming Year (2020-2021)**

WUWM is committed to serving our diverse community and has set the following goals:

1. **Staff is engaged in vital Diversity, Equity and Inclusion discussion.** The station is examining the workplace with particular emphasis on making it more inclusive; hiring/advancing more people of color throughout the organization; and fostering more open communication and greater transparency.

   Through a station survey, pillars for discussion were identified including workplace, staffing, content, and audience. We are examining racial justice and equity and how it is profoundly connected to our culture, values, mission, and communications.

   This vital journey includes bringing in a DEI consultant to help the station further identify DEI issues and guide us in developing a process to meaningfully connect and deeply listen to staff toward building trust and open communication.
Programming is elevating BIPOC voices in content areas to better include and highlight the expertise and knowledge provided through the voices reflective of our community.

Future initiatives will include engaging stakeholders, audiences, donors, sponsors and the community guided by DEI principles to fulfill our mission of public service.

2. Continue to recruit and retain a diverse workforce that is representative of the communities we serve.

3. Continue to provide equal opportunity in employment.

4. Continue to educate our management and staff in best practices for maintaining an inclusive and diverse environment for all persons.

5. Continue to assist in developing a more diverse future workforce with professional skills in the broadcasting/media industry by recruiting diverse candidates for WUWM internship opportunities and/or by participating in job fairs.

6. Continue to work towards sustaining an annual broadcast fellowship in honor of well-respected Milwaukee journalist and commentator, Eric Von, who died in 2016 after a more than 25-year career in the radio industry. This fellowship provides a one-year full-time hands-on professional experience for a recently graduated journalism student.

Diversity Progress from Previous Years

2019-2020

1. Internship Program
   Two students from UW-Milwaukee, one student from Colorado College and one student from Science Po Bordeaux University of Political Science – France participated in the internship program.

2. Scholarship Program
   WUWM participated in the annual scholarship program operated by the Wisconsin Broadcasters Association.

3. EEO Training
   All members of the WUWM staff that are involved in the hiring process receive periodic briefings from UW-Milwaukee legal counsel on compliance issues.
All WUWM Managers participated in a “Fair Hiring and Avoiding Discriminatory Interview Questions” session led by UW-Milwaukee Legal Counsel – Kirstin Goetz – January 2020.

4. Outreach Events with Community Organizations

A series Teran Powell began at WUWM in Jan. 2019, called 'I'm An American," (IAA) was chosen to be UW-Milwaukee’s core reading for incoming first-year students. She participated as one of the facilitators to discuss the series and the importance of identity. Event: Aug. 30, 2019 - Common Reading Experience at UW-Milwaukee.

Another event connected to the IAA series at WUWM; WUWM’s Teran Powell hosted a panel with interviewees from the series on UWM's campus. Event: Oct. 1, 2019 - I'm An American: Nuances of Identity at UWM

WUWM’s Angelina Mosher-Salazar held a Listening Session for her Latino USA piece on the scandal in Columbia and was moderated by Teran Powell Event: Jan. 9, 2020

WUWM’s Teran Powell hosted Listen MKE: A Community Listening Session for Milwaukee's North Side. Event: Jan. 16, 2020

Listen MKE is a collaboration with WUWM, the Ideas Lab at the Milwaukee Journal/ Sentinel, Milwaukee Public Library and Milwaukee PBS. Listen MKE is a new initiative aimed at helping neighborhood residents get the information they need.

Goals are to understand:

- What's most important to people who live in Milwaukee’s neighborhoods.
- What kind of information they most want and need.
- How they'd like to get that information.


Event: February 25, 2020 – WUWM’s Emily Files moderated a forum on the MPS referendum. It was part of the "Wisconsin 2020" community event series with WUWM, Journal Sentinel, and the Zeidler Group.


5. Participation in Job Fairs
WUWM’s Becky Mortensen (Executive Producer Lake Effect) participated in the Wisconsin Broadcasters Association Job Fair on January 29, 2020 at the Concourse Hotel in Madison WI.

6. Information Dissemination
WUWM broadcasted one EEO on-air announcement per month. A copy of the on-air announcement and airtime schedule is retained in the station’s files. EEO information is posted on the station website: http://wuwm.com/about-wuwm

2018-2019

1. Internship Program
Two students from UW-Milwaukee and one student from Marquette University participated in the internship program.

2. Scholarship Program
WUWM participated in the annual scholarship program operated by the Wisconsin Broadcasters Association.

3. EEO Training
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, management attends EEO training sponsored by the Wisconsin Broadcasters Association.

Ann-Elise Henzl (News Manager) attended a Wisconsin Broadcasters Association EEO seminar “Effective Strategies to Address Legal Issues and Prevent Unlawful Discrimination during the Employment Relationship” on January 30, 2019 at the Concourse Hotel in Madison WI.

Jon Strelecki (Chief Engineer) attended a Wisconsin Broadcasters Association EEO seminar at the Osthoff Resort in Elkhart Lake WI on June 12, 2019.

4. Outreach Events with Community Organizations
WUWM’s Mitch Teich was Guest speaker at a UWM lecture series at the UWM Golda Meir Library (10/2/18).

WUWM’s Mitch Teich was a guest lecturer, UWM journalism department (2/18/19).

WUWM’s Bonnie North discussed how the “WUWM’s Lake Effect” program is produced for the Osher School of Continuing Education (4/15/19).

5. Participation in Job Fairs
WUWM News Director Ann-Elise Henzl participated in the Wisconsin Broadcasters Association Job Fair on January 30, 2019, at the Concourse Hotel in Madison, WI.

WUWM Chief Engineer Jon Strelecki participated in the Wisconsin Broadcasters Association Job Fair on June 12, 2019, at the Osthoff Resort in Elkhart Lake, WI.

6. Information Dissemination
WUWM broadcasted one EEO on-air announcement per month. A copy of the on-air announcement and airtime schedule is retained in the station’s files. EEO information is posted on the station website: http://wuwm.com/about-wuwm

2017-2018

1. Internship Program
Three students from UW-Milwaukee, two students from Marquette University, one student from the University of Pittsburg, one student from the University of Missouri and one non-degree student participated in the internship program.

2. Scholarship Program
WUWM participated in the annual scholarship program operated by the Wisconsin Broadcasters Association.

3. EEO Training
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, management attends EEO training sponsored by the Wisconsin Broadcasters Association.

WUWM General Manager Dave Edwards attended a Wisconsin Broadcasters Association EEO seminar “Avoiding Discrimination in Employment Terminations” on January 31, 2018 at the Concourse Hotel in Madison WI.

WUWM General Manager Dave Edwards attended the seminar Legal Issues and Effective Strategies to Prevent Unlawful Discrimination sponsored by the Wisconsin Broadcasters Association on June 15, 2018.

4. Outreach Events with Community Organizations
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.

5. Participation in Job Fairs
WUWM General Manager Dave Edwards participated in the Wisconsin Broadcasters Association Job Fair on January 31, 2018 at the Concourse Hotel in Madison, WI.

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

6. Information Dissemination
WUWM broadcasted one EEO on-air announcement per month. A copy of the on-air announcement and airtime schedule is retained in the station’s files. EEO information are posted on the station website: http://wuwm.com/work-wuwm

2016-2017

1. Internship Program
Five students from UW-Milwaukee, one student from Marquette University, and one student from the International Center for Journalists Embed Program - Tanzania interned with the News Department.

2. Scholarship Program
WUWM participated in the annual scholarship program operated by the Wisconsin Broadcasters Association.

3. EEO Training
WUWM Lake Effect Executive Producer Mitch Teich attended the seminar *Legal Issues and Effective Strategies to Prevent Unlawful Discrimination* sponsored by the Wisconsin Broadcasters Association on June 15, 2016.
WUWM Manager of Finance and Administration Cheryl Locher attended the seminar *Avoiding Discrimination in Employment Terminations* sponsored by the Wisconsin Broadcasters Association on January 25, 2017.

WUWM General Manager Dave Edwards attended the seminar *What’s New with EEO at the FCC* sponsored by the Wisconsin Broadcasters Association on June 14, 2017.

All WUWM staff completed the Title IX online course, *Intersections: Preventing Harassment & Sexual Violence (Title IX/Campus SaVE Act)* by June 30, 2017.

4. **Outreach Events with Community Organizations**
   WUWM Reporter LaToya Dennis co-hosted a WUWM “Let’s Talk” Community Conversation about rape culture in October 2016.

   WUWM Lake Effect Reporter Audrey Nowakowski gave an on stage interview/presentation with the LGBT film festival in October 2016.

   WUWM Lake Effect Co-host and Arts Producer Bonnie North participated in an on stage panel discussion on race & identity on January 22, 2017.


   WUWM News Director Marge Pitrof and WUWM Digital Services Coordinator Michelle Maternowski helped plan and promote first-ever "Across the Divide" public forum with Milwaukee Journal Sentinel in February 2017.

   WUWM General Manager Dave Edwards participated in the Wisconsin Broadcasters Association student seminar on March 4, 2017.

   WUWM Lake Effect Co-host and Arts Producer Bonnie North moderated “Women Veterans” panel on March 12, 2017.
   WUWM held the “Project Milwaukee: Segregation Matters” public forum in March 2017.

   WUWM Environmental Reporter Susan Bence produced a feature for Milwaukee PBS (about lead contamination). She also appeared on a live ten36 show in March 2017.

   WUWM News Director Marge Pitrof and WUWM Digital Services Coordinator Michelle Maternowski helped coordinate the second "Across the Divide" event with Milwaukee Journal Sentinel in March 2017.
WUWM Lake Effect Co-host and Arts Producer Bonnie North moderated Milwaukee Magazine live event on being gay in Milwaukee on May 1, 2017.

WUWM News Director Marge Pitrof and WUWM Digital Services Coordinator Michelle Maternowski helped coordinate the third "Across the Divide" event with Milwaukee Journal Sentinel in May 2017.

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

5. Participation in Job Fairs
WUWM Lake Effect Executive Producer Mitch Teich participated in the Wisconsin Broadcasters Association Job Fair on July 22, 2016.
WUWM Manager of Finance and Administration Cheryl Locher participated in the Wisconsin Broadcasters Association Job Fair on January 25, 2017.

WUWM News Director Marge Pitrof hosted station booth at UWM JAMS Internship and Jobs Fair in April 2017.

WUWM General Manager Dave Edwards participated in the Wisconsin Broadcasters Association Job Fair on June 14, 2017.

6. Information Dissemination
WUWM broadcasted one EEO on-air announcement per month. A copy of the on-air announcement and airtime schedule is retained in the station’s files. EEO information is posted on the station website: http://wuwm.com/work-wuwm

2015-2016

1. Internship Program
Three students from UW-Milwaukee interned with the News Department.
One student from UW-Milwaukee, two students from Marquette University, and one student from Beloit College) interned with Lake Effect.

2. Scholarship Program
WUWM participated in the annual scholarship program operated by the Wisconsin Broadcasters Association.

3. EEO Training
WUWM Membership Manager Kim Matthews attended the seminar Avoiding Discrimination in Employment Terminations sponsored by the Wisconsin Broadcasters Association on January 21, 2015.

Jazmin Taylor Interim Director of the Office of Equity/Diversity Services at the University of Wisconsin-Milwaukee provided Title IX training to all WUWM employees on March 5, 2015.

4. Outreach Events with Community Organizations

WUWM Lake Effect Co-host and Arts Producer Bonnie North spoke at the Wauwatosa Rotary Club’s lunch meeting in July 2014.

WUWM Reporter LaToya Dennis spoke to a Marquette University journalism class on September 14, 2014.

WUWM Reporter LaToya Dennis hosted a young media event for the Milwaukee Press Club on October 1, 2014.

WUWM Lake Effect Executive Producer and Co-host Mitch Teich discussed public media and gave a tour of the radio station to students at Milwaukee’s Ronald Reagan High School in March 2015.

WUWM News Director Marge Pitrof hosted a Marquette University Radio Journalism class and discussed industry opportunities on April 15, 2015.

WUWM’s Digital Services Coordinator Michelle Maternowski participated in the Dr. George Washington Carver Academy of Career Day on May 29, 2015.

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

5. Participation in Job Fairs


WUWM News Director Marge Pitrof participated in the Wisconsin Broadcasters Association Job Fair on June 17, 2015.

6. Information Dissemination

WUWM broadcasted one EEO on-air announcement per month. A copy of the on-air announcement and airtime schedule is retained in the station’s files. EEO information is posted on the station website: http://wuwm.com/work-wuwm
2014-2015

1. Internship Program
Three students from UW-Milwaukee interned with the News Department.
Three students from UW-Milwaukee and one community member interned with Lake Effect.
Two students from UW-Milwaukee interned with the Marketing Department.

2. Scholarship Program
WUWM participated in the annual scholarship program operated by the Wisconsin Broadcasters Association.

3. EEO Training

WUWM Chief Engineer David Felland attended the seminar *Legal Issues and Effective Strategies to Prevent Unlawful Discrimination during the Employment Relationship* sponsored by the Wisconsin Broadcasters Association on June 18, 2014.

4. Outreach Events with Community Organizations
WUWM’s Marketing Specialist Cynthia Akey and Chief Engineer gave a tour and discussed public broadcasting to UW-Milwaukee journalism students on November 15, 2013.

WUWM General Manager Dave Edwards spoke about public broadcasting with members of the Niagara Foundation Forum on November 20, 2013.

WUWM Marketing Specialist Cynthia Akey and a WUWM volunteer discussed careers in broadcasting at the UWM Student Job Fair at the UWM Union on September 10, 2013.

WUWM Marketing Specialist Cynthia Akey and a WUWM intern discussed careers in broadcasting at the UWM Student Involvement Fair at the UWM Spaight’s Plaza on September 12, 2013.

WUWM Marketing Specialist Cynthia Akey and a WUWM intern discussed careers in public broadcasting with students at the UW Waukesha Student job fair on October 2, 2013.

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

4. Participation in Job Fairs
WUWM Director/General Manager Dave Edwards participated in the Wisconsin Broadcasters Association Job Fair on January 22, 2014.
WUWM Chief Engineer David Felland participated in the Wisconsin Broadcasters Association Job Fair on June 18, 2014.

5. Information Dissemination
WUWM broadcasted one EEO on-air announcement per month. A copy of the on-air announcement and airtime schedule is retained in the station’s files. EEO information is posted on the station website: http://wuwm.com/work-wuwm