



2018-2019 DIVERSITY STATEMENT

A. Annual Review

WUWM management conducted an annual review of the station's diversity statement and activities in September 2018.

B. Diversity Statement

Central to WUWM's mission, vision, and values is maintaining a work environment that 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 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. 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.

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 on EEO on-air announcement per month.

D. Diversity Plan for the Coming Year (2018-2019)

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

1. Continue to recruit and retain a diverse workforce that is representative of the communities we serve.
2. Continue to provide equal opportunity in employment.
3. Continue to educate our management and staff in best practices for maintaining an inclusive and diverse environment for all persons.
4. 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.
5. Continue to work towards sustaining an annual 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. With a particular interest in recruiting candidates from underrepresented groups, this fellowship provides a one-year full-time hands-on professional experience for a recently graduated journalism student.

Diversity Progress from Previous Years

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 Broadcaster's 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 coordinated "A Nation Engaged" forum in Milwaukee with NPR and Wisconsin Public Radio in January 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.

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 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 Membership Manager Kim Matthews participated in the Wisconsin Broadcasters Association Job Fair on January 21, 2015.

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 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.

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 Spaights 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>