

WGHR EEO PUBLIC FILE REPORT – 2019

This report covers full-time vacancy recruitment data for the period October 1, 2018 through September 30, 2019.

- 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: 10/1/2018 – 9/30/2019

Job Title	Date Filled	Recruitment Source of Hire	Total Number of Interviewees from All Sources For This Position	
			Recruitment Source of Hire	Position
Sales Account Executive	11/26/2018	Indeed.com & Facebook & On air		4
Sales Account Executive	06/10/2019	Indeed.com & Facebook & On air		3
Sales Account Executive	08/19/2019	Indeed.com & Facebook & On air		6
Total Number of People Interviewed for All Positions				13

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

<u>Recruitment Source</u>	Number of Interviews Provided During This Period	Positions This Source Was Utilized For
Indeed.com	5	Sales Account Executive
Facebook	6	Sales Account Executive
On air	2	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 increased our efforts to reach a diverse group of candidates, adding the online job search Indeed.com to our recruitment efforts. 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, in 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

Date

9/22/19