

2014 ANNUAL EEO PUBLIC FILE REPORT

Radio Plus Bay Cities  
Bay Cities Multi Media Center

Station(s):	WSFQ, WLST, WAGN, WHYB, WMAM
Communities of License:	Menominee, Mi, Marinette, WI, Peshtigo, WI
Reporting Period:	06/01/13-5/31/14
No. of Full-time Employees:	14
Small Market Exemption:	Yes

During the Reporting Period, a total of 8 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions:

*Attended Career Opportunity Expo at NWTC on 1/10/14*

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

One intern from NWTC Marinette worked in our business office pursuant to the stations internship program.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher*

In a small market, we often hire people with no or minimal experience for our entry-level openings. Thus, training is a given from our managers and

level positions.

more experienced employees.

*Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

Opening for General Manager was posted internally. Several Sales positions were posted on WBA Job Bank/ Job Fair Part Time Administration position was posted internally and on site.

*Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.*

- Summer Conference Training WBA
- P-1 Selling
- RAB Seminars
- Engineering Day with WBA
- Walker Broadcast Management Institute

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERING HIREE
8/25/13	General Manager	On Air/Internal
9/23/13	Sales	On Air/ Job Bank/Job Fair/Internal
12/23/13	Sales	On Air/ Job Bank/Job Fair/Internal
3/12/13	Sales	On Air/ Job Bank/Job Fair/Internal
11-1-13	Digital	On Air/ Job Bank/Job Fair/Internal
9/9/13	Sales	On Air/ Job Bank/Job Fair/Internal
8/27/13	Sales	On Air/ Job Bank/Job Fair/Internal
10/9/13	Sales	On Air/ Job Bank/Job Fair/Internal

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year:     18

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bay Cities Radio	18
WBA Job Bank	0
MAB	0

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RECRUITING SOURCES USED

Job Title of Position:     General Manager    Date of Hire:     8/25/13

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
WBA Job Bank	Y	44 E. Mifflin St. Madison, WI	M. Vetterkind	608-255-2600 mludy@wi-broadcasters.org
Bay Cities Radio	Y	844 Pierce Avenue	Chris Bernier	715-735-0225
MAB	Y	819 N Washington Ave	K. White	517-484-5810

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

RECRUITING SOURCES USED

Job Title of Position: \_\_\_ Sales

Date of Hire: 9/23/13

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio on-air	Y	844 Pierce Avenue	Barb VanDeHei	715-735-0225

- Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

RECRUITING SOURCES USED

Job Title of Position: \_\_\_ Salesperson

Date of Hire: 12/23/13

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio	Y	844 Pierce Avenue	Barb VanDeHei	715-735-0225


\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

### RECRUITING SOURCES USED

Job Title of Position: Sales

Date of Hire: 3/12/13

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio	Y	844 Pierce Avenue	Barb VanDeHei	715-735-0225

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

### RECRUITING SOURCES USED

Job Title of Position: Digital

Date of Hire: 11/1/13

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio	Y	844 Pierce Avenue	Barb VanDeHei	715-735-0225

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\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

### RECRUITING SOURCES USED

Job Title of Position: Office Support

Date of Hire: 9/9/13

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio	Y	844 Pierce Avenue	Chris Bernier	715-735-0225

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

### RECRUITING SOURCES USED

Job Title of Position: Sales

Date of Hire: 10/9/13

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio	Y	844 Pierce Avenue	Barb VanDeHei	715-735-0225

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

vacancies.

### RECRUITING SOURCES USED

Job Title of Position: Sales

Date of Hire: 8/27/13

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio	Y	844 Pierce Avenue	Barb VanDeHei	715-735-0225

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.