

2017 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:	06/01/16-5/31/17
No. of Full-time Employees:	19
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):

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

Two interns from NWTC Marinette worked in our business office pursuant to the stations internship program. One from Human Resources which was hired on to part-time position and one for social media that was dismissed after his internship was complete. We also hired a Website Development Intern from NWTC

*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 at WBA Job Fair as well as social media outlets and air time.

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

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

- Business Manager training Fred Pryor from Staff to Supervisor
- Business Manager training- Human Resources Fred Pryor
- WBA Social Media Kyle Gessner
- Human Resource training -Fred Pryor
- 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
6/16/16	News Coordinator	Internal
7/16/16	Digital Manager	WBA Job Fair/ On Air Announcements/Social Media
1/16/17	Sales	On Air Announcements

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 6

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bay Cities Radio	5
WBA Job Bank	1
MAB	0

RECRUITING SOURCES USED

Job Title of Position: News Coordinator Date of Hire: 6/16/16

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
Bay Cities Radio	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.

RECRUITING SOURCES USED

Job Title of Position: Digital Manager Date of Hire: 7/16/16

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: Sales

Date of Hire: 1/16/17

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.