



**WUWM MILWAUKEE PUBLIC RADIO
UNIVERSITY OF WISCONSIN – MILWAUKEE**

ANNUAL EEO PUBLIC FILE REPORT

2021
August 1, 2020– July 31, 2021

The purpose of this EEO Public File Report is to comply with Section 73.2080(c) (6) of the FCC's 2002 rule on equal employment opportunities. This report has been prepared on behalf of the station and is on file, as required, in the station's public file and on its website.

The FCC's EEO Rules require that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rules, which should be identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

EEO Contact Information For Unit:

Ann Piatt
WUWM-FM
111 East Wisconsin Avenue
Milwaukee, WI 53202

Section 1 – Vacancy Information

Vacancy No.	Job Title	Recruit Source of Hire	Number of Interviews	Number from Each Recruitment Source
1	Von Fellowship	Social Media	28	UWM Employment Website -1 Corporation for Public Broadcasting Job Bank -8 Indeed - 5 Social Media - 5 Personal Referral – 8 College Career Center 1
2	Digital Editor	Personal Referral	32	Personal Referral – 10 NABJ – 1 Social Media - 5 LinkedIn -3 WUWM On Air – 3 UWM Employment Website 7 Indeed -1 College Career Center 1 Public Media Jobs -1
3	Lake Effect Producer	Personal Referral	17	Personal Referral – 7 WUWM On -Air – 2 Social Media – 3 Indeed = 2 CPB - 1 UWM Employment Website - 2

Section 2: Recruitment Source Information

WUWM recruits by promoting each full-time vacancy with the following sources:

WUWM on-air

Contact: Lauri Jones
111 East Wisconsin Avenue, Suite 700
Milwaukee, WI 53202
414.227.3355

WUWM website

Contact: Michelle Maternowski
111 East Wisconsin Avenue, Suite 700
Milwaukee, WI 53202
414.227.3355

UW-Milwaukee Job Website

<https://jobs.uwm.edu/>
Human Resources Department
UW-Milwaukee
PO Box 413
Milwaukee, WI 53211
uwm-jobs@uwm.edu

Wisconsin Broadcasters Association

Linda Baun
44 E Mifflin Street, Suite 900
Madison, WI 53703
(800) 236-1922
lbaun@wi-broadcasters.org

Corporation for Public Broadcasting website

401 Ninth Street, NW
Washington, DC 20004-2129
202-879-9600
Jobline@cpb.org

Milwaukee Journal Sentinel

P.O. Box 371
Milwaukee, WI 53201
414-224-2500

Current (trade publication)

6930 Carroll Ave., Suite 350
Takoma Park, MD 20912
301-270-7240

Beloit College

Ann Davis
700 College Street
Beloit, WI 53511
608-363-2000
daviesa@beloit.edu

Brown Institute

Terry Miller
1440 Northland Drive
Mendota Heights, MN 55120
tmiller@browncollege.edu

Cardinal Stritch Univeristy

Tom Kipp
6801 Yates Road
Milwaukee, WI 53217
tekipp@stritch.edu

Carroll University

Jennifer Maney
100 N. East Avenue
Waukesha, WI 53188
wyc@carrollu.edu

Carthage College

Jean Frederick
2001 Alford Park Drive
Kenosha, WI 53140
jfrederick@carthage.edu

City of Madison

Lucia Nunez
2701 ML King, Jr. Boulevard, Room 523
Madison, WI 53703
drc@cityofmadison.com

Eau Claire County Job Service

221 W. Madison Street
Eau Claire, WI 54703
jobcenter@dwd.state.wi.us

Edgewood College

Kasey DeWitt
1000 Edgewood College Drive
Madison, WI 53711
careers@edgewood.edu

Employment Options of North Central Wisconsin

109 N. Stevens Street
Rhineland, WI 54501
www.employmentoptions.biz

Fox Valley Technical College

Mary Bratz
1825 N. Bluemoujnd Drive
Appleton, WI 54912
ujoborder@fctc.edu

Gateway Technical College
Marcia Malin
3520 30th Avenue
Kenosha, WI 53144
malinm@gtc.edu

Goodwill Industries
Lisa Norman
6055 N. 91st Street
Milwaukee, WI 53225
Lisa.norman@goodwillsew.com
Herzing College
5218 East Terrace Drive
Madison, WI 53718
info@msn.herzing.edu

Ho Chunk Nation
Jenifer Kearnes
N6520 Guy Road
Black River Falls, WI 54615
jakearns@ho-chunk.com

Illinois School of Broadcasting
Mike Kendall
55 W. 22nd Street, Suite 240
Lombard, IL 60148
gary@beonair.com

Job Service
Dorothy Miller
364 Grand Avenue
Wausau, WI 54403
miledor@dwd.state.wi.us

Keller Graduate School of Management
Janet Wrensch
N14W23833 Stone Ridge Drive, #450
Waukesha, WI 53189
jwrensch@keller.edu

LaCasa de Esperanza Inc.
Veronica Davis-Quiroz
410 Arcadian Avenue
Waukesha, WI 53103
jobs@lacasadeesperanza.org

Lakeland College
Lisa Lindsay
P.O. Box 359
Sheboygan, WI 53082
lindsaym@lakeland.edu

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Louis Sutto
1957 Eastman Avenue
Green Bay, WI 53402
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Madison Media Institute
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2702 Agriculture Drive
Madison, WI 53718
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MATC
Jenny Thomas
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Milwaukee, WI 53233
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Lansing, MI 48906
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Milwaukee, WI 53202
spencer@msoe.edu

Milwaukee Urban League
Sharan Woodfork
435 W. North Avenue
Milwaukee, WI 53212
swoodfork@tmul.org

Minnesota Broadcasters
Jim Dubois
3033 Excelsior Boulevard
Minneapolis, MN 55416
www.minnesotabroadcasters.com

MN Broadcasters Association
3033 Excelsior Boulevard, #301
Minneapolis, MN 55416
mlappin@minnesotabroadcasters.com

Moraine Park Technical College
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Fond du Lac, WI 54935
msabel@morainepark.edu

NAACP
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Racine, WI 53402
tewnaacp@yahoo.com

NAACP – Madison Branch
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3 South Pinkney, #50
Madison, WI 53703
naacpmadison@hotmail.com

National Organization for Women- WI
Tizzy Hyatt
122 State Street, #403
Madison, WI 53703
winow@execpc.com

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Rhineland, WI 54501
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Northland College
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1411 Ellis Avenue
Ashland, WI 54806
pfen-lei@northland.edu

Ohio Center for Broadcasting
Gary James
9000 Sweet Valley Drive
Valley View, OH 44125
gary@beonair.com

Oneida Tribe of Indians
2630 W. Mason Street
Green Bay, WI 5433
hrdept@oneidanation.org

Pine Technical College
Career Services
900 4th Street Southeast
Pine City, MN 55063
www.pinetech.edu

Racine Affirmative Action Office
Jerry Scott
730 Washington Avenue
Racine, WI 53403
jscott@cityofracine.org

Racine City Workforce Development
Christine Henning
1717 Taylor Avenue
Racine, WI 53043
chennin@racineco.com

Ripon College
Diane Falk
300 Seward Street
P.O. Box 248
Ripon, WI 54971
falk@ripon.edu

SER-Jobs for Progress National, Inc.
122 W. Carpenter FWY, Suite 200
Irving, TX
infor@ser-national.org

Silver Lake College
David Koenig
2406 S. Alverno Road
Manitowoc, WI 54220
Koenig@silver.sl.edu

Society of Professional Journalists
Career Center
Eugene S. Pullman National Journalism Center
3909 N. Meridian Street
Minneapolis, MN 46208
questions@spj.org

Soujourner Truth House
Kathie Stolpman
P.O. Box 080319
Milwaukee, WI 53208
ksf@execpc.com

St. Norbert College
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De Pere, WI 54115
jodie.gehm@snc.edu

Student Involvement and Employment
Susan Young
011 University Center
Stevens Point, WI 54481
www.uwsp.edu/stuemploy

TV Jobs.com
Mark Holloway
PO Box 4116
Oceanside, CA 92052
jobs@tvjobs.com

UCLA Asian American Studies Center
Don Nakanishi
3230 Campbell Hall Box 951546
Los Angeles, CA 90095

UNITY: Journalist of Color
Executive Director
7950 Jones Branch Drive
McClean, VA 22107
info@unityjournalists.org

University of Dubuque
Deb Clarke
2000 University Avenue
Dubuque, IA 52001
dclarke@dbq.edu

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Career Services
1049 University Drive
Duluth, MN 55812
carserv@d.umn.edu

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Kris Peterson
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Cedar Falls, IA 50614
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103 Administration Building
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UW- Eau Claire
Career Services Placement Office
230 Schofield Hall – 105 Garfield Avenue
Eau Claire, WI 54701
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UW- Madison Department of Afro American
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River Falls, WI 54022
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UW-Whitewater
Career Services
Andersen Library Room 2002
800 W. Main Street
Whitewater, WI 53190
career@uwv.edu

Office of Veterans Services
(Milwaukee Jobs Ctr, NE)
Pamela Lindeke
1915 N. Martin Luther King Dr.
Milwaukee, WI 53212
Pamela.lindeke@dwd.wisconsin.gov

Waupaca Area Job Cneter
Chris Schultz
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Waupaca, WI
waupacajobs@hotmail.com

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Wisconsin Employment & Training
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Madison, WI 53704
info@wetainc.org

Wisconsin Lutheran College - Careers
Jeff Weber
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Milwaukee, WI 53226
careerdevelopment@wic.edu

Wisconsin Private Colleges – Careers
Lee Patzer
8819 W. Stuth Avenue
West Allis, WI 53227
tpatzer@wi.rr.com

Wisconsin Women's Network
Johanna Hatch
122 State Street, #201B
Madison, WI 53703
info@wiwomensnetwork.org

WITC New Richmond
Lenore Knock
1019 S. Knowles Avenue
New Richmond, WI 54017
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Women's Center Inc.
Employment Program
425 N. East Avenue
Waukesha, WI 53154
nancys@twwaukesha.org

Women's Resource Center
Melissa Chambers
Room 30C Lower Level UC
Stevens Point, WI 54481
womensres@uwsp.edu
YWCA of Racine
3600 N. Green Bay Road
Racine, WI 53404
memberservices@ywcaofracine.org

Northwestern University School of Journalism
Medill Career Services
1845 Sheridan Road
Evanston, IL 60208-2101
(847)491-2049
medillcareerservices@northwestern.edu
medill.dean.office@northwestern.edu

National Association of Black Journalists
1100 Knight Hall, Suite 3101
College Park, MD 20742
(301)405-0248
<https://www.nabicareers.org>

National Association of Hispanic Journalists
NAHJ Career Center
PO Box 117
Windsor, CA 95942
(626)792-3846
<https://www.nahicareers.org>

Asian American Journalists Association (Digital Editor)
<https://www.aaja.org/>

The Association of LGBTQ Journalists (Digital Editor)
https://members.nlgja.org/networking/?_ga=2.161335162.612424532.1608087407-884855611.1608087407

Native American Journalists Association (Digital Editor)
<https://naja.wildapricot.org/NAJA-store>

Radio Television Digital News Association (Digital Editor)
https://rtdna.site-ym.com/page/PostaJob?&_ga=2.209060114.1242515207.1608087523-1960216213.1608087523

ONA (On Line News Association) (Digital Editor)
<https://careers.journalists.org/>

Historically Black College and Universities Career Services (Eric Von Fellow and Digital Producer)
Sent to individual HBCU Career
Services offices emails



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EEO INITIATIVES
August 1, 2020 – July 31, 2021

Outreach Activity – Menu Options/Outreach Activities

The FCC requires that WUWM (based on its total number of employees), to complete four additional recruitment initiatives over a two-year period.

INTERNSHIP PROGRAM

WUWM maintains an internship program designed to assist members of the community to acquire skills needed for broadcast employment. Regular internships are posted on WUWM's web site and distributed to area academic institutions.

COMPLIANCE: Due to the Covid-19 Pandemic, WUWM did not have opportunities for interns this year.

SCHOLARSHIP PROGRAM

WUWM participates in a scholarship program designed to assist students interested in pursuing a career in broadcasting.

COMPLIANCE: WUWM participates in the annual scholarship program operated by the Wisconsin Broadcasters Association.

EEO TRAINING

Training will be provided to all WUWM *management level* personnel on methods of ensuring equal employment opportunity and preventing discrimination.

All WUWM employees completed UWM-Milwaukee's -*UWM RACIAL JUSTICE AND EQUITY PROGRAM*

All WUWM employees completed the Corporation for Public Broadcasting's – *HARRASSMENT & BIAS PREVENTION TRAINING*

WUWM staff participated in the November 2020 virtual *Public Media for All: A DAY OF ACTION & EDUCATION*.

WUWM is now an organizational member of *Public Media for All* - a diverse coalition of public media workers, led by people of color. This group is "raising awareness of the negative effects of a lack of diversity, equity and inclusion in public media, and sharing solutions for individuals and organizations. Diversity, equity and inclusion at every level and in every facet of public media is essential for ensuring meaningful service to all."

WUWM firmly believes diversity, equity and inclusion are core to our values and mission. It is inextricably important that everyone feels respected, is treated fairly and feels they can bring their whole self to work. To support and guide us through this important work, we have hired a DEI consulting firm.

We are dedicated to diversifying our workforce and have implemented recruitment strategies to remove barriers and expand our applicant pools. This includes rooting out bias in our processes and systems and replacing them with opportunities to provide a more diverse and inclusive workplace.

We have developed and implemented a source tracking plan to expand the diversity of our content and storytelling voices.

OUTREACH EVENTS WITH COMMUNITY ORGANIZATIONS

COMPLIANCE: WUWM participated in and reporters moderated Listen MKE. Listen MKE is a community listening project of the Ideas Lab at the Milwaukee Journal/Sentinel, and WUWM, and Milwaukee's PBS. It's an initiative aimed at helping neighborhood residents get the information they need.

EVENT -September 3, 2020 - LaToya Dennis and Milwaukee *Journal Sentinel* columnist James Causey moderated a discussion focused on Kenosha, where racial inequality has been put on full display after the shooting of Jacob Blake, a Black man, by a white police officer.

EVENT -October 9, 2020 - Teran Powell, WUWM's race and ethnicity reporter, and Talis Shelbourne, an investigative reporter with the Milwaukee *Journal Sentinel* moderated this discussion focused on preparing for Election Day and voting that's already underway.

EVENT -October 28, 2020 - LaToya Dennis and Milwaukee *Journal Sentinel* columnist James Causey moderated a discussion centered around domestic violence and how the coronavirus pandemic is making it harder to fight against.

EVENT -January 26, 2021 - Teran Powell and Talis Shelbourne of the *Milwaukee Journal Sentinel* moderated a conversation focused on COVID-19 and the hesitancy toward the COVID-19 vaccine. Their guests are Dr. Kevin Izard, President of Cream City Medical Society and Patricia McManus, Ph.D. in Urban Studies - Health Systems, President/CEO of Black Health Coalition of Wisconsin.

EVENT -March 21, 2021 - Teran Powell moderated a discussion with Gaulien Smith, the owner of *Gee's Clippers*, Clifton Phelps, the vice president of business development for JCP Construction and Alyssa Neff, the owner of *The Space MKE*, as a part of our series on minority business owners — COVID Earners. They discussed how COVID-19 has impacted their businesses.

EVENT - March 26, 2021 - Teran Powell and the *Milwaukee Journal Sentinel's* Daphne Chen moderated a Listen MKE conversation with Chia Youyee Vang, UWM's interim Chief Diversity, Equity and Inclusion Officer and director of the Hmong Diaspora Studies Program, state Rep. Francesca Hong, Wisconsin's first Asian American state legislator; and Lo Neng Kiatoukaysy, executive director of the Hmong American Friendship Association, to talk about the racism and bigotry Asian Americans face in Wisconsin.

EVENT - April 21, 2021 - Susan Bence and the *Milwaukee Journal Sentinel's* Talis Shelbourne moderated conversation about lead poisoning with expert Dr. Veneshia McKinney-Whitson, a family medicine physician and assistant professor at the Medical College of Wisconsin and Deanna Branch, a mother whose young son has been impacted by lead poisoning.

EVENT - May 18, 2021-Calls for defunding the police remain, as well as frustration by some over the pace at which they see change occurring. So, what has actually changed over the past year and what has not? LaToya Dennis poses that question and more to activist Vaun Mayes and Democratic state Rep. David Bowen

EVENT - May 25, 2021 - Susan Bence along with Milwaukee *Journal Sentinel's* investigative solutions reporter Talis Shelbourne spoke with Milwaukee leaders on how they plan to address the city's lead issue. Guests include Milwaukee Mayor Tom Barrett, Milwaukee Water Works Superintendent Karen Dettmer and Milwaukee Health Commissioner Kirsten Johnson.

WUWM also participated in –

EVENT - August 11, 2020 - *WUWM* General Manager, John Hess spoke to the Jewish Community Center's Senior Men's Club via Zoom about *WUWM*.

EVENT - September 30th – Michelle Maternowski and Joy Powers did a virtual presentation to *UWM* Professor Chris Cantwell's class about *WUWM's* *Bubbler* talk.

EVENT - October 1, 2020 – Audrey Nowakowski moderated a virtual talkback for the Milwaukee Jewish Film Festival for the film, "They Ain't Ready for Me" with the director & it's subject

EVENT -November 16, 2020- Michelle Maternowski and Susan Bence participated in a virtual Osher Talk regarding WUWM's Bubbler Talk.

EVENT - April 1, 2021 -WUWM's Emily Files was on the panel of journalists during a Milwaukee Press Club state superintendent candidate forum. <https://www.youtube.com/watch?v= 0c -mMBZQg>

PARTICIPATION IN JOB FAIRS:

WUWM staff participates in Job Fairs designed to share information about careers in broadcasting and to highlight vacancies.

COMPLIANCE:

WUWM's Ann Piatt participated in the Wisconsin Broadcasters Association Virtual Job Fairs July 20-24th, 2020, as well as March 1-4, 2021

WUWM's Cheryl Locher participated in the Wisconsin Broadcasters Associations Virtual Job Fair June 7th – 11th, 2021

INFORMATION DISSEMINATION

WUWM broadcasts 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: <https://www.wuwm.com/about-wuwm>