

**ANNUAL EEO PUBLIC REPORT
Milwaukee Radio Group
WKLH-FM/WHQG-FM/WJMR-FM/WZBK-FM/WJYI-AM**

This report covers full time vacancy recruitment data for the period August 1, 2010- July 31, 2011 we notified each contact on the EEO Referral Sources listing. Our supplemental Outreach Activities (Initiatives) are also included for this period of time.

Employment unit: Milwaukee Radio Group	Address: 5407 W. McKinley Ave. Milwaukee, WI 53208	Contact: Annmarie Topel VP/General Manager
Telephone: 414.978.9000	Fax: 4141.978.9001	Email: atopel@mkeradiogrp.com

FULL-TIME JOB VACANCIES FILLED				
Date	Position	Referral Source	# Interviews	Sources Used
10/20/2010	On Air Talent - WKLH	Website	3	EEO contact list, website
1/3/2011	Local Sales Manager - WJMR	Website	6	EEO contact list, website
1/24/2011	Traffic Director - MRG	Internal	8	EEO contact list, website
1/4/2011	Sales Reps - 5 open positions	varies	43	EEO contact list, website, casting call, commercials on air

Total Number of Interviewees Referred:
For period from August 1, 2010-July 31, 2011, 60 interviews were conducted for full-time job vacancies.

EEO CONTACT LIST										
	ORGANIZATION	FIRST	LAST	ADDRESS	CITY	ST	ZIP	PHONE	EMAIL	
24	Madison Diversity	Alisa	Chojnacki	1123 N. Water St.	Milwaukee	WI	53202	414-278-0700	alisa.chojnacki@wisconsiniversity.com	
14	Goodman Atwood Community Center	Becky	Steinhoff	149 Waubesa Street	Madison	WI	53704	608-241-1574	becky@goodmancenter.org	
54	UW La Crosse	Bob	Kramer	1725 State Street	La Crosse	WI	54601	608-785-8514	career@uwla.edu	
56	UW Stevens Point	Lorry	Walters	134 Old Main Building	Stevens Point	WI	54481	715-346-3226	career@uwsp.edu	
68	Wisconsin Lutheran College - Careers	Jeff	Weber	8800 W. Bluemound Road	Milwaukee	WI	53226	414-443-8800	careerdevelopment@wlc.edu	
10	Edgewood College	Kasey	DeWitt	1000 Edgewood College Drive	Madison	WI	53711	608-663-2281	careers@edgewood.edu	
51	UW - Milwaukee	Greg	Krejci	3202 N. Maryland Ave.	Milwaukee	WI	53201	414-229-5445	careerserv@sba.uwm.edu	
27	Milwaukee Institute of Art & Design	Duane	Seidensticker	273 E. Erie St.	Milwaukee	WI	53202	414-847-3274	careerservices@miad.edu	
57	UW Stout	Mary	Brinkman	103 Administration Building	Menomonie	WI	54751	715-232-1602	careerservices@uwstout.edu	
2	Beloit College	Ann	Davies	700 College St.	Beloit	WI	53511	608-363-2000	daviesa@beloit.edu	
28	Milwaukee Jobs								dburmes@milwjobs.com	
8	City of Madison	Lucia	Nuñez	210 ML King, Jr. Blvd. Room 523	Madison	WI	53703	608-266-4910	dcr@cityofmadison.com	
75									Elizabeth.Koch@cuw.edu	
7	Chippewa Valley Tech.	Kristine	Jackson	620 West Clairemont Avenue	Eau Claire	WI	54701	715-833-6255	employmentservices@cvtc.edu	
39	Ripon College	Diane	Falk	300 Seward Street, PO Box 248	Ripon	WI	54971		falk@ripon.edu	
45	UW - Eau Claire - Comm.	Judy	Gatlin	Department of Journalism	Eau Claire	WI	54702	715-836-2528	gatlin@uwec.edu	
15	Herzing College			5218 East Terrace Drive	Madison	WI	53718	608-249-6611	info@msn.herzing.edu	
67	Wisconsin Employment & Training Association	Employment	Director	1213 N. Sherman Ave., PMB #324	Madison	WI	53704	608-242-7425	info@wetainc.org	
70	Wisconsin Women's Network	Johanna	Hatch	122 State Street 201B	Madison	WI	53703	608-255-9809	info@wiwomensnetwork.org	
77									jblackmon@enrichtrain.org	
6	Carthage College	Jean	Frederick	2001 Alford Park Dr.	Kenosha	WI	53140	262-551-9599	jfrederick@carthage.edu	
9	Eau Claire County Job Service			221 W. Madison Street	Eau Claire	WI	54703	715-836-2901	jobcenter@dwd.state.wi.us	
58	UW-Eau Claire	Career	Services	105 Garfield Avenue, PO Box 4004	Eau Claire	WI	54702		jobs@uwec.edu	
78									jobs@uwec.edu	
43	St. Norbert College	Jodie	Gehm	100 Grant Street	De Pere	WI	54115	920-403-4060	jodie.gehm@snc.edu	
37	Racine Affirm Action Office	Jerry	Scott	730 Washington Ave.	Racine	WI	53403	262-636-9589	jscott@cityofracine.org	
50	UW - Green Bay Affirmative Action	Ellen	Olson	2420 Nicolet Drive	Green Bay	WI	54311	920-465-2228	keberlej@uwgb.edu	
3	Benedict Center	Kit	Murphy McNally	135 W Wells Street, Suite 700	Milwaukee	WI	53203	(414) 347-1774	kit@benedictcenter.org	
80									klmarty@hotmail.com	
41	Silver Lake College	David	Koenig	2406 S. Alverno Rd.	Manitowoc	WI	54220	920-686-6199	koenig@silver.sl.edu	
20	Lakeland College - Careers	Cathy	Kuche	1135 S. 70th St.	Milwaukee	WI	53214	414-476-6565	kuchecm@lakeland.edu	
66	Wisconsin Broadcasters Assn.	Linda	Baun	44 E. Mifflin Suite 900	Madison	WI	53703	608-255-2600	lbaun@wi-broadcasters.org	
61	UW-Madison - Business Career Center	Lisa	Collins	975 University Ave.	Madison	WI	53706	608-262-2550	lcollins@bus.wisc.edu	
1	ACLU of Wisconsin			122 State Street, Suite 201	Madison	WI	53703	608-469-5540	liberty@aclu-wi.org	
19	Lakeland College	Lisa	Lindsay	PO Box 359	Sheboygan	WI	53082	920-565-1255	lindsaylm@lakeland.edu	
81									lwesterfelt@ywcamadison.org	
21	League of Women Voters of Wisconsin	Melanie	Ramey	122 State Street, Suite 201A	Madison	WI	53703	608-256-0827	lwv@wisconsin@lwvwi.org	
82									michael.havice@marquette.edu	
16	Job Service	Dorothy	Miller	364 Grand Avenue	Wausau	WI	54403	715-345-5338	miledor@dwd.state.wi.us	

83									mjsmusic@wi.rr.com
32	Moraine Park Technical College	Michelle	Sabel	235 N. National Ave PO Box 1940	Fond du Lac	WI	54936	920-924-3205	msabel@morainepark.edu
84									orr-mary@sbcglobal.net
48	UW - Green Bay - Careers	Linda	Peacock-Landrum	2420 Nicolet Drive. SS 1916	Green Bay	WI	54311	920-465-2163	peacockl@uwgb.edu
59	UW-Eau Claire	Carla	Pelzl	105 Garfield Avenue, PO Box 4004	Eau Claire	WI	54702	715-836-6039	pelzicl@uwec.edu
36	Northland College	Patti	Fenner-Leino	1411 Ellis Ave.	Ashland	WI	54806	715-682-1230	pfn-lei@northland.Edu
22	Madison College	Barbara	Wise	3550 Anderson St.	Madison	WI	53704	608-246-6401	placement@matcmadison.edu
53	UW - Stout Menomonie	Mary	Brinkman	103 Administration Building	Menomonie	WI	54751	715-232-1122	placementcoop@uwstout.edu
55	UW Madison, Department of Afro-American Studies	Robin H.	Schmidt, M.S.	4141 Helen C. White Hall, 600 N. Park St.	Madison	WI	53706	608-263-1642	rhschmidt@wisc.edu
23	Madison College	Rochelle	Warner	3550 Anderson St.	Madison	WI	53704	608-243-4273	rwanner@matcmadison.edu
11	Fox Valley Tech	Cindy	Stoeger	1825 N Bluemound Drive PO Box 22577	Appleton	WI	54912	920-735-5627	ses@fvtc.edu
44	Student Involvement and Employment	Susan	Young	011 University Center	Stevens Point	WI	54481	715-346-2174	sieo@uwsp.edu
62	UW-Madison - Communication Arts	Sandy	Rizzo	821 University Ave	Madison	WI	53706	608-262-2543	skrizzo@wisc.edu
29	Milwaukee School of Engineering	Mary	Spencer	1025 N. Broadway	Milwaukee	WI	53202	414-277-4517	spencer@msoe.edu
30	Milwaukee Urban League	Sharan	Woodfork	435 West North Avenue	Milwaukee	WI	53212		swoodfork@tmul.org
46	UW - Fox Valley - Careers	Ted	Dufour	1478 Midway Rd	Menasha	WI	54952	920-832-2620	tdufour@uwc.edu
4	Cardinal Stritch University	Tom	Kipp	6801 Yates Rd.	Milwaukee	WI	53217	414-410-4157	tekipp@stritch.edu
40	Seehafer Broadcasting	Terry	Stevenson	PO Box 1385	Manitowoc	WI	54221	920-682-0351	terrystevenson@me.com
33	NAACP	Tom	White	1420 N. Wisconsin St.	Racine	WI	53402	262-637-8377	tewnaacp@yahoo.com
47	UW - Fox Valley - Careers	Thomas	Frantz	1478 Midway Rd	Menasha	WI	54952	920-832-2719	tfrantz@uwc.edu
26	MATC	Jenny	Thomas	700 W. State St. #203	Milwaukee	WI	53233	414-297-6302	thomasj@matc.edu
87									tolitha.larkins@yahoo.com
64	UW-Platteville - Dept. of Comm Tech	Becky	Troy	1 University Plaza	Platteville	WI	53818	608-342-1627	troy@uwplatt.edu
88									tubukapenny@sbcglobal.net
89									yrcollier32@yahoo.com

SUPPLEMENTAL RECRUITMENT INITIATIVES

August 1, 2010-July 31, 2011 & August 1, 2011-July 31, 2012

1 PARTICIPATION IN JOB FAIRS BY STATION PERSONNEL: 4 EVENTS = ONE UNIT

Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.

- 1 WBA Job/Career Fair 1/26/2011 - attended by Traci Northrop, Jeremy Zuleger, Annmarie Topel
- 2 WBA Job/Career Fair 6/22/2011 - attended by Andy Massingill
- 3
- 4

2 INTERNSHIP PROGRAM= ONE UNIT

Establishment of an internship program designed to assist members of the community in acquiring skills needed for broadcast employment
This mentoring/intern position offers an entry level position in the world of radio. This program is open to local college students.

3 PARTICIPATION OF JOB OPENINGS IN JOB BANKS, INTERNET: = ONE UNIT

wklh.com, 1029thehog.com, jammin983.com, joy1340.com, bigbuck1069.com, sagacom.com, allaccess.com

4 TRAINING PROGRAM FOR STATION PERSONNEL: = ONE UNIT

Sales Assistant

On going - training in all aspects of radio sales. Creating proposals, filing, copy, traffic, etc. Entryway into radio sales coordinator or radio sales position.

Production

On going - training in all aspects of radio production. Locating and assembling commercials for local, national and syndicated advertisers, operation of appropriate computer programs. Expectations will be to utilize gained abilities when production department needs assistance.

5 RADIO STATION TOURS

Conduct tours to students interested in the broadcasting industry. Departments are visited and responsibilities are discussed with students having an opportunity to interact with employees.

1/12/2010 - Tiger Scouts Pack 579 Den 1

6 PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY INTERESTED IN BROADCAST EMPLOYMENT ISSUES

- 1 Tyah Sartler-Williams- BNI (Business Networking Incorporated) President.
- 2 Tyah Sartler-Williams - WACMC (West Allis Community Media Center) - Board Member. Chair of the Publicity Committee and committee member of the In-Kind Committee.
- 3 Tyah Sartler-Williams - West Allis Chamber of Commerce representing the Milwaukee Radio Group.
- 4 Doreen Scott - Active member on the marketing committee for Money Smart Week.
- 5 12/9/2010 - Jack Lee helped plan and attended Interfaith Conference of Greater Milwaukee.
- 6 10/20/2010 - Andrea Williams represented WJMR at Family Unity Night for Community Advocates
- 7 Doreen Scott - Advisory member for "Compel Milwaukee" marketing committee.
- 8 Doreen Scott - member on the Community Advisory Board for "Journey of a Lifetime."
- 9 Mindy Novotny - Job shadowed by Mr. Juan Gonzalez
- 10 Andrea Williams - Social Development Foundation

7 PARTICIPATION IN A PROGRAM FOR STATION MANAGEMENT THAT WILL TEACH THEM HOW TO ENSURE EQUAL -EMPLOYMENT OPPORTUNITY: = ONE UNIT

- 1 1/26/2011 - attendance at "Avoiding Discrimination in Employment Terminations" by Annmarie Topel, Jeremy Zuleger, Traci Northrop

