

# Southwire Company Exceeds Recruitment Expectations With Radio Ads And Hiring Event

## Executive Summary:

Southwire Company is a family-owned company that has been in business for 71 years. Their wire products can be found in vehicles, electrical generators, homes, businesses, and utilities around the United States.

They're one of the largest wire and cable companies in all of North America. Half of the cable that transmits and distributes electricity in the U.S. is manufactured by Southwire, and nearly 50% of new homes built in the country have wire manufactured by Southwire.

They're also a worldwide leader in wire and cable manufacturing, with more than half of all refined copper in the world passing through their Southwire Continuous Rod (SCR) systems.

## The Problem:

Southwire opened a new 250,000 square-foot facility in Bremen, IN, and needed to immediately fill 100 open positions.

At the time Southwire was looking to fill those positions, hiring competition was fierce. There was a shortage of people looking for work after the pandemic in 2020, and many companies were in need of workers.

"Right now, the job market is tight," says Christie Maurer, the human resources manager for Southwire's campus in Bremen. "We were looking at taking different avenues to find people."

The people at Southwire, all the way up to the corporate offices in Carrollton, Georgia, knew that it was going to be difficult to fill the 100 positions quickly.

**"Radio helped us reach a lot of potential candidates across a variety of counties. More so than what we could have done with just our ads on LinkedIn or Career Builder."**

- Christie Maurer, Human Resources Manager for Southwire's Bremen Campus

## The Process:

Rocky Curl, an account executive at Federated Media, put together a plan with Southwire's corporate team. They ran a high-frequency schedule on WRBR (103.9 The Bear), WBYT (B100), and WAOR (Froggy 102.7), which ran for three weeks in March 2021. Southwire likes running ads with The Bear, B100, and Froggy because they're stations their current employees listen to. The two stations also cover St. Joseph, Marshall, and Elkhart counties, where Southwire's prospective employees are most likely to live.

The intent of the schedule was to capture listeners on their way to work and coming home from work who may be thinking about switching jobs. The schedule also included 100,000 impressions for the online streams of all six Federated Media stations in the South Bend market.

Curl worked with the staff at Southwire on the messaging of the commercials — that is to say, what benefits set Southwire apart from other companies — to attract prospective employees. Southwire's radio ads included messaging that employees could receive a \$1,500 sign on bonus and up to \$30/hr pay.

The other essential piece of the strategy was an on-site hiring event for Southwire, which included remote broadcasts by both WRBR and WBYT in May 2021. Maurer liked what was aired on the radio from the corporate office and wanted to have a local event using the company's local budget.

The remote broadcasts were for two hours each, scheduled back-to-back. Pre-promotion of the hiring event included a high-frequency radio schedule the week prior to the event, live liners, and email and text pushes (on the Bear only) promoting the event.

Emails were sent out to nearly 7,000 people via The Bear and more than 9,000 people via B100, totaling more than 16,000 people reached across both stations.



**“Working with Rocky and Federated Media was incredible, it was wonderful. The work we did on that Saturday — with the remote and the number of offers we made — in one day is what we would normally do in a month’s time.”**

-Christie Maurer, Human Resource Manager for Southwire's Bremen Campus



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## The Result:

Initially, Maurer and the team at Southwire were hoping to attract enough people to the hiring event to make 15 job offers. There were 71 people who clicked the link from the text pushes from the Bear in order to learn more about Southwire's hiring opportunities. The emails also saw success — emails from B100 had a 3.47% click-thru rate and emails from The Bear had a 1.82% click-thru rate.

The first high-frequency schedule in March aired for three weeks. Recruitment ads were aired on Froggy, B100, and The Bear a total of 98 times on each station.

In the week leading up to the hiring event in May, Southwire aired recruitment ads on B100 and The Bear a total of 64 times on each station. The ads also included 15 remote broadcast liners.

For contrast, a standard remote broadcast includes 15 live-liners, 6 remote breaks, emails, and text pushes (from the Bear). The additional high-frequency commercial schedule on two popular stations was a boon that led to a turnout beyond Southwire's initial expectations.

"There were 40 people who showed up to the job fair because they heard it on the radio, either with B100 or The Bear, and we extended offers to over 27 people," Maurer says. "There were a number of people who showed up at the event because they heard about it on the radio that day and just decided to drive out and see what it was about."

One applicant stopped out to apply when she heard the remote broadcast on the radio. She had a particularly frustrating day at work and was looking for a change, according to Maurer.

"It was a great avenue to get people who were maybe frustrated with their jobs and to have the cycle of the ads going on the drive in in the morning," Maurer says. "At any point in time driving to work, people can hear those radio ads and it'll kinda stick in their head."

The idea of hosting remote radio broadcasts at a hiring event piqued the interest of the corporate office. As a result, the company's human resources business partner and the director of recruiting decided to fly up and attend. They were very impressed, according to Maurer. There was a lot of hype with the executives in Carrollton, and they were elated with the success of the on-site event.

Because of their success, Maurer quickly scheduled a second on-site hiring event with B100 and The Bear to continue to fill more positions.

"Working with Federated Media is a great investment," she says. "Their stations reach a lot of people, and it's a great resource."

