

Radio Plus, Inc.  
Employment Unit For Stations  
WFDL-FM, Lomira, and WTCX(FM), Ripon WI  
FCC Form 396  
Narrative Statement

Form 396 requires the respondent to “provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.”

WFDL-FM and WTCX are small market radio stations that have experienced a very stable staff. In the relevant period, August 1, 2018 – July 31, 2020, no full-time employment opportunity arose. (The 2019 report lists one vacancy, for an account executive, that was filled on June 1, 2018, prior to the reporting period.)

The stations’ annual EEO Local Public File reports reflect that the licensee devotes considerable time and resources to supplemental recruitment initiatives. As a result, the community is made aware of employment opportunities generally, specialized training that is available, and educational requirements for careers in broadcasting. For example, the licensee works with the University of Wisconsin Oshkosh and Fond du Lac campuses, Moraine Park Technical College, and Marian University, to provide training and internships. Representatives of the licensee regularly speak to students at area high schools. Station personnel are encouraged to participate in civic activities and organizations, and to attend training seminars at industry meetings.

As a result of our community involvement and our recruitment initiatives, we have not experienced difficulties in our outreach efforts. Our program is successful.