

2020 Radio Plus Bay Cities, LLC

Stations included in Employment Unit (“SEU”): WSFQ, WLST, WAGN, WHYB, WMAM

Communities of License: Menominee, MI, Marinette, WI, Peshtigo, WI

Reporting Period: 6/1/19-5/31/20

During the Reporting Period, a total of 9 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

POSITIONS FILLED AND REFERRING RECRUITMENT SOURCE FOR EACH POSITION

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
6/25/19	General Manager	Internal Staff Referral
8/19/19	Sales Executive	Facebook
8/26/19	Sales Executive	Internal Staff Referral
8/26/19	Sales Executive	SEU Stations on-air announcement
11/9/19	Sales Executive	SEU Stations on-air announcement
11/11/19	Sales Executive	SEU Stations on-air announcement
11/19/19	Sales Executive	Indeed (website)
1/6/20	Sales Executive	Facebook
2/10/20	Digital Sales Executive	Indeed (website)

ALL RECRUITMENT SOURCES UTILIZED AND INTERVIEWS RESULTING FROM EACH SOURCE

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Bay Cities Radio On-Air Announcements	3
Wisc. Broadcasters Assoc. Job Bank	0
Facebook	2
Internal Referral	2
Indeed (website)	2
Mich. Assoc. of Broadcasters Job Bank	0

INITIATIVES

During the Reporting Period, the SEU 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.*

An intern from Marinette High School worked in our digital office pursuant to the Stations' and high school internship program.

We also implemented a community event sales intern position where we hired 8 part-time interns to sell community event packages.

*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 a school age part-time employee who is pursuing a career in digital marketing

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

- Business Manager training from Fred Pryor training
- P-1 Learning
- RAB Seminars
- Broadcasters Clinic
- Webinars sponsored by Nautel