

2015 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:	06/01/14-5/31/15
No. of Full-time Employees:	17
Small Market Exemption:	Yes

During the Reporting Period, a total of 3 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 4 Job Fairs by station personnel who have substantial responsibility in making hiring decisions

The station participated in two job fairs conducted by the Wisconsin Broadcasters Association

The station participated in two Northeast Wisconsin Technical College job fairs

*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.

Opening for Sales was posted on the Wisconsin Broadcaster Association job board as well as advertised at the WBA Job Fair. Opening for Announcer posted on WBA & MAB Job boards.

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

- 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
6/17/14	Announcer	Internal/Job Fair/Bay Cities Radio
11/30/14	News Assistant	Bay Cities Radio- Intern Program
5/25/15	Sports/Operations	Internal

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 12

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bay Cities Radio	6
WBA Job Bank	2
NWTC Job Fair	3
WBA Job Fair	0
MAB Job Bank	1

RECRUITING SOURCES USED

Job Title of Position: ___ Announcer

Date of Hire: 6/17/14

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
WBA Recruitment	Y	44 E. Mifflin St	M Vetterkind	608-255-2600
MAB Job Bank	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: ___ News Assistant

Date of Hire: 11/30/14

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio Intern Program	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: ___ Announcer- Sports

Date of Hire: 5/25/15

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	J. 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.