

WHQG-FM, WJMR-FM, WJOI-AM, WKLH-FM, WRXS-FM
Lakefront Communications, LLC, Milwaukee WI
DBA The Milwaukee Media Group
EEO Public File Report
Period Covered: August 1, 2023 – July 31, 2024

Station Information:

Address: 5407 W McKinley Ave, Milwaukee, WI 53208

Telephone: 414-978-9000

Contact: Bob Bellini, President/GM bbellini@mkemediagroup.com

Recruitment Sources Used for All Full-Time Vacancies:

1. Advertiser
2. AMFMjobs.com
3. Indeed.com
4. Inside Radio – genemckay@insideradio.com
5. Linked In [_____](#)
6. MMG Employee Referral
7. MMG Past Employee
8. MMG Station Websites
9. MMG Internal Transfer/Promotion
10. MMG On-Air Recruitment Ads
11. www.handshake.com
12. MATC.edu
13. Sagacom.com
14. Wi-broadcasters.org

Hire Date	Job Title	Recruitment Sources Used	Recruitment Source Hire	Number of Interviews
10/23	Media Advisor	6-8-10-13	6	9
10/23	Sales Asst.	3-5-8-14	5	4
12/23	Media Advisor	8-10-13-14	10	7
7/24	Media Advisor	8-10-13-14	10	5
7/24	Media Advisor	8-10-13-14	10	5
7/24	Media Advisor	8-10-13-14	10	5

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Recruitment Initiatives:

PARTICIPATION IN JOB FAIRS BY STATION PERSONNEL: 4 EVENTS – ONE CREDIT	
11/14/2023	WBA Scholarship Awards Program Judge participant: Bob Bellini
6/19/2024	WBA Summer Conference attended by Bob Bellini EEO Session

INTERNSHIP PROGRAM – ONE CREDIT	
Established a 10-12 week 15-20 hour per week in-depth program designed for local college students interested in the broadcast industry. Internship program involves hands-on training, exposure to real-life situations in our industry, and daily guidance and education from management and staff.	

PARTICIPATION OF JOB OPENINGS IN JOB BANKS, INTERNET – ONE CREDIT	
wklh.com, 1029thehog.com, jammin983.com, joi1340.com, pureoldies1069.com, sagacom.com, allaccess.com, wba, wisconsintechconnect.com, Linkedin, amfmjobs.com	

TRAINING PROGRAM FOR STATION PERSONNEL – ONE CREDIT	
Sales Coordinator	On-going training in all aspects of radio sales. Creating proposals, 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.
Engineering	On-going - training in all aspects of radio broadcasting. Training consists of most areas of radio facility engineering, including set up and operation of remote broadcasts, networked audio operations and equipment metering and logging.

PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY – ONE CREDIT	
M Rosenberg	Board Member - Milwaukee Jewish Federation / Immediate Past Chair - Young Leadership Division-MJF
T Sartler	Girl Bosses Network - founding member - Networking group that empowers and supports women in business
M Rockwell	Society of Broadcast Engineers Chapter 24 - Madison
M Novotny	Mentoring for Wisconsin Broadcasters Association
D Luczak	Member of Children's Hospital Foundation Board of Directors