

**2017 Broadcast EEO Program Report
 WRHC Broadcasting Corp. and Fenix Broadcasting Corp.
 Employment Unit: Stations WRHC(AM) and WWFE(AM)**

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2017 FCC EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period 9/22/16 to 9/21/17.

- 1) Employment Unit: WWFE(AM) and WRHC(AM).**
- 2) Unit Members (Stations and Communities of License):
 WWFE(AM), Fenix Broadcasting Corp., Miami, Florida
 WRHC(AM), WRHC Broadcasting Corp., Coral Gables, Florida.**
- 3) EEO Contact Information for Unit Member:
 Ana Vidal Rodriguez, Vice-President, 330 SW 27 Ave. Suite 207, Miami, FL. 33135
 305-541-3300x214 anavidal@lapoderosa.com**
- 4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

| <u>Job Title</u> | <u>Recruitment Source Referring Hiree</u> |
|----------------------------------|---|
| 4.1 Housekeeping | Employee Referral |
| 4.2 Board Operator (2 positions) | South Florida Workforce (2) |
| 4.3 Receptionist | South Florida Workforce |
| 4.4 Accounting | Industry Referral |

5.1) Job Title: Housekeeping Referral Source of Hiree: Employee Referral

| <u>Source</u> | <u># referred</u> | <u>Requested Notification</u> |
|--|-------------------|-------------------------------|
| New Professions Technical Institute. 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223/Fax: 305-461-3029 | 0 | no |
| Youth Coop. 3525 N. W. 7 th St. Miami, FL. 33125 Tel: (305) 643-6730 X 161, Fax: (305) 631-1578 | 0 | no |

| | | |
|--|---|----|
| Aspira of Florida 3650 North Miami Ave. Miami, FL. 33127 Tel: (305) 269-6767, Fax: (305) 576-0810 | 0 | no |
| South Fl. Workforce Career Source South Florida 8485 SW 40th Street Miami, FL 33155 Tel: (305) 228-2300/-4225, Fax: (305) 228-2321 | 0 | no |
| South Fl. Workforce 7300 NW. 19 th St. Suite 500 Miami, FL. 33126 Tel 305-252-4400, Fax: 305-477-0113 | 0 | no |
| Broward Business to Business Expo & Job Fair Broward Chamber of Commerce 1640 West Oakland Park Blvd #403 Fort Lauderdale, FL. 33311 Tel: (954) 565-5750, Fax: 954-566-3398 | 0 | no |
| Adult Mankind Organization (South Fl. Workforce) 1681 SW. 107 th Ave. Miami, FL. 33165 Tel: (305) 551-0090x202, Fax: (305) 551-9098 | 0 | no |
| Little Havana One Stop Career Center 5040 NW 7th St, Miami, FL 33126 Tel: (305) 442-6900, Fax: 305-643-7240 | 0 | no |
| Lutheran Services of Florida 9750 Coral Way Miami Fl. 33165 Tel: 305-559-1177, Fax: 305-559-9509 | 0 | no |
| South Florida Institute of Technology 1275 W 47 th Pl Ste 201 Hialeah, Fl 33012 Ph: (305) 820-8993 ext 25, Fax: (305) 820-8755 | 0 | no |
| On Air announcements | 0 | no |
| Employee Referral | 1 | |
| Agency Referral | 0 | |

5.2) Board Operator (2 positions) Referral Source of Hiree: South Florida Workforce (2)

| <u>Source</u> | <u># referred</u> | <u>Requested</u> |
|--|-------------------|------------------|
| New Professions Technical Institute. 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223/Fax: 305-461-3029 | 0 | no |
| Youth Coop. 3525 NW. 7 th St. Miami, FL. 33125 Tel: (305) 643-6730 X 161, Fax: (305) 631-1578 | 0 | no |
| Aspira of Florida 3650 North Miami Ave. Miami, FL. 33127 Tel: (305) 269-6767, Fax: (305) 576-0810 | 0 | no |
| South Fl. Workforce Career Source South Florida 8485 SW 40th Street Miami, FL 33155 Tel: (305) 228-2300/-4225, Fax: (305) 228-2321 | 2 | no |
| South Fl. Workforce 7300 NW. 19 th St. Suite 500 Miami, FL. 33126 Tel 305-252-4400, Fax: 305-477-0113 | 0 | no |
| Broward Business to Business Expo & Job Fair Broward Chamber of Commerce 1640 West Oakland Park Blvd #403 Fort Lauderdale, FL. 33311 Tel: (954) 565-5750, Fax: 954-566-3398 | 0 | no |
| Adult Mankind Organization (South Fl. Workforce) 1681 S. W. 107 th Ave. Miami, FL. 33165 Tel: (305) 551-0090x202, Fax: (305) 551-9098 | 0 | no |
| Little Havana One Stop Career Center 5040 NW 7th St, Miami, FL 33126 Tel: (305) 442-6900, Fax: 305-643-7240 | 0 | no |

Lutheran Services of Florida 0 no
 9750 Coral Way
 Miami Fl. 33165
 Tel: 305-559-1177, Fax: 305-559-9509

South Florida Institute of Technology 0 no
 1275 W 47 th Pl Ste 201
 Hialeah, Fl 33012
 Ph: (305) 820-8993 ext 25, Fax: (305) 820-8755

On Air announcements 0 no
 Employee Referral 0

5.3) Receptionist

Referral Source of Hire: South Florida Workforce

| <u>Source</u> | <u># referred</u> | <u>Requested Notification</u> |
|--|-------------------|-------------------------------|
| New Professions Technical Institute. 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223/Fax: 305-461-3029 | 0 | no |
| Youth Coop. 3525 NW. 7 th St. Miami, FL. 33125 Tel: (305) 643-6730 X 161, Fax: (305) 631-1578 | 0 | no |
| Aspira of Florida 3650 North Miami Ave. Miami, FL. 33127 Tel: (305) 269-6767, Fax: (305) 576-0810 | 0 | no |
| South Fl. Workforce Career Source South Florida 8485 SW 40th Street Miami, FL 33155 Tel: (305) 228-2300/-4225, Fax: (305) 228-2321 | 1 | no |
| South Fl. Workforce 7300 NW. 19 th St. Suite 500 Miami, FL. 33126 Tel 305-252-4400, Fax: 305-477-0113 | 0 | no |
| Broward Business to Business Expo & Job Fair Broward Chamber of Commerce 1640 West Oakland Park Blvd #403 Fort Lauderdale, FL. 33311 Tel: (954) 565-5750, Fax: 954-566-3398 | 0 | no |
| Adult Mankind Organization | 0 | no |

| | | |
|---|---|----|
| South Fl. Workforce 7300 NW. 19 th St. Suite 500 Miami, FL. 33126 Tel: (305) 252-4400, Fax: (305) 470-5762 | 0 | no |
| Broward Business to Business Broward Chamber of Commerce 1640 West Oakland Park Blvd #403 Fort Lauderdale, FL. 33311 Tel: (954) 565-5750, Fax: 954-566-3398 | 0 | no |
| Adult Mankind Organization (South Fl. Workforce) 1619 SW. 107 th Ave. Miami, FL. 33165 Tel: (305) 551-0090x202, Fax: (305) 551-9098 | 0 | no |
| Little Havana One Stop Career Center 5040 NW 7th St, Miami, FL 33126 Tel: (305) 442-6900, Fax: 305-643-7240 | 0 | no |
| Lutheran Services of Florida 9750 Coral Way Miami Fl. 33165 Tel: 305-559-1177, Fax: 305-559-9509 | 0 | no |
| South Florida Institute of Technology 1275 W 47 th Pl Ste 201 Hialeah, Fl 33012 Ph: 305-820-8993 ext 25, Fax: (305) 820-8755 | 0 | no |
| On Air announcements | 0 | no |
| Industry Referral | 1 | |
| Agency Referral | 0 | |

6) Total # of Interviewees Referred: For the period from 9/22/16 to 9/21/17 this Employment Unit interviewed 5 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

INITIATIVE: TRAINING PROGRAMS. The employment unit has an ongoing training program designed to enable station personnel to hone their skills, learn new software, and to acquire skills that qualify them for higher level positions. For example, within the employment unit 4 persons received additional training for Production. The employment unit’s program and technical director, who is in charge of all technical personnel, directs the training program, choosing which existing staff member will do the training, setting hours of training, duration of same, evaluating the progress of the training and deciding when the person is ready to work independently. During this Reporting Period, the employment unit trained an On Air person to become Board Operator and more office personnel were trained on our Traffic Software and VT Software in order to be able to obtain reports, price and client information

without interrupting our Traffic Manager. The Accounting department held numerous seminars updating the information of clients and the Invoice System Management. The Sales Department received four seminars related to Nielsen and how to obtain and evaluate the Tapscan results.

INITIATIVE: PROVISION OF TRAINING TO MANAGEMENT LEVEL PERSONNEL AS TO METHODS OF ENSURING EQUAL EMPLOYMENT OPPORTUNITIES AND PREVENTING DISCRIMINATION.

This program is on-going, and an updating seminar on these subjects was held on April 13, 2017 by the employment unit's vice president. This seminar lasted 2 hours and was attended by all management personnel, who are the same persons with authority to hire. The purpose of the seminar was to review and refresh, as well as update, station personnel on the methods of ensuring equal employment opportunities and preventing discrimination. These persons are the program and technical director, president, vice-president and assistant vice-president, all of WRHC Broadcasting Corporation and Fenix Broadcasting Corporation.

INITIATIVE: PARTICIPATION IN JOB FAIRS. Participated in three (3) job fairs in this reporting period; November 12, 2016, January 11, 2017 and March 15, 2017. The employment unit's vice president attended these three events where the employment unit was able interact with job seekers and explain the kinds of positions available at the stations and solicit resumes and applications.

INITIATIVE: PARTICIPATION IN EVENTS SPONSORED BY COMMUNITY ORGANIZATIONS.

From October 2016 to August 2017, the president and/or vice-president of the employment unit participated in the monthly networking events hosted by the South Florida Hispanic Chamber of Commerce of Miami. At these events, the employment unit representatives frequently discussed and explained issues relating to broadcasting and broadcast employment.

INITIATIVE: OTHER EEO RECRUITMENT EFFORTS. The employment unit's vice president is in constant contact with Career Source South Florida, an agency of the State of Florida, whereby Career Source emails us their recruitment events and we record a PSA spot advertising the recruitment events, such as, for example Google, Holiday Inn, Hertz, Ibiley, Infinity, Macy's, Winn Dixie, Planet Air, Norwegian, Mattress One, Goodwill and DHL.