



2016-2017 DIVERSITY STATEMENT

A. Annual Review

WUWM management conducted an annual review of the station's diversity statement and activities in September 2016.

B. Diversity Statement

Central to WUWM's mission, vision, and values is maintaining a work environment which recognizes and celebrates the power of diversity. As a university, our governing board is the Board of Regents of the University of Wisconsin System. The Board of Regents sets policies related to equal opportunity in employment and affirmative action. 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. WUWM is dedicated to building a community of excellence and diversity through recruitment efforts that explicitly forbid discrimination on the basis of 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. All 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. WUWM General Manager addressed professional communications majors at Alverno College on careers 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.

D. Recruiting

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, NAAJ, etc.)

E. Diversity Plan for the Coming Year (2017-2018)

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

1. To recruit and retain a diverse workforce that is representative of the communities we serve.
2. To provide equal opportunity in employment.
3. To educate our management and staff in best practices for maintaining an inclusive and diverse environment for all persons.
4. 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.

F. Diversity Progress from Previous Years

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.

WUWM News Director Marge Pitrof attended the seminar *Navigating the FCC's EEO Rules and Policies: A Guide for Broadcasters* sponsored by the Wisconsin Broadcasters Association on July 15, 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 (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

5. Participation in Job Fairs

WUWM Membership Manager Kim Matthews participated in the Wisconsin Broadcasters Association Job Fair on January 21, 2015 at the Concourse Hotel in Madison, WI.

WUWM News Director Marge Pitrof participated in the Wisconsin Broadcasters Association Job Fair on June 17, 2015 at the Kalahari Resort in the Wisconsin Dells WI.

6. Information Dissemination

WUWM broadcasted 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>

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 General Manager Dave Edwards attended the seminar *Legal Issues in Hiring and Effective Strategies to Promote Equal Employment Opportunity and Prevent Unlawful Discrimination* sponsored by the Wisconsin Broadcasters Association on January 22, 2014.

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 12th.

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.

5. 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.

6. Information Dissemination

WUWM broadcasted 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>