

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, 2022 – July 22, 2023

Employment unit: Milwaukee Radio Alliance LLC	Address: N72 W12922 Good Hope Road Menomonee Falls, WI 53051	Contact: Doris Hanke, Business Manager
Telephone: 414.771.1021	Fax:	Email: Doris.h@milwaukeeeradio.com

Unit members and communities of license:
WLUM(FM), Milwaukee, WI
WLDB(FM), Milwaukee, WI
WZTI (AM), Greenfield, WI

Full-time Job Vacancies Filled by the Employment Unit: 0

Total Number of Interviewees Referred: 0

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
	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-Parishide	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	lboun@wi-broadcasters.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 11 interns.

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

EEO Seminar: You're Looking in All the Wrong Places: How to Find Diverse Talent at Every Level

The Milwaukee Radio Alliance Interim General Manager and Business Manager attended the EEO seminar held on at the WBA 2023 Summer Conference on June 14, 2023.

Michael Best's webinar "Form 1-9 Update"

The Milwaukee Radio Alliance Business Manager listened and reviewed the contents of "Preparing for the end of COVID-19 Flexibilities and other Best Practices" on July 18, 2023.

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. Course's focus on Malware, social engineering, and phishing. The courses are distributed monthly July, 2022 thru June, 2023 with various security topics

• **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 23rd Annual Diversity Employment Day

The Milwaukee Radio Alliance participated in the "Getting America Back to Work in 2022: on September 14, 2022. Milwaukee Radio Alliance Marketing/Promotions Director attended and accepted two resumes.