



WUWM – Milwaukee's NPR

UNIVERSITY OF WISCONSIN – MILWAUKEE

ANNUAL EEO PUBLIC FILE REPORT

2024

August 1, 2023- July 31, 2024

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	Lake Effect Production Asst.	Personal Referral	11	3 Personal Referral 1 WUWM on-air announcement 2 WUWM.COM 1 UWM website 1 WUWM Facebook 1 Public Media Jobs 1 Indeed.com 1 NPR (<i>WUWM did not post with NPR directly, that is the source the candidate indicated</i>)
2	Lake Effect Producer	Personal Referral	10	2 Personal Referral 1 WUWM.com 1 WUWM on-air 3 Corporation for Public Broadcasting 1 Indeed.com 1 WUWM Facebook 1 Native American Journalism Assoc.
3	Vice President of Operations	Chronicle of Higher Ed.	8	1 Chronicle of Higher Ed 3 UWM Website 2 WUWM on-air 1 Public Media Jobs 1 Indeed.com
4	Community Engagement Coordinator	WIWM on-air	7	3 WUWM on-air 1 WUWM Instagram 2 UWM website 1 WUWM.com
5	Membership Services Specialist	WUWM on-air	6	1 WUWM on-air 3 UWM Website 2 Jobs That Help

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

Latinos' Unidos
Louis Sutto
1957 Eastman Avenue
Green Bay, WI 53402
lusinc@aol.com

Madison College
Barbara Wise
3550 Anderson Street
Madison, WI 53704
placement@matcmadison.edu

Madison Media Institute
Susan Miller
2702 Agriculture Drive
Madison, WI 53718
smiller@madisonmedia.com

MATC
Jenny Thomas
700 W. State Street, #203
Milwaukee, WI 53233
thomasj@matc.edu

Michigan Association of Broadcasters
Sarah Beskow
819 N. Washington Avenue
Lansing, MI 48906
beeskow@michmab.com

Milwaukee Institute of Art & Design
Duane Seidensticker
273 E. Erie Street
Milwaukee, WI 53202
careerservices@miad.edu

Milwaukee School of Engineering
Mary Spencer
1025 N. Broadway
Milwaukee, WI 53202
spencer@msoe.edu

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

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

Moraine Park Technical College
Michelle Sabel
235 N. National Avenue
Fond du Lac, WI 54935
msabel@morainepark.edu

NAACP
Tom White
1420 N. Wisconsin Street
Racine, WI 53402
tewnaacp@yahoo.com

NAACP – Madison Branch
Darnetta
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

Nicolet College
Lori Vance
P.O. Box 518, County Highway G
Rhineland, WI 54501
lvance@nicoletcollege.edu

Northland College
Patti Fenner-Leino
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
hrddept@oneidanation.org

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

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

St. Norbert College
Jodie Gehm
100 Grant Street
De Pere, WI 54115
jodie.gehm@snc.edu

Student Involvement and Employment
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
dnt@ucla.edu

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

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

University of Northern Iowa
Kris Peterson
1227 W. 27th Street
Cedar Falls, IA 50614
careercenter@uni.edu

UW-Eau Claire – Comm.
Judy Gatlin
Department of Journalism
Eau Claire, WI 54702
gatlinj@uwec.edu

UW- Fox Valley – Careers
Ted Dufour
1478 Midway Road
Menasha, WI 54952
tudfour@uwc.edu

UW-Fox Valley – Careers
Thomas Frantz
1478 Midway Road
Menasha, WI 54942
tfrantz@uwc.edu

UW-Green Bay – Careers
Linda Peacock- Landrum
2420 Nicolet Drive, SS 1916
Green Bay, WI 54311
peacockl@uwgb.edu

UW- Green Bay Affirmative Action
Ellen Olson
2420 Nicolet Drive
Green Bay, WI 54311
keberlej@uwgb.edu

UW-River Falls
June Schubert
419 S. 3rd Street
River Falls, WI 54022
june.m.schubert.@uwf.edu

UW – Stout Menomonie
Mary Brinkman
103 Administration Building
Menomonie, WI 54751
placementcoop@uwstout.edu

UW- Eau Claire
Career Services Placement Office
230 Schofield Hall – 105 Garfield Avenue
Eau Claire, WI 54701
jobs@uwed.edu

UW- LaCrosse
Bob Kramer
1725 State Street
La Crosse, WI 54601
career@uwlax.edu

UW- Madison Department of Afro American
Studies
Robin H. Schmidt, M.S.
4141 Helen C. White Hall
600 N. Park Street
Madison, WI 53706
Rschmidt@wisc.edu

UW Stevens Point
134 Old Main
Stevens Point, WI 54481
skissing@uwsp.edu

UW-Stout
712 S. Broadway Street
Menomonie, WI 54751
careerservices@uwstout.edu

UW-Madison – Business Career Center
Lisa Collins
975 University Avenue
Madison, WI 53706
lcollins@bus.wisc.edu

UW- Madison – Communication Arts
Sandy Rizzo
812 University Avenue
Madison, WI 53706
skrizzo@wisc.edu

UW-Oshkosh
800 Algoma Boulevard
Oshkosh, WI 54901
jarman@uwosh.edu

UW-Platteville – Department of Comm Tech
Becky Troy
1 University Plaza
Platteville, WI 53818
troy@uwplatt.edu

UW-River Falls
Nancy Pace
410 S. 3rd Street
River Falls, WI 54022
Nancyj.pace@uwrf.edu

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 Center
Chris Schultz
1979 Godfrey Drive
Waupaca, WI
waupacajobs@hotmail.com

Western Kentucky University
Judy Owen
Career Services Center
Bowling Green, KY 42101
Dan.onitsuka@wku.edu

Winona State
Cindy Hanson
PO Box 5838
Winona, MN 55987
chanson@winona.edu

Winona State University
Vicki Decker
PO Box 5838
Winona, MN 55987
jpalokangas@winona.edu

Wisconsin AFSCME Headquarters
Jennifer McCulley
8033 Excelsior Drive, Suite B
Madison, WI 53717
jmcculley@afscmecouncil40.org

Wisconsin Employment & Training
Employment Director
1213 N. Sherman Avenue, PMB, #324
Madison, WI 53704
info@wetainc.org

Wisconsin Lutheran College - Careers
Jeff Weber
8800 W. Bluemound Road
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
cheim@witc.edu

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

The following sources were NOT used in ALL WUWM recruitments. They were used only in specific recruitment as noted -

National Association of Black Journalists – (Lake Effect Producer, Lake Effect Production Asst.)
1100 Knight Hall, Suite 3101
College Park, MD 20742
(301)405-0248
<https://www.nabjcareers.org>

National Association of Hispanic Journalists – (Lake Effect Producer, Lake Effect Production Asst.)
NAHJ Career Center
PO Box 117
Windsor, CA 95942
(626)792-3846
<https://www.nahjcareers.org>

National Association of Asian Journalists – (Lake Effect Producer, Lake Effect Production Asst.)
Due to the coronavirus pandemic, please reach out to support
@aaja.org for a mailing address.
(202) 729-8383

Native American Journalists Association– (Lake Effect Producer, Lake Effect Production Asst.)
Justine Medina
Program Manager
jmedina@naja.com

Arab and Middle Eastern Journalists– (Lake Effect Producer, Lake Effect Production Asst.)
Board@ameja.org
Jobs@ameja.org

South Asian Journalists– (Lake Effect Producer, Lake Effect Production Asst.)
Sree Sreenivasan
mailto:president@saja.org

Public Media Jobs.org (Lake Effect Producer, Lake Effect Production Assistant, VP Operations, Community Engagement Coordinator)
Amanda Iannuzzi
(860)437-5700
publicmediajobs@gmail.com

American Fundraising Professionals – (Membership Services Specialist)
4200 Wilson Blvd #480,
Arlington, VA 22203
[\(703\) 684-0410](tel:(703)684-0410)

Jobs That Help (Membership Services Specialist)
<https://www.jobsthat help.com>
Ben Hastil
(414)436-9796
ben@jobsthat help.com

*Big Shoes Network – (Community Engagement Coordinator)
4221 N Farwell Ave, Shorewood, WI 53211
(414)916-7522*

*Hispanic Professionals of Greater Milwaukee – (Community Engagement Coordinator)
759 N Milwaukee St #322
Milwaukee, WI 53202
info@hpgm.org*

Chronicle of Higher Education- - Please note that WUWM did not post directly with this source; it reposted the vacancy information obtained from another source

Indeed - Please note that WUWM did not post directly with this source; it reposted the vacancy information obtained from another source



WUWM MILWAUKEE'S NPR
UNIVERSITY OF WISCONSIN –
MILWAUKEE

EEO INITIATIVES
August 1, 2023 – July 31, 2024

Outreach Activity – Menu Options/Outreach Activities

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

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 2024 Contact Kyler Geisler

EEO TRAINING

Training will be provided to all WUWM Staff on methods of ensuring equal employment opportunity and preventing discrimination.

Compliance:

All WUWM employees completed the Corporation for Public Broadcasting's – Harassment & Bias Prevention Training (May – June 2024)

All members of the WUWM Staff that are involved in the hiring process receive periodic briefings from UW-Milwaukee legal counsel on compliance issues. (Ongoing)

OUTREACH EVENTS WITH COMMUNITY ORGANIZATIONS

WUWM will participate in events relating to career opportunities in broadcasting

COMPLIANCE – Michelle Maternowski -WUWM Content Manager presented to the following groups-

-Presented in Advancing Democracy AMA (ask me anything) for prospective new fellows in January 2024.

-Presented to the HOAN group about WUWM's election coverage in February 2024.

-Presented in a webinar about NPR Network's Climate Solutions Week in May 2024.

Research:

- A Gather case study was written about our 2022 Voter Guide by UO-SOJC's Agora Journalism Center students

- Participated in a study about trust-building in news through engaged journalism from a master's student at the University of Amsterdam in The Netherlands.

- Participated in research looking into the value engagement journalism has on our audience by a master's student at the University of Missouri.

PARTICIPATION IN JOB FAIRS:

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

Compliance – Ann Piatt participated in the WBA Virtual Job Fair – September 25-29, 2023

COMPLIANCE – Lauri Jones and Michelle Nobbe attended the WBA Student Forum/Job Fair at Lambeau Field in Green Bay, WI February 24, 2024

Compliance- Ann-Elise Henzl (News Director) and Nadya Kelly (Eric Von Fellow) attended the Journalism and Media Studies Job Fair at University of Wisconsin Milwaukee on April 10, 2024

INFORMATION DISSEMINATION

WUWM broadcasts 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:

<https://www.wuwm.com/aboutwuwm>