

Annual EEO Public File

WTMG, WHHZ, WPLL, WDVH AM/FM, WRZN, WTMN, W231DH

October 1, 2015-September 30, 2016

Stations WTMG, WHHZ, WPLL, WDVH-AM/FM, WRZN, WTMN and W231DH licensee is MARC Radio Gainesville, LLC. We are an equal opportunity employer.

We have a three-part plan in an attempt to reach all segments of the population to fill full-time positions.

1. The wide dissemination of full-time openings via our radio properties, online classified advertising, trade periodicals/websites, and the use of appropriate job sources.
2. The sending of notices to community groups via letters or e-mail that request such notification. We grow this list through on-air notices soliciting for organization who wish to be contacted regarding employment opportunities and the development of relationships with applicable organizations.
3. Through a variety of outreach initiatives.

SECTION I

Vacancy List

The following chart shows employment positions filled during the reporting period. Please see section II for the full Master Recruitment Source List (“MRSL”) for recruitment source data.

Position	Fill Date	Sources Used
Sales #1	Dec. 7, 2015	1, 3, 4, 5, 9, 10, 12, 13, 15
Sales #2	Feb. 15, 2016	1, 3, 4, 5, 9, 10, 12, 13, 15
Sales #3	June 27, 2016	1, 3, 4, 5, 9, 10, 12, 13

SECTION II

Master Recruitment Source List

The following chart displays our source list names, phone numbers and other information.

Number	POSTING SITE	Contact	Phone	Fax
1	Florida Association of Broadcasters	Lindsay Varn lvorn@fab.org	(800) 825-5322	(850) 222-3957
2	The Gainesville Sun	www.gainesville.com/jobs		
3	American Women In Radio & TV	Helen Humphries	703-506-3290	
4	Alachua County NAACP	Dr. Michael Bowie	352-335-0422	352-846-3011
5	University of Florida College of Journalism and Communications		352-392-0466	352-392-3919
6	Berkleemusic.com	ONLINE		
7	Radio-online.com	ONLINE		
8	allaccess.com	ONLINE		
9	MARC Radio	Dave Cobb	352-313-3150	
10	Employflorida.com	ONLINE		
11	Employee Referral			
12	Express Personnel Service of Gainesville	Julianne McGuinness	352-519-5244	352-519-5248
13	Santa Fe College	Bruce Gordon	352-395-5822	
14	Countryairchecktoday.com	Lon Helton	ONLINE	
15	The Independent Alligator Newspaper	soconnor@alligator.org		

<u>Position</u>	<u>Applicants</u>	<u>Source</u>	<u># of Applicants from Source</u>	<u>Hired From</u>
Sales #1	5	1	0	
		3	0	
		4	0	
		5	2	
		9	1	
		10	0	
		12	1	1
		13	0	
Sales #2	19	1	0	
		3	0	
		4	0	
		5	1	
		9	14	1
Sales #3	2	10	0	
		12	2	
		13	0	
		15	1	
		1	0	
		3	0	
		4	0	
		5	0	
9	1	1	Client Referral from Liberty Tax	
10	0			
12	1			
13	0			

SECTION III

Outreach Initiatives

The following chart describes the Community Outreach initiatives undertaken by the above stations during the period covered in this report.

1. Sales Recruitment Open House

Tues., Nov. 3, 2015. MARC Radio hosted an employment expo to recruit for potential sales representatives. The event was advertised starting two weeks prior to the event on all MARC Radio stations as well as an ad in The Independent Florida Alligator. There were 29 total attendees at the event. The event provided an opportunity for attendees to hear from MARC Radio employees in each department explain their role in the overall operation of MARC Radio stations; extra time was provided for four different employees to specifically discuss the role of sales representative in the operation. Out of the 29 attendees, MARC Radio had 14 applicants for two open sales positions and ultimately hired one from this event.

2. MARC Radio Internship Program

MARC Radio's Internship program allow students at University of Florida and Santa Fe College to gain experience through a "hands on" approach working in the stations while also earning college credits.

Interns at MARC Radio are exposed to nearly every facet of the daily operation of a radio station. Eligible college students spend two weeks learning and working in the following departments:

-Programming

-Production

-Sales

At the conclusion of the rotations, the student spends the rest of their internship focusing on the department that interests them the most. During the current EEO reporting period of Oct. 1, 2015 through Sept. 30, 2016, MARC Radio had two interns, both students at The University of Florida. One intern from 2015 Fall semester and the second from 2016 Summer semester.