

WJQB EEO PUBLIC FILE REPORT – 2014

September 30, 2014

This report covers full-time vacancy recruitment data for the period October 1, 2013 through September 30, 2014.

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

2) Unit Members: WGHR FM 106.3 Station changed call letter from WJQB to WGHR in the 2nd Quarter of 2014.

EEO Contact information for employment unit:

Contact person: Stephen Schurdell/Managing Partner WJQB FM

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Suite #400

Hudson, FL 34667

A. Full-Time Vacancies Filled During Past Year: 10/1/2013 – 9/30/2014

	Total Number of
	Interviewees from
Recruitment	All Sources For This
Source of	Position
Hiree	

Job Title	Date Filled		
Sales Account Executive	3/31/2014	PHSC On line	
Sales Account Executive	5/12/2014	PHSC On Line	3
Sales Account Executive	7/28/2014	On Air	4

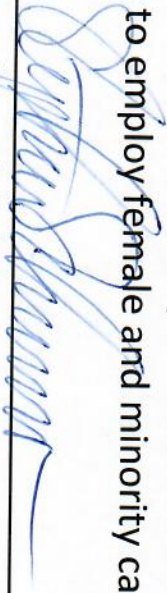
Total Number of People Interviewed for All Positions 7

RECRUITMENT SOURCES 10/01/2013 – 9/30/2014

<u>Recruitment Source</u>	Number of Interviewees Provided During This Period	<u>Positions This Source Was Utilized For</u>
On Air Announcements	4	Sales Account Executive
All Access (Online)	0	Sales Account Executive
Media Recruiter (On line)	0	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.



Stephen Schurdell / Managing Partner

9/30/14

Date