



**WAFZ AM/ WAFZ-FM 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 – Immokalee, FL

**2) Unit Members:**

WAFZ AM1490  
WAFZ FM92.1

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

Name: Brian Johnson brian@gladesmedia.com	Address: 316 North 15th Street Suite 3 Immokalee, FL 34142	Telephone: 239-657-1490
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**4) Number of full-time vacancies: 2**

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

- a. DJ Announcer
- b. 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>
DJ	1,31,38	1
Sales	1,31,36	55



6) Total number of interviewees referred was 56 with 2 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> <a href="http://www.gladesmedia.com">www.gladesmedia.com</a>	Yes	0
2	<b>Art Institute of Ft. Lauderdale – Career Serv.</b> 1799 SE 17 <sup>th</sup> Street Ft. Lauderdale, FL 33316 Contact: Jodi Berkshire Phone (954) 308-2615 jberkshire@aii.edu	No	0
3	<b>Bethune Cookman College – Career Planning</b> 640 Dr. Mary McLeod Bethune Blvd. Daytona Beach, FL 32115 Contact: Davita Bonner Phone: (904) 255-1401 Fax: (904) 258-8278 Email: bonnerd@cookman.edu	No	0
4	<b>Career Source Broward</b> Career Department 6301 NW 5 <sup>th</sup> Way Suite 3000 Ft Lauderdale, FL 33311 Phone: (954) 677-5627 jobs@careersourcebroward.org	No	0
5	<b>Career Source-Palm Beach County</b> 3400 Belvedere Rd, West Palm Beach, FL 33406 Nancy Medina, Account Manager Phone☎561) 340-1060 nmedina@careersourcepbc.com	No	0
6	<b>Career Source Research Coast</b> Okeechobee, Martin, St Lucie, Indian River Counties Contact: Brian Dulemba 584 NW University Blvd Suite 200 Port St. Lucie, FL 34986 (866) 482-4473 ext 605 bdulemba@careersourcec.com	No	0
7	<b>Career Source -Heartland</b> 207 S.W. Park Street Okeechobee, FL 34972 863-610-6000 Shannon Kuen <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> 3450 North Lake Blvd Suite 110 Palm Beach Gardens, FL 33403	No	0



	Contact: Erica Toledo email:etoledo@gocsb.com Phone: (561) 847-4126 ext		
9	<b>Florida A&amp;M University</b> School of Journalism/Media 1676 S. MLK Blvd. Tallahassee, FL 32307 Contact: Melanie Washington Phone: (850) 222-3957 Email: <a href="mailto:careercenter@famu.edu">careercenter@famu.edu</a>	No	0
10	<b>Florida Association of Broadcasters</b> 201 South Monroe St. Suite 102 Tallahassee, FL 32303 Contact: Lindsay Varn Phone: (850) 681-6444 Fax: (850) 222-3957 Email: <a href="mailto:lvarn@fab.org">lvarn@fab.org</a>	No	0
11	<b>Florida Atlantic University</b> Career Development Center 777 Glades Road, SU, Rm. 220 Boca Raton, FL 33431 Contact: James Watson, Jr. Phone: (561) 297-3536/ (561)297-2740 (fax) <a href="http://www.fau.edu/cdc">www.fau.edu/cdc</a>	No	0
12	<b>Florida State University – Career Center</b> A4100 University Center Tallahassee, FL 32306-2490 Contact: Sean Collins Phone: 850-644-6431 / 850-644-3273 Email: <a href="mailto:reception@admin.fsu.edu">reception@admin.fsu.edu</a>	No	0
13	<b>Hispanic Human Resources Council</b> 1427 S. Congress Ave. Palm Beach Springs, FL 33406 Contact: Judy Pierman Phone: (561) 641-4198 <a href="mailto:jpierman@hhrcinc.org">jpierman@hhrcinc.org</a>	No	0
14	<b>Hispanic Human Resources Council</b> 1820 Hendry Street P.O. Box 2217 Fort Myers, FL 33901 Recruitment: (239) 321-7064	No	0



15	<b>Lynn University</b> Career Development Center 3601 N. Military Trail Boca Raton, FL 33436 Log online lynn.edu/knightsurfer User: Gladesmedia Contact: Christine Childers Phone: (561) 237-7287 Fax: (561) 237-7285 careers@lynn.edu	No	0
16	<b>University of South Florida – Mass Communications</b> 4202 E. Fowler St. MP CIS-1040 Tampa, FL 33620 Phone: (813) 974-2591 Fax: (831) 974-2592 Website: usf.edu/career-services	No	0
17	<b>Inside Radio</b> Contact: Gene Mckay 365 Union Street Littleton, NH 03561 (800) 248-4242 ext 711	No	0
18	<b>Glades Area Branch NAACP – Unit # 5686</b> 733 SW Ave E, Suite A Belle Glades, FL 33430 Contact: Linda Johnson Phone: (561) 985-0379 Fax: (561) 993-0483 unit5686@naacp.org	No	0
19	<b>Keiser Career College</b> Attn: Elizabeth Houlihan 2085 Vista Parkway West Palm Beach, FL 33411 Phone: (561) 471-6000 (561)561-471-7849 (fax) Elizabthh@keiseruniversity.edu	No	0
20	<b>National Hispanic Media Coalition</b> 55 Grand Avenue Pasadena, CA 91105 Tatiana Arizaga, Communications Coordinator Phone: (213) 746-6988	No	0
21	<b>Nova Southeastern University</b> 11501 N. Military Trail Palm Beach Gardens, FL 33410-6507 James Miller 954-262-5637 - (561) 622-6472 (fax)	No	0
22	<b>Miami Media School</b> Angel S. Llamazares Director of Career Services 901 South Miami Avenue	No	0



	Miami, FL 3326 Phone: 305.728.1120 <a href="mailto:allamazares@BeOnAir.com">allamazares@BeOnAir.com</a> <a href="http://www.BeOnAir.Com">www.BeOnAir.Com</a>		
23	<b>Palm Beach State College-Career Center</b> 4200 Congress Ave. Lake Worth, FL 33361 <a href="https://www.myinterfase.com/palmbeachstate/employer/">https://www.myinterfase.com/palmbeachstate/employer/</a> UN: WCWOKC1570 PW: Glad123 Contact: Irene Garcia Phone: (561) 868-3066	No	0
24	<b>St. Lucie County Branch NAACP – Unit # 5129</b> P.O. Box 3103 Ft. Pierce, FL 34948-3103 Contact: Tony Barnes email: <a href="mailto:unit5129@naacp.org">unit5129@naacp.org</a>	No	0
25	<b>Urban League of Palm Beach</b> 1700 N. Australian Ave. West Palm Beach, FL 33407 Contact: Henry Fuse Phone: (561) 833-1461 Email: <a href="mailto:henfuse@aol.com">henfuse@aol.com</a>	No	0
26	<b>University of Florida</b> <b>College of Journalism and Communications</b> P.O. Box 118400 Gainesville, FL 32611 Phone: (352-392-0466 Fax: (352) 392-0466 Katrice Graham <a href="mailto:Kgraham@jou.ufl.edu">Kgraham@jou.ufl.edu</a>	No	0
27	Indeed.com		
28	Employee Referral		
29	Non-Employee Referral		
30	Walk-In/Self-Referral		
31	On-Air Announcement	Yes	0
32	Internal Posting		
33	Internal Transfer/Promotion		
34	CareerBuilder.com		
35	Radio Ink.com		
36	Ziprecreuter.com	Yes	55
37	Radionotas.com		
38	Employee Re-Hire after Covid	Yes	1
39	AllAccess.com		
39	Facebook		
40	Handshake.com user: gladesmedia		

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.

### **Receptionist, Traffic Cross-Training:**

Lupe has been trained extensively in handling traffic orders across all stations and for most Account Executives. She has developed a strong understanding of the specific requirements of each station and is also beginning to work with agency orders. Lupe is currently being trained in all aspects of billing and deposits and serves as backup when the lead is out of the office.

### **Morning DJ, Production and Events Cross-Training:**

Raquel has been trained by Byron in creating, producing, and fine-tuning broadcast spots. Additionally, she has learned how to organize remote broadcasts and delegate tasks to DJs. Raquel serves as the point person when Byron is not available, strengthening the overall efficiency of the team.

These training initiatives demonstrate our commitment to professional development and operational efficiency.

### **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.