



**WAFC-AM 2022-2023 EEO Public File Report**  
**October 1, 2022 – September 30, 2023**

This report covers full-time vacancy recruitment data for the period October 1, 2022-September 30, 2023.

**1) Employment Unit Location/Name:**

Glades Media Company – Clewiston, FL

**2) Unit Members:**

WAFC AM590

**3) EEO Contact Information for Unit Member:**

|   |                                   |                            |
|---|-----------------------------------|----------------------------|
| Name:<br>Brian Johnson<br>brian@gladesmedia.com | Address:<br>530 East Alverdez Ave | Telephone:<br>863-983-5900 |
|---|-----------------------------------|----------------------------|

**4) Number of full-time vacancies: 1**

**5) List of full-time vacancies:**

- a. Sales Person

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data.

| <b>JOB TITLE</b> | <b>Recruitment Sources (“RS”) Used to Fill Vacancy</b> | <b>RS Referring Hires</b> |
|------------------|--|---------------------------|
| Sales            | 1,31,36  |                           |
|                  |  |                           |
|                  |  |                           |
|                  |  |                           |
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**6) Total number of interviewees referred was 1 with 1 being hired.**



| RS Number | RS Information   | Source Entitled to Vacancy Notification? (Yes/No) | No. of Interviewees Referred by RS over reporting period |
|-----------|--|---|--|
| 1         | <b>Glades Media Radio Group Website</b><br><a href="http://www.gladesmedia.com">www.gladesmedia.com</a>  | Yes   | 0  |
| 2         | <b>Art Institute of Ft. Lauderdale – Career Serv.</b><br>1799 SE 17 <sup>th</sup> Street<br>Ft. Lauderdale, FL 33316<br>Contact: Jodi Berkshire<br>Phone (954) 308-2615<br><a href="mailto:jberkshire@aii.edu">jberkshire@aii.edu</a>  | No  | 0  |
| 3         | <b>Bethune Cookman College – Career Planning</b><br>640 Dr. Mary McLeod Bethune Blvd.<br>Daytona Beach, FL 32115 Contact: Davita Bonner<br>Phone: (904) 255-1401 Fax: (904) 258-8278 Email:<br><a href="mailto:bonnerd@cookman.edu">bonnerd@cookman.edu</a>                                    | No  | 0  |
| 4         | <b>Career Source Broward</b><br>Career Department<br>6301 NW 5 <sup>th</sup> Way Suite 3000<br>Ft Lauderdale, FL 33311<br>Phone: (954) 677-5627 <a href="mailto:jobs@careersourcebroward.org">jobs@careersourcebroward.org</a>   | No  | 0  |
| 5         | <b>Career Source-Palm Beach County</b><br>3400 Belvedere Rd, West Palm Beach, FL 33406<br>Nancy Medina, Account Manager<br>Phone (561) 340-1060<br><a href="mailto:nmedina@careersourcepbc.com">nmedina@careersourcepbc.com</a>  | No  | 0  |
| 6         | <b>Career Source Research Coast</b><br>Okeechobee, Martin, St Lucie, Indian River Counties<br>Contact: Brian Dulemba<br>584 NW University Blvd Suite 200<br>Port St. Lucie, FL 34986<br>(866) 482-4473 ext 605<br><a href="mailto:bdulemba@careersourcecc.com">bdulemba@careersourcecc.com</a> | No  | 0  |
| 7         | <b>Career Source -Heartland</b><br>207 S.W. Park Street<br>Okeechobee, FL 34972<br>863-610-6000<br>Shannon Kuen<br><a href="mailto:skuen@careersourceheartland.onmicrosoft.com">skuen@careersourceheartland.onmicrosoft.com</a>  | No  | 0  |
| 8         | <b>Connecticut School of Broadcasting – Palm Beach Gardens Campus</b><br>3450 North Lake Blvd Suite 110<br>Palm Beach Gardens, FL 33403<br>Contact: Erica Toledo email: <a href="mailto:etoledo@gocsb.com">etoledo@gocsb.com</a><br>Phone: (561) 847-4126 ext                                  | No  | 0  |



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| 9  | <b>Florida A&amp;M University</b><br>School of Journalism/Media<br>1676 S. MLK Blvd.<br>Tallahassee, FL 32307<br>Contact: Melanie Washington<br>Phone: (850) 222-3957<br>Email: <a href="mailto:careercenter@famu.edu">careercenter@famu.edu</a>                  | No | 0 |
| 10 | <b>Florida Association of Broadcasters</b><br>201 South Monroe St. Suite 102<br>Tallahassee, FL 32303<br>Contact: Lindsay Varn<br>Phone: (850) 681-6444<br>Fax: (850) 222-3957<br>Email: <a href="mailto:lvarn@fab.org">lvarn@fab.org</a>                         | No | 0 |
| 11 | <b>Florida Atlantic University</b><br>Career Development Center<br>777 Glades Road, SU, Rm. 220<br>Boca Raton, FL 33431<br>Contact: James Watson, Jr.<br>Phone: (561) 297-3536/ (561)297-2740 (fax)<br><a href="http://www.fau.edu/cdc">www.fau.edu/cdc</a>       | No | 0 |
| 12 | <b>Florida State University – Career Center</b><br>A4100 University Center<br>Tallahassee, FL 32306-2490<br>Contact: Sean Collins<br>Phone: 850-644-6431 / 850-644-3273<br>Email: <a href="mailto:reception@admin.fsu.edu">reception@admin.fsu.edu</a>            | No | 0 |
|    |   |    |   |
| 13 | <b>Hispanic Human Resources Council</b><br>1427 S. Congress Ave.<br>Palm Beach Springs, FL 33406<br>Contact: Judy Pierman<br>Phone: (561) 641-4198<br><a href="mailto:jpierman@hhrcinc.org">jpierman@hhrcinc.org</a>  | No | 0 |
| 14 | <b>Hispanic Human Resources Council</b><br>1820 Hendry Street<br>P.O. Box 2217<br>Fort Myers, FL 33901<br>Recruitment: (239) 321-7064   | No | 0 |
| 15 | <b>Lynn University</b><br>Career Development Center<br>3601 N. Military Trail<br>Boca Raton, FL 33436<br>Log online <a href="http://lynn.edu/knightsurfer">lynn.edu/knightsurfer</a><br>User: Gladesmedia<br>Contact: Christine Childers<br>Phone: (561) 237-7287 | No | 0 |



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|    | Fax: (561) 237-7285<br>careers@lynn.edu  |    |   |
| 16 | <b>University of South Florida – Mass Communications</b><br>4202 E. Fowler St. MP CIS-1040<br>Tampa, FL 33620<br>Phone: (813) 974-2591<br>Fax: (831) 974-2592<br>Website: usf.edu/career-services  | No | 0 |
| 17 | <b>Inside Radio</b><br>Contact: Gene Mckay<br>365 Union Street<br>Littleton, NH 03561<br>(800) 248-4242 ext 711  | No | 0 |
| 18 | <b>Glades Area Branch NAACP – Unit # 5686</b><br>733 SW Ave E, Suite A<br>Belle Glades, FL 33430<br>Contact: Linda Johnson<br>Phone: (561) 985-0379<br>Fax: (561) 993-0483<br>unit5686@naacp.org   | No | 0 |
| 19 | <b>Keiser Career College</b><br>Attn: Elizabeth Houlihan<br>2085 Vista Parkway<br>West Palm Beach, FL 33411<br>Phone: (561) 471-6000 (561)561-471-7849 (fax)<br>Elizabthh@keiseruniversity.edu   | No | 0 |
| 20 | <b>National Hispanic Media Coalition</b><br>55 Grand Avenue<br>Pasadena, CA 91105<br>Tatiana Arizaga, Communications Coordinator<br>Phone: (213) 746-6988  | No | 0 |
| 21 | <b>Nova Southeastern University</b><br>11501 N. Military Trail<br>Palm Beach Gardens, FL 33410-6507<br>James Miller<br>954-262-5637 - (561) 622-6472 (fax)   | No | 0 |
| 22 | <b>Miami Media School</b><br>Angel S. Llamazares<br>Director of Career Services<br>901 South Miami Avenue<br>Miami, FL 3326<br>Phone: 305.728.1120<br><a href="mailto:allamazares@BeOnAir.com">allamazares@BeOnAir.com</a><br><a href="http://www.BeOnAir.Com">www.BeOnAir.Com</a> | No | 0 |



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| 23 | <b>Palm Beach State College-Career Center</b><br>4200 Congress Ave.<br>Lake Worth, FL 33361<br><a href="https://www.myinterfase.com/palmbeachstate/employer/">https://www.myinterfase.com/palmbeachstate/employer/</a><br>UN: WCWOKC1570<br>PW: Glad123<br>Contact: Irene Garcia Phone: (561) 868-3066 | No  | 0 |
| 24 | <b>St. Lucie County Branch NAACP – Unit # 5129</b><br>P.O. Box 3103<br>Ft. Pierce, FL 34948-3103<br>Contact: Tony Barnes email: unit5129@naacp.org   | No  | 0 |
| 25 | <b>Urban League of Palm Beach</b><br>1700 N. Australian Ave.<br>West Palm Beach, FL 33407<br>Contact: Henry Fuse<br>Phone: (561) 833-1461 Email: henfuse@aol.com   | No  | 0 |
| 26 | <b>University of Florida</b><br><b>College of Journalism and Communications</b><br><b>P.O. Box 118400</b><br><b>Gainesville, FL 32611</b><br><b>Phone: (352-392-0466</b><br><b>Fax: (352) 392-0466</b><br><b>Katrice Graham <a href="mailto:kgraham@jou.ufl.edu">kgraham@jou.ufl.edu</a></b>           | No  | 0 |
| 27 | <b>Indeed.com</b>  |     |   |
| 28 | <b>Employee Referral</b>   | Yes | 1 |
| 29 | <b>Non-Employee Referral</b>   |     |   |
| 30 | <b>Walk-In/Self-Referral</b>   |     |   |
| 31 | <b>On-Air Announcement</b>   | Yes | 0 |
| 32 | <b>Internal Posting</b>  |     |   |
| 33 | <b>Internal Transfer/Promotion</b>   |     |   |
| 34 | <b>CareerBuilder.com</b>   |     |   |
| 35 | <b>Radio Ink.com</b>   |     |   |
| 36 | <b>Ziprecreuter.com</b>  | Yes | 0 |
| 37 | <b>Radionotas.com</b>  |     |   |
| 38 | <b>Employee Re-Hire after Covid</b>  |     |   |
| 39 | <b>AllAccess.com</b>   |     |   |
| 39 | <b>Facebook</b>  |     |   |
| 40 | <b>Handshake.com user: gladesmedia</b>   |     |   |

7) **Supplemental Recruiting Measures:**

**7A. Initiative: Participation in Career Fairs**

Glades Media is committed to fostering a diverse and inclusive work environment in alignment with Equal Employment Opportunity (EEO) guidelines. As part of this commitment, we have actively participated in two career fairs in the last year to engage with a wide range of potential employees.



### **Goodwill Southwest Florida Career Fair**

On September 20th, our team attended the Goodwill Southwest Florida Career Fair held at the LaBelle Civic Center. The event featured over 30 employers from various sectors, including McDonald's, Coca-Cola, and the Hendry County Sheriff's office. Our focus was to engage with candidates for Sales positions across our radio stations, including WAFC, WLMX, WOKC, WLLY, and WAFZ. The event allowed us to engage with approximately 10 individuals interested in Sales roles.

### **Okeechobee High School Career Fair**

On April 12th, we participated in a job fair at Okeechobee High School targeted at the senior class. Our General Manager and Office Manager were present to offer information about careers in broadcasting and the media industry. We engaged with approximately 100 to 150 students, providing insights into the equipment used in broadcasting and the scope of work at our various stations.

Through these events, Glades Media aims to broaden its talent pool and provide equal opportunities for everyone, in accordance with EEO principles.

### **7B. Initiative: Training Programs and Career Planning Tools for Employees**

Glades Media is committed to investing in the continuous growth and professional development of our employees, aligning with our broader dedication to excellence and equal opportunity in the workplace. Over the past year, we have concentrated on two key training initiatives to equip our employees with the necessary skills for success in their roles:

#### **Marketron NXT Training**

Led by Warren Orey, our Director of Sales, all sales personnel successfully completed the Marketron NXT Training course, which was divided into three key modules:

1. **Digital Media Sales Essentials:** A deep dive into the fundamentals of digital media sales.
2. **NXT Learning Lessons on Basic Digital Products and Best Practices:** A focus on market-available digital products and selling best practices.
3. **Digital Platform Knowledge:** An overview of various digital platforms, enhancing our team's ability to recommend the most appropriate options to clients.

Each team member invested 5 1/2 hours in the course and passed the post-course exam, demonstrating mastery of the material and readiness to implement these new skills.

#### **Customer Relationship Management (CRM) Training**



We also implemented a Customer Relationship Management (CRM) system aimed at enhancing team connectivity and aiding in career development. Over the past year, 90% of our staff have achieved proficiency in this tool under the guidance of Warren Orey, our Sales Director, and are actively utilizing it to meet individual and team objectives.

### **Craig Reinheart's Board Operating and Production Training:**

In 2023, Glades Media Radio Group initiated a comprehensive training program for our WAFC Sales person, Craig Reinheart, focusing on board operating and commercial production. Craig was trained on everything from writing a commercial script to recording it and putting it together. This makes him a competent backup for our Program Director when needed.

Craig received in-depth training under the guidance of Derek Monette. This training also covered how Craig could fill in for an air shift during emergencies. Craig has even participated in the morning show on several occasions to gain the requisite experience. With this training, Craig has become a reliable asset to our Production and Programming team, capable of managing broadcasts independently.

These training initiatives underscore our commitment to ensuring that our team is versatile, skilled, and prepared for the evolving demands of the media landscape.

### **7C. Initiative: EEO Training for Management Employees**

As part of our steadfast commitment to fostering a work environment that is free from harassment and discrimination, we have taken significant steps to educate our managerial team. In September 2023, we completed a training course named "PAYCHEX – Preventing Bullying and Violence in the Workplace."

#### **Objectives and Content of the Training:**

The training was aimed at the critical subject of unlawful harassment as defined by the Equal Employment Opportunity Commission (EEOC). The course comprehensively covered different forms of unwelcome conduct, including those based on:

- Race
- Color
- Religion
- Sex
- National Origin
- Age
- Disability
- Genetic Information

The goal was to empower our managers with the knowledge and tools needed to identify, address, and prevent any such unwelcome behaviors within our work environment.



### **Certification:**

Upon the successful completion of the course, our managers were provided certificates. These certificates are not merely tokens of participation but symbols of our team's commitment to uphold Equal Employment Opportunity (EEO) principles and to prevent discrimination in our work environment.

### **Impact and Future Directions:**

This initiative signifies our proactive stance in fostering a workplace culture that adheres to federal, state, and local laws, while also being inclusive and respectful. We are confident that this training will significantly enhance our ongoing efforts to maintain a safe, inclusive, and discrimination-free workplace for all our employees.

## **7D. Initiative: Outreach to Community Organizations**

### **On-Air Announcements:**

Our Employment Unit consistently airs multiple announcements each week via radio and streaming, declaring that we are an Equal Opportunity Employer. These announcements are targeted toward any organization that maintains a job bank, offers employment information, or provides job referrals. Such organizations are encouraged to contact us to be added to our mailing list, where they'll be notified about future job openings.

### **Internet:**

On the Job Page of our Employment Unit's website, we clearly state our commitment to being an Equal Opportunity Employer. We warmly invite any organization that operates a job bank, dispenses employment information, or facilitates job referrals to reach out to us. They can then be placed on our mailing list to receive updates on future job vacancies and career opportunities.

Through these measures, we're expanding our commitment to Equal Opportunity Employment beyond our company, reaching out to community organizations with the aim of creating a more diverse and inclusive workforce.