

WGHR EEO PUBLIC FILE REPORT -- 10/01/2021-09/30/2022

This report covers full-time vacancy recruitment data for the period October 1, 2021 through September 30, 2022.

- 1) Employment Unit Location/Name: Hudson, FL/WGHR FM
- 2) Unit Members: WGHR FM 106.3
- 3)

EEO Contact information for employment unit:

Contact person: Stephen Schurdell/Managing Partner WGHR FM

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Hudson, FL 34667

A. Full-Time Vacancies Filled During Past Year: 10/1/2021 – 9/30/2022

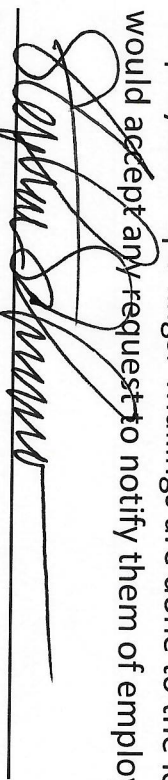
| Job Title | Date Filled | Hire | Position | Total Number of | |
|--|-------------|--------------------------------|----------|-----------------------|--|
| | | | | Recruitment Source of | Interviewees from All Sources For This |
| Sales Account Executive | 10/11/2021 | Indeed.com & Facebook & On air | 3 | | |
| Sales Account Executive | 04/29/2022 | Indeed.com & Facebook & On air | 4 | | |
| Production/Board Op | 08/19/2019 | Indeed.com & Facebook & On air | 2 | | |
| Total Number of People Interviewed for All Positions | | | | 9 | |

RECRUITMENT SOURCES 10/01/2018 – 9/30/2019

| <u>Recruitment Source</u> | <u>Number of Interviewees Provided During This Period</u> | <u>Positions This Source Was Utilized For</u> |
|---------------------------|---|---|
| Indeed.com | 0 | Sales Account Executive |
| Facebook | 6 | Sales Account Executive |
| On air | 1 | Sales Account Executive |
| On air | 2 | Production/Board Op |

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 increased our efforts to reach a diverse group of candidates, adding the online job search Indeed.com to our recruitment efforts. On air hires are not trainees, but must have related actual experience in the industry. The economic downturn that occurred as a result of the COVID shutdowns, resulted in a dramatic RIF, with fewer industry jobs available in 2019 -2021. As a result, many experienced radio professionals had found employment in other industries. In the past station ownership has attended market job fairs held in Tampa and St. Petersburg. Due to the distance of our facilities and market area, we did not have success generating candidates from these events. As a small company, the cost of attending non-productive hiring events have made us much more selective of the events we do attend. WGHR runs on air announcements encouraging any minority organizations to request employment openings. Mailings are done to the local NAACP offices and Urban League informing them that we would accept any request to notify them of employment openings.



Stephen Schurdell / Managing Partner

9/30/2022

Date