

2019 ANNUAL EEO PUBLIC FILE REPORT
MAY 31, 2019

Radio Plus Bay Cities
Bay Cities Multi Media Center

Station(s):	WSFQ,WLST,WAGN,WHYB,WMAM
Communities of License:	Menominee, Mi, Marinette, WI, Peshtigo, WI
Reporting Period:	06/01/18-5/31/19
No. of Full-time Employees:	12
Small Market Exemption:	Yes

During the Reporting Period, a total of 3 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

We currently have a part time intern in our digital division

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

In a small market, we often hire people with no or minimal experience for our entry-level openings. Thus, training is a given from our managers and more experienced employees.

*Established a **mentoring** program for station personnel.*

We currently have hired a high school age part-time employee who is pursuing a career in marketing and advertising. She obtained workers permit and will continue to work summers until

she is able to be hired on full time. She is being trained by all staff for office support positions within the company as well as off-site events.

Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Opening for Social Media Assistant was advertised on air and via social media, as well as advertised at the WBA Job Fair. A position for Digital Manager was advertised on WBA Job fair as well as Social Media. A position for Traffic Assistant was advertised on Social Media and WBA Job Fair. Other positions that were advertised via Social Media and Air Time were: Office Support, Sports Marketing Assistant, News Correspondent, Traffic Coordinator, Social Media Intern

Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.

- Business Manager training
- Fred Pryor training
- University of Green Bay-Marinette Campus course for Emergency Response and Active Shooter Training/ Technology and Social Media Hints/ Effective Communication in the Work Place
- WBA Social Media Kyle Geisner
- Summer Conference Training WBA
- P-1 Selling
- RAB Seminars
- Broadcasters Clinic
- Walker Broadcast Management Institute

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERING HIRER
8/16/18	Traffic Assistant	Walk In
11/1/18	Sales Consultant	On Air/ Announcements/Social Media
11/1/18	Social Media Assistant	On Air/Announcements/Social Media

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 6

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bay Cities Radio	5
WBA Job Bank	
MAB	
Walk In	1

RECRUITING SOURCES USED

Job Title of Position: Traffic Coordinator

Date of Hire: 8/16/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal Posting		844 Pierce Avenue	Stephanie Edge	715-735-0225
WBA Job Fair	Y	44 E. Mifflin Street Madison, WI	M.Vetterkind	608-225-2600
Walk-In		844 Pierce Avenue	Stephanie Edge	715-735-0225

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

RECRUITING SOURCES USED

Job Title of Position: Sales Consultant

Date of Hire: 11/1/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bay Cities Radio On Air/Social Media	Y	844 Pierce Avenue	B. VanDeHei	715-735-0225

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

RECRUITING SOURCES USED

Job Title of Position: Social Media Assistant

Date of Hire: 11/1/18

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
WBA Job Fair	Y	44 E. Mifflin Street	M. Vetterkind	608-22-2600
Bay Cities Radio On Air/Social Media	Y	Bay Cities Radio 844 Pierce Ave Marinette WI 54143	B. VanDeHei	715-735-0225

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.