



Recruitment & Retention

One of Radio's Hottest Categories with Jim Shields

Current State of Employment

- Worker shortages are at all time highs and at a critical point in history
- 11.5 Million jobs available as of April 1st (Labor Dept.)
- 5.6 Million more jobs in April than people unemployed. There 1.94 Jobs for Every person unemployed.
- The Great Resignation continues - in April, 4.5 Million Workers quit their jobs.
- The Great Retirement - Baby Boomers retiring earlier and there is a lot of them. One in Four workers are Baby Boomers. In 2020 - 29 Million baby boomers retired during covid! By 2030 a total of 75 million Baby Boomers will have retired!
- 10,000 Americans are turning 65 yrs. old every day and this trend will continue through 2025 according to AARP.
- You can see the pressure this puts on businesses to find and retain workers. This Is not a Covid thing, this is a numbers thing!



Why **RADIO** *for* **RECRUITMENT?**

- Radio enables you to recruit away from your competitors
- Reach behind competitors walls – Radio & Digital
- Dramatically lowers non-qualified applicants
- Lowers your cost-per-quality-lead
- Eliminates moving expenses
- Fast turnaround time
- An aggressive means of locating applicants
- Targeting of applicants
- Impulse job changing decisions
- ADA, EOE, Age discrimination compliance issues
- No charges for production, creative work, or changes
- Forget resumes!



5 Ways to Generate Revenue from Recruitment



Recruitment Advertising - using Creative Commercials.



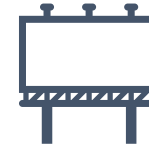
Digital – Geofencing works great along with a Radio Schedule



Recruitment & Retention Seminars with Chris Stonick



Career & Job Fairs – Create Hiring Events and Live on Location Job Fairs



Retention – Keeping current employees – Most cost-effective way to run a business is to keep your current employees with recognition. Make your employees the star

Radio Schedules that work for Recruitment



5 Tips

For *Effective* **RADIO** **RECRUITMENT** *Advertising*

1

Advertise for passive job seekers on Sunday, Monday, and Tuesday.

These are the days of the week that passive job seekers are most likely to express discontent with their current job and will be most receptive to your recruitment message.

2

Use current employees in your radio commercial to explain the benefits of working for your company.

Their testimonials should sound spontaneous and not scripted.

3

Choose radio stations whose qualitative profile is consistent with the profile of your best candidate.

This can include level of education, previous job category held, etc.

4

If the radio stations you choose also broadcasts on the internet (streaming), then be sure to place commercials in their stream as well.

Research from Edison and Arbitron indicates that 33% of people who listen to radio at work listen via computer or mobile device.

5

Point candidates to your website.

Using radio, you will reach most people at work or in the car. If you captivate their interest, then they will need to respond at a later time. Research indicates 9-out-of-10 people forget a phone number within 5 seconds of hearing it. Candidates are more likely to remember your website address, than the 7-10 digits of your phone number.

WGYY-FM FROGGY 100.3

	SUNDAY	MONDAY	TUESDAY
6AM-10AM	3X	3X	3X
10AM-3PM	3X	3X	3X
3PM-7PM	3X	3X	3X
7PM-MIDNIGHT	3X	3X	3X
MIDNIGHT-6AM	3X	3X	3X

☐ 45 (60 sec.) COMMERCIALS FOR \$588 per week # Weeks: _____ Start Date: _____ Total: \$ _____

WRQI-FM ROCKY 94.3

	SUNDAY	MONDAY	TUESDAY
6AM-10AM	3X	3X	3X
10AM-3PM	3X	3X	3X
3PM-7PM	3X	3X	3X
7PM-MIDNIGHT	3X	3X	3X
MIDNIGHT-6AM	3X	3X	3X

☐ 45 (60 sec.) COMMERCIALS FOR \$297 per week # Weeks: _____ Start Date: _____ Total: \$ _____

WXMJ-FM MAJIC 104.5

	SUNDAY	MONDAY	TUESDAY
6AM-10AM	3X	3X	3X
10AM-3PM	3X	3X	3X
3PM-7PM	3X	3X	3X
7PM-MIDNIGHT	3X	3X	3X
MIDNIGHT-6AM	3X	3X	3X

☐ 45 (60 sec.) COMMERCIALS FOR \$297 per week # Weeks: _____ Start Date: _____ Total: \$ _____

WMGW 1490/100.7 / WTIV 1230/105.3

	SUNDAY	MONDAY	TUESDAY
6AM-10AM	3X	3X	3X
10AM-3PM	3X	3X	3X
3PM-7PM	3X	3X	3X
7PM-MIDNIGHT	3X	3X	3X
MIDNIGHT-6AM	3X	3X	3X

☐ 45 (60 sec.) COMMERCIALS FOR \$141 per week # Weeks: _____ Start Date: _____ Total: \$ _____

Gold Level RECRUITMENT PACKAGES



Recruitment & Retention Seminars

Recruitment & Retention Seminars

Free Recruitment Seminars for local HR Directors.

Free Lunch

Free SHRM Credits for Attending

How to Get Attendees:

- Email everyone on your station client list (CRM)
- Radio Ads promoting the event
- Buy a local list of businesses CEO's and HR Dept. Have staff start calling. These are businesses that normally have never used radio.



CERTIFICATE OF ATTENDANCE

This certificate verifies that _____ has attended the "Alternative Recruiting and Retention Strategies using Radio" seminar hosted by Chris Stonick on _____.

"This program, 19-PYZG9, has been approved for 2 PDCs for the SHRM-CP or SHRM-SCP. Please be sure to note the program ID number on your recertification application form. For more information about certification or recertification, please visit: www.shrmcertification.org.



Chris Stonick



Chris Stonick

Source: www.stonickrecruitment.com

FOREVER
NORTHWEST PA **MEDIA**



RECRUITMENT & RETENTION SEMINAR

WITH SPECIALIST **CHRIS STONICK**

ARE YOU HAVING A TOUGH TIME RECRUITING & RETAINING GREAT EMPLOYEES FOR YOUR BUSINESS?

If you answered YES, plan on attending our **FREE** seminar "**Alternative Recruiting and Retention Strategies Using Radio**" hosted by Chris Stonick, President of Stonick Recruitment, a company helping solve recruitment and retention problems for companies nationwide. Chris is an accredited speaker with SHRM and all HR professionals will earn two general recertification credits just for attending.

Join Us

WEDNESDAY, SEPTEMBER 23, 2020 • 9AM - 11AM

AT TRINITY POINT CHURCH OF GOD
180 W. Trinity Point Drive, Clarion (Near Tractor Supply)

SPACE IS LIMITED! RESERVE YOUR SEAT TODAY!

FREE ADMISSION

FREE PARKING

LUNCHEON AT 11am
Lunch included for up to 2 people

**HR PROFESSIONALS RECEIVE
2 SHRM CREDITS TOWARD
RECERTIFICATION
FOR ATTENDING!**

Company Name: _____

Phone Number: _____ # Attending: _____

Name: _____ Title: _____

Name: _____ Title: _____

Email: _____

For confirmation of your registration

Email to cgrant@forevermediainc.com or
Call **814-432-2188** to reserve your seat today.

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Career & Job Fairs

- Job Fairs Events at public locations
- Live on Location Job Fair from Businesses

Career & Job Fairs

- Help the Radio station get their foot in the door with businesses for R&R
- Host a Job Fair every other month
- They generate 10K to 25K in Revenue
- Recruitment Schedule built into the package
- Set expectation of attendance
- Job Fairs are always held on Saturday so employed people can attend.



FOREVER
NORTHWEST PA **MEDIA**

CAREER AND JOB FAIR

You're Invited to Participate!

**Saturday, May 14th from 11am-2pm
at the Cranberry Mall**

6945 Route 322, Cranberry
Lunch Included

FROGGY 98.5 **ROCKY** 94.3 **MAJIC** 99.3 **WGMW** 100.7 **WTIV** 103.3 **WFRA** 88.1

CAREER & JOB FAIR INVESTMENT OPTIONS:

☐ **\$700
May**

- Booth (8 ft. table, 2 chairs)
- Promotional mentions
- Website listing
- 80 recruitment commercials --
20 ON EACH STATION
4 per day to run May 9-13 (5 days)

☐ **\$350
May**

- Booth (8 ft. table, 2 chairs)
- Promotional mentions
- Website listing
- 24 recruitment commercials --
12 per station on 2 stations
4 per day to run May 11-13 (3 days)

Choose 2 Stations:

☐ ROCKY ☐ FROGGY ☐ MAJIC ☐ ANTS

Reinforce Your Employment Needs! (Must participate in above to take advantage of this deal!)

☐ **\$600
per mo.**

Add on a APRIL and/or JUNE recruitment schedule!

- 60 Recruitment Commercials to air Sun., Mon. & Tues. You pick the weeks and station(s)!

☐ APRIL
and/or
☐ JUNE

Company: _____

Contact Name & Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

**PLEASE INCLUDE JOB DESCRIPTIONS
& POSITION INFORMATION FOR
PRODUCTION OF COMMERCIAL**

Authorized Signature: _____

Print Name: _____ Date: _____

**SECURE YOUR SPACE BY
FRIDAY, APRIL 29TH**

MAIL TO: Jim Shields, General Manager c/o Forever Media
900 Water Street, Downtown Mall • Meadville, PA 16335

FAX TO: 814-333-9628

SCAN & EMAIL TO: jshields@forevermediainc.com

Both parties agree that the terms listed on the back of this agreement are fully incorporated into this agreement. Forever Media, and its affiliates and their Radio Station(s) do not and shall not discriminate, in any manner on the basis of race, ethnicity, religion, gender, or age respecting their recruiting, employment or advertising practices.

Agreement between **FOREVER MEDIA GROUP** and (client) _____ to broadcast commercial messages as outlined on reverse or attached.

Live on Location Job Fairs

- Broadcast live from local business/factory on the day they are doing Walk-in Interviews (*Open Interviews*)
- Interview Employees on the Radio – Great Testimonial that resonates with possible candidates
- We have done LOL Job Fairs from:
 - Nursing Homes
 - Factories
 - Hospitals
 - On a Garbage Truck
 - Trade Schools
- Email push to listener database 1 week prior and day before.



FOREVER
MEDIA

FROGGY 100.3
ROCKY 94.3 CLASSIC ROCK 107.7
MAJIC 99.3 104.5

LIVE ON LOCATION! JOB FAIR REMOTE PACKAGE



Benefits:

- **HIGH EXPOSURE** to large audience = **MORE PEOPLE**
- Concentrated focus on your business or event resulting in driving **MORE TRAFFIC**

You will receive:

- 2 hour Live On Location at your business *Add additional hour for \$100
- Live breakaways during broadcast, 2 per hour
- 25 commercials to air 6a-Mid week of the event
- 20+ Promotional mentions leading up to event promoting time, date, location, etc.

☐ **FROGGY Investment: \$1,500** (Valued at \$1,800)

☐ **ROCKY Investment: \$1,000** (Valued at \$1,500)

☐ **MAJIC Investment: \$1,000** (Valued at \$1,500)

*Net to station

Date of Event: _____

Both parties agree that the terms listed on the back of this agreement are fully incorporated into this agreement. Forever Media Inc., Forever Media of Ohio, LLC, Forever Media of MD, LLC, their affiliates and their Radio Stations' collectively, ("Forever Media Group") do not and shall not discriminate, in any way on the basis of race or gender, respecting their employment or advertising practices.

Agreement between FOREVER MEDIA GROUP and (client) _____ to broadcast commercial messages as outlined on reverse or attached.

Business Name: _____ Date: _____

Authorized Signature: _____ Print Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ AE: _____ Copyright © 2019 Forever Media, Inc.



RADIO SCRIPT SAMPLE *(WRITTEN BY CHRIS STONICK)*

ANNOUNCER:

LAST MONTH, A RECORD NUMBER 4 POINT 5 MILLION PEOPLE QUIT THEIR JOBS. NOT INCLUDED ON THAT LIST OF PEOPLE QUITTING WERE DEBBIE STUTSMAN, LISA BARTLEY AND TODD GRIFFITH. IN FACT, INSTEAD OF QUITTING, THEY WERE CELEBRATING! DEBBIE STUTSMAN REACHED HER 5TH YEAR WORKING FOR PENNWEST HOMES...LISA BARTLEY 10 YEARS AND TODD GRIFFITH 15 YEARS. PENNWEST HOMES...LOCATED IN EMLENTON...BELIEVES THAT IS YOU PAY WELL; OFFER EXCELLENT BENEFITS AND TREAT PEOPLE THE WAY THEY WANT TO BE TREATED...THEY'LL STAY. IT'S A PRETTY SOUND PHILOSOPHY! IF YOU'RE SEEKING TO WORK FOR A COMPANY THAT HAS YOUR BEST INTEREST IN MIND, YOU'LL FIND A HOME...AT PENNWEST. CURRENTLY, APPLICATIONS ARE BEING ACCEPTED FOR PRODUCTION LINE POSITIONS FOR: DRYWALL; ROOFERS; MOLDERS; FRAMERS AND GENERAL LABORERS. NO EXPERIENCE REQUIRED. MOST WORKERS WILL MAKE BETWEEN 23 AND 27 DOLLARS AN HOUR! TO SCHEDULE AN INTERVIEW, CALL 724-867-0047. THAT'S 724-867-0047. PENNWEST HOMES IS AN EQUAL OPPORTUNITY EMPLOYER.



RETENTION

RETAINING EMPLOYEES IS YOUR COMPANY'S REPUTATION

People look to work for employers who have tenured, loyal employees.

It's also a lot less costly to retain employees than it is to recruit new ones.

Here's an example of a retention ad.

Tip: These are more effective when actual employees voice them



DEER CREEK WINERY
60-3/18/22
STONICK

EMPLOYEE REFERRAL MAIN APRIL 2022 (INCL RETENTION)

1 DEER CREEK WINERY WOULD LIKE TO THANK JEN MAHER ('Maher' pronounced
2 'Mayor') FOR 3 YEARS OF SERVICE! WE APPRECIATE YOU! DO YOU HAVE TO WORK
3 AT DEER CREEK WINERY OR ONE OF THEIR RETAIL LOCATIONS TO MAKE MONEY?
4 NOT REALLY. YOU SEE, IF YOU REFER SOMEONE TO WORK HERE, YOU'LL RECEIVE
5 A \$25 DEER CREEK WINERY GIFT CARD AFTER THE EMPLOYEE HAS COMPLETED 60
6 DAYS IN GOOD STANDING; A \$50 GIFT CARD AFTER 6 MONTHS AND A \$100 GIFT
7 CARD UPON THEIR FIRST WORK ANNIVERSARY. SEND YOUR REFERENCE'S NAME
30 8 AND NUMBER TO INFO AT DEER CREEK WINE DOT COM. DEER CREEK WINERY IN
9 SHIPPENVILLE IS ACCEPTING APPLICATIONS FOR A FULL TIME KITCHEN MANAGER
10 AND STAFF; RETAIL WINE ASSOCIATES AND THE WINE FESTIVAL CREW; IF YOU
11 WANT TO HAVE FUN, SERVE SOME AMAZING CUSTOMERS...AND A 20% DISCOUNT
12 ON ALL DEER CREEK WINERY PRODUCTS...GO TO: DEER CREEK WINE DOT COM
13 SLASH CAREERS. THAT'S DEER CREEK WINE DOT COM SLASH CAREERS. DEER
14 CREEK WINERY IS AN EQUAL OPPORTUNITY EMPLOYER. (plus 10 second out jingle)
15
16
60 17

C
O
P
Y

Client's Signature of Final Approval

Date

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RESULTS

Businesses:

- They are receiving a steady flow of applicants when radio schedules air
- Hiring on the spot at our Job Fairs
- Resigning multi-month contracts with the station (*radio schedule & digital*)
- Hiring people that are working because of intrusive radio campaign

Radio Station: (NWPA stats)

- 2021 Recruitment revenue rose 186% to be the #3 Category
- 2022 Recruitment Revenue rose another 56% over 2021 to the #1 Category in Q1
- We average 40 businesses on the air each month (*82 in Q1*)
- Generate up to 40K per month in revenue (*in a small market*)

Special thanks to Chris Stonick for his assistance with this presentation.

Chris Stonick can be reached at 863-397-5615, Email: chris.stonick@gmail.com and Website: stonickrecruitment.com





That's all Folks!