

2016 ANNUAL EEO PUBLIC FILE REPORT

Armada Media  
Bay Cities Radio

Station(s): WSFQ,WLST,WAGN,WHYB,WMAM  
Communities of License: Menominee, Mi, Marinette, WI, Peshtigo, WI  
Reporting Period: 06/01/15-5/31/16  
No. of Full-time Employees: 15  
Small Market Exemption: Yes

During the Reporting Period, a total of 5 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 1/7/16

*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 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.

**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.**

A position for Sales was advertised at WBA Job Fair as well as social media outlets and air time.

**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

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERING HIRER
8/25/15	Sales	On Air Announcements
12/7/15	Sales	On air announcement
4/4/16	Sales	WBA Job Fair/ On Air Announcements/Social Media
5/6/16	Sales	On Air Announcements
5/6/16	Sales	On Air Announcements

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 7

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bay Cities Radio	7
WBA Job Bank	0

RECRUITING SOURCES USED

Job Title of Position:  Sales  Date of Hire:  8/25/15

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:  12/7/15

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: \_\_\_ Salesperson

Date of Hire: 4/1/16

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 VanDehi	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: 5/16/16

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: 5/16/16

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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