

WGHR EEO PUBLIC FILE REPORT – 2016

September 28,

2016

This report covers full-time vacancy recruitment data for the period October 1, 2015 through September 30, 2016.

1) Employment Unit Location/Name: Hudson, FL/WGHR FM

2) Unit Members: WGHR FM 106.3

EEO Contact information for employment unit:

FM

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A. Full-Time Vacancies Filled During Past Year: 10/1/2015 – 9/30/2016

Job Title	Date Filled	Recruitment Source of Hire	Total Number of Interviewees from All Sources For This Position
Sales Account Executive (3	05/09/2016	Indeed.com	5
On-Air	12/14/2015	Indeed.com; Facebook; All Access	4
On-Air	01/01/2016	From previous posting	
Sales Account Executive	10/13/2016	Indeed.com & Facebook	3
Total Number of People Interviewed for All Positions			12

RECRUITMENT SOURCES 10/01/2015 – 9/30/2016

<u>Source Recruitment Source For</u>	<u>Number of Interviewees Provided During This Period</u>	<u>Positions This Was Utilized</u>
Indeed.com Executive	6	Sales Account
All Access (Industry specific)	4	On Air

Facebook Executive	2	Sales Account
Tampa Times Job Fair Executive	0	Sales Account

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. Our accounting/office manager position requires specific technical experience and familiarity with industry specific software, as a result very few respondents qualify for an interview. 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. In addition station management attended 2 local job fairs to disseminate information and accept applications. WGHR runs a regular on air announcement 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. To date, none of these notified organizations have responded with a request.

Stephen Schurdell / Managing Partner

Date

