

2021 Radio Plus Bay Cities, LLC

Station(s): WSFQ,WLST,WAGN,WHYB,WMAM
 Communities of License: Menominee, Mi, Marinette, WI, Peshtigo, WI
 Reporting Period: 6/1/20-5/31/21
 No. of Full-time Employees: 8
 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.

LIST OF POSITIONS FILLED
 AND REFERRING RECRUITMENT SOURCE FOR EACH POSITION

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERING HIRER
6/1/20	Sales Executive	Website
5/17/21	News Director	Internal Staff Referral
5/25/21	Sales Executive	Indeed (job posting)

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 21

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bay Cities Radio On Air Announcements	1
WBA Job Bank	1
Facebook	0
Internal Referral	1
Indeed/Website	18
Michigan Association of Broadcasters Job Bank	0

INITIATIVES

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

*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.

- P-1 Learning for all new sales consultants.
- RAB Seminars
- Rumple Training
- LBS Local Broadcast Sales

*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.*

Listed job openings in WBA Job Bank and Michigan Association of Broadcasters Job Bank

Participated in the Wisconsin's Broadcasters Virtual Job Fair the week of March 1, 2021.

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

- Business Manager attended WBA's Assistance Action Plan for EEO Compliance. EEO Seminar: Staying on Top of your Broadcast FCC EEO Obligations which was held as a webinar on March 24, 2021.
- Broadcasters Clinic
- Webinars sponsored by Nautel
- Rumple Training for Managers

RECRUITING SOURCES USED

Job Title of Position: Sales Executive Date of Hire: 6/1/20

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Website	Y	Thebaycities.com	Chris Bernier	715-735-0225 cbernier@armadamedia.com 844 Pierce Avenue Marinette WI 54143

* 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: News Director Date of Hire: 5/17/21

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Internal Referral	Y	844 Pierce Avenue, Marinette WI 54143	Jim Callow	715-735-0225 jimcallow@baycitiesonline.com 844 Pierce Avenue Marinette WI 54143

* 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 Executive Date of Hire: 5/25/21

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed/Website	Y	844 Pierce Avenue, Marinette WI 54143	Chris Bernier	715-735-0225 cbernier@armadamedia.com 844 Pierce Avenue Marinette WI 54143

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