

2018 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:	06/01/17-5/31/18
No. of Full-time Employees:	10
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):

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

We had one intern in our digital division which was hired on to a part-time salary position

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

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 more experienced employees.

*Established a **mentoring** program for station personnel.*

We currently have hired a high school age part-time employee who is pursuing a career in marketing and advertising. She obtained workers permit and will continue to work summers until she is able to be hired on full

time. She is being trained by all staff for office support positions within the company as well as off-site events.

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 News Director was posted on the Wisconsin Broadcaster Association job board and Michigan Association of Broadcasters job board, as well as advertised at the WBA Job Fair.

A position for Digital Manager was advertised on WBA Job fair as well as Social Media and Air Time.

A position for Traffic Assistant was advertised on Social Media and Air Time.

Other positions that were advertised via Social Media and Air Time were: Office Support, Sports Marketing Assistant

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

- Business Manager training Fred Pryor – How Managers Become Great Leaders
- WBA Social Media Kyle Gessner
- 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
6/16/17	News Director	Internal Posting
7/24/17	Digital Manager	On Air/ Announcements/Social Media
9/8/17	News Director	Walk In
10/23/17	Traffic Assistant	Internal Posting
12/11/17	Marketing Assistant	On Air/ Announcements/Social Media
12/18/17	News Director	Internal Posting
4/30/18	Marketing Assistant	On Air/ Announcements/Social Media

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 9

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bay Cities Radio	4
WBA Job Bank	1
MAB	0
Internal Posting	4

RECRUITING SOURCES USED

Job Title of Position: News Director

Date of Hire 6/16/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal Posting	Y	844 Pierce Avenue	Jim Callow	715-735-0225
WBA Job Bank	Y	44 E. Mifflin Street Madison, WI	M.Vetterkind	608-225-2600

* 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 Manager

Date of Hire: 7/24/17

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	B. 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: New Director

Date of Hire: 9/8/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
WBA Job Bank	Y	44 E. Mifflin Street	M. Vetterkind	608-22-2600
Walk In	Y	Bay Cities Radio 844 Pierce Ave Marinette WI 54143	Jim Callow	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: Traffic Assistant

Date of Hire: 10/23/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio Internal	Y	844 Pierce Avenue	B. 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: Marketing Assistant

Date of Hire: 12/11/17

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	B. 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: News Director

Date of Hire: 12/18/17

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio Internal	Y	844 Pierce Avenue	B. 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: Marketing Assistant

Date of Hire: 4/30/18

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	B. 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.