

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, 2025 – July 31, 2026

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. Indeed.com
2. Linked In
3. MMG Employee Referral
4. MMG Past Employee
5. MMG Station Websites
6. MMG Internal Transfer/Promotion
7. MMG On-Air Recruitment Ads
8. www.handshake.com
9. MATC.edu
10. Sagacom.com
11. Wisconsin Broadcasters Association

HIRE DATE	JOB TITLE	RECRUITMENT SOURCES USED	RECRUITMENT SOURCE HIRE	NO. INTERVIEWS
3/30/2026	RECEPTION/ADM. ASST.	1,2,3,5,10,11	1,2	8
11/3/2025	MEDIA ADVISOR	1,2,3,5	3	5
11/3/2025	ACCTS. REC.	2,3,5,10	3	4
8/4/2025	MEDIA ADVISOR	6,8,10,14	5	5
11/17/2025	MEDIA ADVISOR	1,2,5,7,10,11	7	5
4/26/2026	DIR. IT	CORPORATE RECRUIT	N/A	4
5/26/2026	TRAFFIC ASST.	1,2,3,5,	5	3
6/1/2026	MEDIA ADVISOR	1,2,5,7,10,11	7	4

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Recruitment Initiatives:

PARTICIPATION IN JOB FAIRS BY STATION PERSONNEL: [#] EVENTS – ONE CREDIT

9/17/2025	WBA Job/Careers Fair, Middleton, WI., attended by MMG PD Borna Velic
3/1/2025	Hiring Outreach Booth/Applications at WHQG Promotional Event
3/21/2026	Hiring Outreach Booth/Applications at WJMR Promotional Event
11/1/2025	Participation in Milwaukee Office of African American Affairs 2025 Fatherhood Summit. Services provided included employment opportunities, as well as educational, civic and family-focused services.

INTERNSHIP PROGRAM – ONE CREDIT

Established a 4 month (primarily summer) 30 hours/week maximum 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. Participants learn ambassadorship, mechanical/technical training, participate in job-shadowing and other departmental activities. Some interns were hired for promotional staff work but expressed interest in job-shadow and training in other departments such as programming and production.

PARTICIPATION OF JOB OPENINGS IN JOB BANKS, INTERNET – ONE CREDIT

All Milwaukee Media Group station websites, LinkedIn, Indeed, Wisconsin Broadcasters Association, Saga Communications website, On-Air announcements.

TRAINING PROGRAM FOR STATION PERSONNEL – ONE CREDIT

Accounts Receivable/Financial Processing	On-going training in all aspects of receivables/payables. Processing of Credits. Entryway into radio sales coordinator business management 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. Applies to Mkt. Directors, Airstaff.

PARTICIPATION IN EVENTS SPONSORED BY ORGANIZATIONS REPRESENTING GROUPS PRESENT IN THE COMMUNITY – ONE CREDIT

6/17/2026 “FCC & EEO” Session, WBA Summer Conf., Attended by Bob Bellini

9/17/2025 EEO Session: Legal Issues in Hiring/Strategies to prevent unlawful discrimination, attended by Bob Bellini.

11/18/2025 Donation/Support of WBA Assistance Action Plan

1/6/2026 Donation/Support of WBA Foundation (\$250)

3/21/2026 Community Expo (The Gathering) conducted by WJMR-FM, assembled various community organizations, non-profits, local businesses, and public service agencies meeting with attendees on services such as financial support, educational opportunities, career growth opportunities, insurance plans, child care, and entrepreneurship.

9/10/2025 WKLH-FM personality participation and promotional support at RALLY ROUND event at Milwaukee Mile race track and State Fairgrounds benefitting Children’s Wisconsin Hospital.

4/11/2026 Participation in and promotional support of Milwaukee Marathon. Assisted organizers in marketing this event promoting wellness, healthy lifestyles, and civic pride.