

2013 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:	06/01/12-5/31/13
No. of Full-time Employees:	12
Small Market Exemption:	Yes

During the Reporting Period, a total of 2 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 **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 Sales were posted in job bank

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
Sales	11/27/12	WBA Job Bank/Bay Cities Radio
Sales	3/12/13	WBA Job Bank/Bay Cities Radio

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 4

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bay Cities Radio	4

WBA Job Bank	0
MAB	0

RECRUITING SOURCES USED

Job Title of Position: Sales

Date of Hire: 11/27/12

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: 3/12/13

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	Chris Bernier	715-735-0225