

2018 EEO PUBLIC FILE REPORT

This Report covers full time vacancy recruitment data for the period October 1, 2017 to September 30, 2018.

- 1) Employee Unit: Gillen Broadcasting Corporation
- 2) Unit Members (Stations and Communities of License):
Station WAJD(AM), Gainesville, Florida
Station WYKS(FM), Gainesville, Florida
- 3) EEO Contact Information for Unit Member:

Mailing Address:	Telephone Number: (352) 331-2200
7120 S.W. 24 th Avenue	Contact Person: Doug Gillen
Gainesville, FL 32607	Email Address: doug@kiss1053.com

- 4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.

Job Title:

Recruitment Source Referring Hire:

- | | |
|--|-------------------------------|
| 1. Full Time Board Operator and Promotions | Indeed |
| 2. Full Time Remote Engineer | Radio Commercial on WYKS(FM) |
| 3. Full Time Receptionist | Indeed |
| 4. Full Time Remote Engineer | Website Posting |
| 5. Full Time Account Executive | Indeed |
| 6. Full Time Receptionist | Radio Commercial on WYKS (FM) |
| 7. Full Time Account Executive | Indeed |

Supplemental Recruitment Initiatives

Training Programs

Receptionist to Account Executive training

Our Stations' Manager trained and developed one of our Receptionists to move into an Account Executive position. Various details about this training are included below. The Manager's ultimate goal when providing this training was to impart the skills necessary to enable this employee to manage customer accounts and act as a link between customers and the Stations. Frequent training sessions were conducted to discuss and teach these skills. The trainee was taught how to use Nielsen Audience Research, with a focus on Tapscan rankers and schedules. She learned how to perform a cost-per-point (CPP) analysis to determine if the buyer's goals could be met, what needs to be done to manage inventory, and which days and times are in most demand from advertisers. Additional components of her instruction included learning how to be a good listener, developing a customer-orientated approach, and building strong, enduring relationships. Preserving customer satisfaction is essential, therefore, the trainee was taught to recognize and address customer preferences by providing beneficial advice and services.

Training Programs

▪Reception to Traffic Manager training

Our Stations' Manager provided the resources to train and develop one of our Receptionists to Traffic Manager. A training contract was purchased from Marketron to provide this trainee with thirty (30) hours of instruction from Marketron's trainer, Lori Hall. Ms. Hall spent considerable time with the trainee reviewing daily traffic procedures which included the proper way to check logs for missing copy and bump lists, reconciling logs, adding new advertisers, importing new order forms, assigning copy and rotating carts, printing daily roster reports, and exporting logs. Instruction also included learning the proper procedures for assigning copy to spots, reducing the need to manually edit invoices, as well as how to enter copy plans.

Participate in Career Fairs

On March 6, 2018, our Stations participated in a career fair with City College which took place on the Gainesville campus. Our Music Director occupied a booth and provided information about career opportunities in broadcasting, what working at a radio station is like, and how to apply and interview for a position at a radio station.

On May 19, 2018, our Stations participated in a career fair with City College which took place on the Gainesville campus. Our Music Director occupied a booth and provided information about career opportunities in broadcasting, what working at a radio station is like, and how to apply and interview for a position at a radio station.

On September 18, 2018, our Stations participated in a career fair with City College which took place on the Gainesville campus. Our Music Director occupied a booth and provided information about career opportunities in broadcasting, what working at a radio station is like, and how to apply and interview for a position at a radio station.

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy

Full Time Board Operator
and Promotions

Source Which Referred Hiree:

Radio WYKS
Commercial

Total Number of Persons Interviewed:

5

Recruitment Used To Fill Position					
Name of Recruitment Source	Address	Contact	Telephone/ Email	Total # of Interviewees Referred By Source	Did the Source Require Notification?
AllAccess.com	28955 Pacific Coast Highway, Malibu, CA 90265	Joel Denver	310-457-6616	0	No
WYKS website/radio commercial	www.KISS1053.com WYKS-FM 105.3	Doug Gillen	352-331-2200	2	No
Gainesville Sun Newspaper	2700 SW 13 th Street, Gainesville, FL 32608	Classified Advertising & Email Announcement	352-372-4222 online@gvillesun.com	0	No
Ocala Star Banner Newspaper	2121 SW 19 th Ave., Ocala, FL 34474	Email & Mail Announcement	careers@starbanner.com	0	No
NOW(National Organization for Women) Gainesville Chapter	1021 W University Ave., Gainesville, FL 32601	Email & Mail Announcement	info@gvilleNOW.org	0	No
Alachua County One Stop Career Center	4800 SW 13 th Street, Gainesville, FL 32608	Fax & Mail Announcement	Fax: 352-392-3810 352-955-2332	0	No
FL Works Gainesville Area Chamber of Commerce	300 E University Ave., Gainesville, FL 32601	Online Job Posting	www.employflorida.com	0	No
NAACP	P.O. Box 2274, Ocala, FL 34482	Fax and Mail Announcements	352-351-4560 Fax: 352-351-3860	0	No
Career Resource Center	CRC UF CR-100 J Reitz Union, PO Box 118507, Gainesville, FL 32611-8507	Online Job Posting	www.ufl.edu 352-392-1601 Fax: 352-392-3810	0	No
Career Resource Center Placement Office Santa Fe Community College	3000 NW 83 rd Street, Building S, RM 254, Gainesville, FL 32606	Online Job Posting	humanresources@sfcollge.edu 352-395-5508	0	No
Indeed	6433 Champion Grandview Way, Building 1, Austin, TX 78750	Online Job Posting	www.indeed.com/kiss1053	3	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy

Full Time Remote Engineer

Source Which Referred Hiree:

Radio WYKS

Commercial

Total Number of Persons Interviewed:

2

Recruitment Used To Fill Position					
Name of Recruitment Source	Address	Contact	Telephone/ Email	Total # of Interviewees Referred By Source	Did the Source Require Notification?
AllAccess.com	28955 Pacific Coast Highway, Malibu, CA 90265	Joel Denver	310-457-6616	0	No
WYKS website/radio commercial	www.KISS1053.com WYKS-FM 105.3	Doug Gillen	352-331-2200	1	No
Gainesville Sun Newspaper	2700 SW 13 th Street, Gainesville, FL 32608	Classified Advertising & Email Announcement	352-372-4222 online@gvillesun.com	0	No
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Indeed	6433 Champion Grandview Way, Building 1, Austin, TX 78750	Online Job Posting	www.indeed.com/1053	1	No

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy

Full Time Receptionist

Source Which Referred Hiree:

Indeed

Total Number of Persons Interviewed:

3

Recruitment Used To Fill Position					
Name of Recruitment Source	Address	Contact	Telephone/ Email	Total # of Interviewees Referred By Source	Did the Source Require Notification?
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FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy

Full Time Remote Engineer

Source Which Referred Hiree:

All Access

Total Number of Persons Interviewed:

1

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AllAccess.com	28955 Pacific Coast Highway, Malibu, CA 90265	Joel Denver	310-457-6616	0	No
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FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy

Full Time Account Executive

Source Which Referred Hiree:

Indeed

Total Number of Persons Interviewed:

2

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Source Which Referred Hiree:

Indeed

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