

**WJQB EEO PUBLIC FILE REPORT – 2015**                      **September 30, 2015**

This report covers full-time vacancy recruitment data for the period October 1, 2014 through September 30, 2015.

- 1) Employment Unit Location/Name: Hudson, FL/WGHR FM
  
- 2) Unit Members:        WGHR FM 106.3

EEO Contact information for employment unit:

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**A. Full-Time Vacancies Filled During Past Year: 10/1/2014 – 9/30/2015**

Job Title	Date Filled	Recruitment Source of Hire	Total Number of Interviews from All Sources For This Position
On Air Program Host	2/16/2015	All Access	4
Sales Account Executive	3/31/2014	Indeed.com	6
Sales Account Executive	5/12/2014	GHCC	1
Total Number of People Interviewed for All Positions			11

**RECRUITMENT SOURCES 10/01/2014 – 9/30/2015**

<u>Recruitment Source</u>	Number of Interviews Provided During This Period	Positions This Source Was Utilized For
On Air Announcements	0	Sales Account Executive
All Access (Online)	4	On Air Program Host
Indeed.com	6	Sales Account Executive

Career Source Job Fair

0

Sales Account Executive

Greater Hernando Chamber of Commerce

1

Sales Account Executive

**SUMMARY OF STATION RECRUITMENT EFFORTS:**

As a small independent broadcaster, WGHR FM covers an area referred to as the "Naturecoast". This area is comprised mainly of Citrus, Hernando and Pasco counties. Our offices are located in Hudson, FL, almost one hour north of the more populated cities of Clearwater, St. Petersburg and Tampa. Our sales target area is in the counties we cover, and it is important to have sales representatives that live and recreate in the counties we serve. Unfortunately, the success rate for new sales people is only about 20%, resulting in significant turnover in these positions. The fact that the position is "draw against commission" also limits its appeal on the employment market. Broad employment efforts have not been effective since they tend to reach outside the primary market we serve. Our entry level salaries are significantly lower than those offered in Pinellas and Hillsborough counties, and the ramp up time is 3-6 months for the average sales candidate. Also our sales people have to work harder to solicit advertising budgets from the small to medium sized businesses that make up our market coverage area. WGHR does not discriminate and makes every effort to employ female and minority candidates. We increase our efforts to reach a diverse group of candidates, adding the online job search Indeed.com to our recruitment efforts.



Stephen Schurdell / Managing Partner

Date 9/30/2015



