

WJQB EEO PUBLIC FILE REPORT -- 2012

September 28, 2012

This report covers full-time vacancy recruitment data for the period October 1, 2011 through September 30, 2012.

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

- 2) Unit Members: WJQB FM 106.3

EEO Contact information for employment unit:

Contact person: Stephen Schurdell/Managing Partner WJQB FM
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A. Full-Time Vacancies Filled During Past Year: 10/1/2011 – 9/30/2012

Job Title	Date Filled	Total Number of	
		Recruitment Source of Hire	Interviewees from All Sources For This Position
Sales Account Executive	2/12/2012	All Access	3
Sales Account Executive	6/09/2012	Spherion	4
Traffic Manager	7/05/2012	Referral	1
Traffic Manager	9/03/2012	Spherion	6
Accounting/Book Keeper	11/12/2012	Spherion	5

Total Number of People Interviewed for All Positions **19**

RECRUITMENT SOURCES 10/01/2011 – 9/30/2012

<u>Recruitment Source</u>	<u>Number of Interviewees Provided During This Period</u>	<u>Positions This Source Was Utilized For</u>
On Air Announcements	4	Sales Account Executive
All Access (Online)	3	Sales Account Executive
Spherion Staffing 16340 Cortez Blvd. #102 Brooksville, FL 34601	4 6 5	Sales Account Executive Traffic Manager Accounting / Book Keeper

SUPPLEMENTAL (Non-Vacancy Specific) Recruitment Activities taken

1. Career Central Job Fair
 WJQB manager staffed booth at local job fair held in Hernando County Florida. Descriptions of the variety of Positions were made available and attendees were encouraged to forward resumes and letters of interest to the stations mailing address.

SUMMARY OF STATION RECRUITMENT EFFORTS:

As a small independent broadcaster, WJQB 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. Broad employment efforts have not been effective since they tend to reach outside the 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. WJQB does not discriminate and makes every effort to employ female and minority candidates.



Stephen Schurdell / Managing Partner

Date 9/28/12