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

<table>
<thead>
<tr>
<th>Vacancy No.</th>
<th>Job Title</th>
<th>Recruit Source of Hire</th>
<th>Number of Interviews</th>
<th>Number from Each Recruitment Source</th>
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<tbody>
<tr>
<td>1</td>
<td>Von Fellowship</td>
<td>Personal Referral</td>
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<td>Other Employment Website -2</td>
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<td>Corporation for Public Broadcasting Job Bank -6</td>
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<td></td>
<td>On Air WUWM 1</td>
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<td></td>
<td></td>
<td></td>
<td>Personal Referral - 6</td>
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<td>Northwestern University Journalism Dept -1</td>
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<td>2</td>
<td>Content Manager</td>
<td>CPB Job Bank</td>
<td>1 (no hire made)</td>
<td>CPB - 1</td>
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<td>3</td>
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<td>Personal Referral</td>
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<td>Personal Referral – 1</td>
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<td></td>
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<td>Other employment website 2</td>
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<td>UWM Jobs - 3</td>
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<td>4</td>
<td>Lake Effect Executive Producer</td>
<td>WUWM</td>
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<td>UWM Employment Website -1</td>
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<td>Public Media Jobs 1</td>
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<td>WUWM -1</td>
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<td>Wisconsin Broadcasters Assoc Job Bank 1</td>
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<tr>
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<td>Content Manager</td>
<td>Livingston Assoc.</td>
<td>4</td>
<td>Livingston Associates - 2</td>
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<td>Public Media Jobs 1</td>
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<tr>
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<td>Membership Assoc.</td>
<td>Personal Referral</td>
<td>4</td>
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<td>UWM Employment Site 1</td>
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<td>Lake Effect Producer</td>
<td>CPB</td>
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<td>UWM Employment Website -1</td>
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<td>Employment Website 2</td>
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<td>Corporation for Public Broadcasting Job Bank -3</td>
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<tr>
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<td>On Air WUWM 3</td>
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<td>Personal Referral - 3</td>
</tr>
<tr>
<td>8</td>
<td>General Manager</td>
<td>DRI</td>
<td>5</td>
<td>DRI - 5</td>
</tr>
</tbody>
</table>
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

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

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

Carroll University
100 N. East Avenue
Waukesha, WI 53186
careers@carroll.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

Fox Valley Technical College
Mary Bratz
1825 N. Bluemoujnd Drive
Appleton, WI 54912
ujoborder@fctc.edu

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

Latinos’ Unidos
Louis Sutto
1957 Eastman Avenue
Green Bay, WI 54302
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 Cneter
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
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
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@uw.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
waupaca@wiscjobs.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@wlc.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 recruitments as noted:

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

National Association of Hispanic Journalists – (Eric Von Fellowship and Lake Effect Producer)
NAHJ Career Center
PO Box 117
Windsor, CA 95942
(626)792-3846
https://www.nahicareers.org

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

CURRENT – (Content Manager 1
Membership Manager, Lake Effect Executive Producer)
6930 Carroll Ave., Suite 350
Takoma Park, MD 20912
(301)270-7240

Public Radio Program Directors Association (Content Manager 1)
Jessica Frantz
Director of Membership and Operations
(828)424-7510
jfrantz@prpd.org

Public Media Jobs.org (Content Manager 1)
(860)437-5700
https://jobs.current.org

Entertainmentcareers.net (Content Manager 1)
https://entertainmentcareers.net

Association of Fundraising Professionals
(Membership Manager and Membership Associate)
P.O. Box 511400
Milwaukee, WI 53203
(414)-399-0821
https://www.afpsewi.org

Greater Public (Membership Manager)
401 N. 3rd Street, #601
Minneapolis, MN 55401
(800)-454 -2314
https://www.greaterpublic.org

PRNDI (Public Radio News Directors Incorporated)
(Lake Effect Executive Producer)
Christine Paige Diers
P.O. Box 838
Sturgis, SD  57785
(605)490-3033
christine@prndi.org

Livingston Associates (Content Manager 2)
Adam Livingston
(410)243-1974
adam@livingstonassociates.net

Jobs That Help (Membership Associate)
https://www.jobsthat help.com
Ben Hastil
(414)436-9796
ben@jobsthathelp.com

Milwaukee Jobs.com (Membership Associate)
info@milwaukeejobs.com
(414)278-0700

DRi (Development Resources Incorporated) (General Manager)
Nancy Racette
(703)718-4770
racette@ddriconsulting.com
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: Students from UW-Milwaukee and others from the community intern in various departments at WUWM including news, marketing and program production. During this year, the following students participated in WUWM’s internship program,

**Digital**
Spring semester 2020/Summer 2020- UW-Milwaukee
Summer 2019, Colorado College

**Lake Effect**
Jan 2020- March 2020 – UW-Milwaukee

**News**
Summer 2019 – Science Po Bordeaux-
University of Political Science - France
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.

COMPLIANCE: All managers participated in a "Fair Hiring and Avoiding Discriminatory Interview Questions" session led by UW-Milwaukee Legal Counsel – Kirstin Goetz – January, 2020

OUTREACH EVENTS WITH COMMUNITY ORGANIZATIONS

WUWM will participate in events relating to career opportunities in broadcasting.

COMPLIANCE:

Event: Aug. 30, 2019 - Common Reading Experience at UWM

A series Teran Powell began at WUWM in Jan. 2019, called 'I'm An American," was chosen to be UWM's core reading for incoming first-year students. She participated as one of the facilitators to discuss the series and the importance of identity.

Event: Oct. 1, 2019 - I'm An American: Nuances of Identity at UWM

Another event connected to the IAA series at WUWM, Teran Powell hosted a panel with interviewees from the series on UWM’s campus.

Event: Jan. 9, 2020 – Angelina Mosher-Salazr held a Listening Session for her Latino USA piece on the scandal in Columbia and was moderated by Teran Powell.


- Listen MKE is a partnership is a collaboration between WUWM, the Ideas Lab at the Milwaukee Journal/ Sentinel, Milwaukee Public Library and Milwaukee PBS.
- Listen MKE is a new initiative aimed at helping neighborhood residents get the information they need.

Our goals are to understand:

- What's most important to people who live in Milwaukee’s neighborhoods.
- What kind of information they most want and need.
- How they'd like to get that information.

Event: February 25, 2020 - Emily Files moderated a forum on the MPS referendum. It was part of the "Wisconsin 2020" community event series with WUWM, Journal Sentinel, and the Zeidler Group.


Michelle Maternowski is a 2020 Public Media Editorial Integrity and Leadership Fellow.


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 Becky Mortensen (Executive Producer Lake Effect) participated in the Wisconsin Broadcasters Association Job Fair on January 29, 2020 at the Concourse Hotel in Madison WI.*

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/aboutwuwm](https://www.wuwm.com/aboutwuwm)