

ANNUAL EEO PUBLIC FILE REPORT
Milwaukee Radio Alliance
WLUM-FM WLDB-FM WZTI-AM

This report covers full time vacancy recruitment data for the period July 23, 2021 – July 22, 2022

Employment unit: Milwaukee Radio Alliance LLC	Address: N72 W12922 Good Hope Road Menomonee Falls, WI 53051	Contact: Doris Hantke, Business Manager
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Unit members and communities of license: WLUM(FM), Milwaukee, WI WLDB(FM), Milwaukee, WI WZTI (AM), Greenfield, WI
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Full-time Job Vacancies Filled by the Employment Unit:

Position	Referral Source Of Hiree	Recruitment Sources Used	Number of people Interviewed	Referral Sources of Interviewees
General Manager	Referral	Recruitment was conducted by a affiliated Station WZBA-FM, Westminster, MD, Licensed to Shamrock Communications, Inc. Recruitment Sources Used: Media Recruiter.com, Ramp Website Article, AllAccess.com; Inside Radio	16	Inside Radio, Referral
Account Executive	Linkedin	EEO Contact list, MRA Websites, Internal Posting, On-Air Ad, Referral, milwaukeejobs.com, Linkedin	3	Job Fair, Linkedin
Sales Assistant	Referral	EEO Contact list, MRA Websites, Internal Posting, On-Air Ad, Referral, milwaukeejobs.com	5	On-air Ad, Referral
Promotions Director	Internal Promotion	EEO Contact list, MRA Websites, Internal Posting, On-Air Ad, Referral, milwaukeejobs.com	1	Internal Promotion

Account Executive	MRA Website	EEO Contact list, MRA Websites, Internal Posting, On-Air Ad, Referral, milwaukeejobs.com, LinkedIn	1	MRA Website
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Total Number of Interviewees Referred: 26

EEO CONTACT LIST *
(Handshake is a School Network Management outreach to post jobs and candidates to apply program)

1.	Alverno College - Career Education Center	Handshake			App.joinhandshake.com
2.	Cardinal Stritch University	Handshake			App.joinhandshake.com
3.	Carroll College	Handshake			App.joinhandshake.com
4.	Carthage College	Handshake			App.joinhandshake.com
5.	Concordia University	Handshake			App.joinhandshake.com
6.	Marquette University Career Services Center	Handshake			App.joinhandshake.com
7.	Milwaukee Area Technical College	Handshake			App.joinhandshake.com
8.	Milwaukee Institute of Art & Design	Handshake			App.joinhandshake.com
9.	Milwaukee School of Engineering	Handshake			App.joinhandshake.com
10.	University of Dubuque	Handshake			App.joinhandshake.com
11.	University of Wisconsin-Eau Claire	Handshake			App.joinhandshake.com
12.	University of Wisconsin-Green Bay	Handshake			App.joinhandshake.com
13.	University of Wisconsin-La Crosse	Handshake			App.joinhandshake.com
14.	University of Wisconsin-Madison	Handshake			App.joinhandshake.com
15.	University of Wisconsin-Milwaukee	Handshake			App.joinhandshake.com
16.	University of Wisconsin-Oshkosh	Handshake			App.joinhandshake.com
17.	University of Wisconsin-Parkside	Handshake			App.joinhandshake.com
18.	University of Wisconsin-Whitewater	Handshake			App.joinhandshake.com
19.	Waukesha County Technical College	Handshake			App.joinhandshake.com
20.	Shamrock Communications	HR Dept.	149 Penn Ave., Scranton, PA		jobs@timeshamrock.com
21.	Wisconsin Broadcasters Association	Torrie Kennedy	44 East Mifflin Street Suite 900, Madison, WI 53704		lbaun@wi-broadcasters.org
22.	Menomonee Falls High School	Ms. Lisa Keifer	N80W14350 Titan Drive, Menomonee Falls, WI 53051	262-255-8444	KeftLis@sdmfschools.org

* None of the recruitment sources on the EEO contact list requested notification.

Supplemental Recruitment Initiatives

- **Internship Program:** Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

The employment unit operates an ongoing internship program which is open to local college students. Interns earn college credits while gaining valuable practical experience and learning the fundamentals of the radio business in areas including promotions and programming. During the reporting period, the employment unit had 8 interns.

- **Management Training:** Provide training to management level personnel as to methods of ensuring equal employment opportunities and preventing discrimination.

EEO Seminar: Developing Signature traits of an Inclusive Leader

The Milwaukee Radio Alliance General Manager/Director of Sales attended the EEO seminar held on at the WBA 2021 Summer Conference on August 25, 2021.

Cyber Security Awareness Training

The Milwaukee Radio Alliance General Manager/Director of Sales, Business Manager, Program Director, Promotion Director and all staff have attended the first part of a on line series of educational seminars provided by our affiliated company, Times Shamrock. The first monthly course focused on Malware, social engineering, and phishing. The courses are distributed monthly August 2021 thru June, 2022 with various security topics

EEO Seminar: Understanding and Mitigating Unconscious Bias in Our Everyday Lives

The Milwaukee Radio Alliance Business Manager attended the EEO seminar which was held via webinar May 19, 2022.

- **Job Fairs:** Participation in at least four job fairs over two years by station personnel who have substantial responsibility in the making of hiring decisions.

Milwaukee's 21st Annual Diversity Employment Day

The Milwaukee Radio Alliance participated in the "Getting America Back to Work in 2021: on September 15, 2021. Milwaukee Radio Alliance General Manager/Director of Sales attended and accepted 3 resumes.

Wisconsin Broadcasters Job/Career Fair

The Milwaukee Radio Alliance participated in the Job/Career Fair which was held as part of the WBA's 2022 Student Seminar on Saturday, March 5th, 2022 from 11am to 1pm at the Madison Marriott West in Middleton, Wisconsin. Milwaukee Radio Alliance Market Manager and Promotions Director were in attendance and accepted four resumes.