

WXCXV/WXOF EEO PUBLIC FILE REPORT – 2017 September 30, 2017

This report covers full-time vacancy recruitment data for the period October 1, 2016 through September 30, 2017 .

- 1) Employment Unit Location/Name: Citrus County Stations

- 2) Unit Members: WXCXV FM & WXOF FM & WXCZ FM

EEO Contact information for employment unit:

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A. Full-Time Vacancies Filled During Past Year: 10/1/2016 – 9/30/2017

Job Title	Date Filled	Recruitment Source of Hire	Total Number of Interviewees from All Sources For This Position
Sales Account Executive	10/24/2016	Indeed.com/Facebook/On air	4
Front desk/receptionist	11/07/2016	Indeed & Facebook	5
Sales Account Executive	03/27/2017	Indeed & Facebook /On air	3
Sales Account Executive	08/09/2017	Indeed & Facebook /On air	4

Total Number of People Interviewed for All Positions

16

RECRUITMENT SOURCES 10/01/2016 – 9/30/2017

<u>Recruitment Source</u>	Number of Interviewees Provided During This Period	Positions This Source Was Utilized For
Indeed.com	7	Front Desk/Reception & Sales
Facebook	5	Front Desk/Reception & Sales
On air	4	Sales Account Executive

SUMMARY OF STATION RECRUITMENT EFFORTS:

As a small independent broadcaster, these two stations cover an area referred to as the "Naturecoast" but 95% of all revenues come from Citrus County alone. Our offices are located in Homosassa FL with a negligible minority population. 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 industry averages, and the ramp up time is 3-6 months for the average sales candidate, with an 80% failure rate. There is even a more limited supply of qualified on air candidates. During this employment period we added the use of indeed.com a web based employment company that allows a broader search and greater outreach within a specific geographic area. Our company does not discriminate and makes every effort to employ female and minority candidates.



Stephen Schurdell / Managing Partner

Date Sept. 29, 2017