



(REFERENCE COPY - Not for submission)

# Broadcast Equal Employment Opportunity Program Report

FRN: **0023151681** | File Number: **0000082227** | Submit Date: **09/26/2019** | Call Sign: **WAVK** | Facility ID: **23294** | City: **MARATHON** | State: **FL**  
 Service: **Full Power FM** | Purpose: **EEO Report** | Status: **Received** | Status Date: **09/26/2019** | Filing Status: **Active**

## General Information

| Section                 | Question   | Response                                       |
|-------------------------|--|--|
| Application Description | Description of the application (255 characters max.) is visible only to you and is not part of the submitted application. It will be displayed in your Applications workspace. | Florida Keys Media, LLC.<br>EEO Program Report |
| Attachments             | Are attachments (other than associated schedules) being filed with this application?   | No   |

## Licensee Information

### Licensee Name, Type and Contact Information

| Applicant   | Address   | Phone             | Email                | Applicant Type |
|---|---|-------------------|----------------------|----------------|
| FLORIDA KEYS MEDIA, LLC<br>Doing Business As: FLORIDA KEYS MEDIA, LLC | Robert Holladay<br>1109 HUDSON LANE<br>MONROE, LA<br>71201<br>United States | +1 (318) 388-2323 | BOBH@RADIOPEOPLE.COM | Company        |

## Contact Representatives

| Contact Name   | Address   | Phone             | Email                | Contact Type             |
|--|---|-------------------|----------------------|--------------------------|
| CHARLES L. Spencer<br>HEBERT, SPENCER, CUSIMANO & FRY, LLP       | Charles L. Spencer<br>701 LAUREL STREET<br>BATON ROUGE,<br>LA 70802<br>United States      | +1 (225) 344-2601 | CLSATTY@GMAIL.COM    | Legal Representative     |
| Matthew Wesolowski<br>TECHNICAL CONSULTANT<br>SSR Communications | Matthew Wesolowski<br>740 HIGHWAY 49 NORTH<br>SUITE R<br>FLORA, MS 39071<br>United States | +1 (601) 201-2789 | ENGINEERING@WYAB.COM | Technical Representative |

## Common Stations

| Facility Identifier | Call Sign | City           | State | Time Brokerage Agreement |
|---------------------|-----------|----------------|-------|--------------------------|
| 14346               | WWUS      | BIG PINE KEY   | FL    | No                       |
| 34363               | WCNK      | KEY WEST       | FL    | No                       |
| 31637               | WAIL      | KEY WEST       | FL    | No                       |
| 60910               | WCTH      | PLANTATION KEY | FL    | No                       |
| 11194               | WEOW      | KEY WEST       | FL    | No                       |
| 31636               | WKWF      | KEY WEST       | FL    | Yes                      |

|       |      |                |    |    |
|-------|------|----------------|----|----|
| 34356 | WFKZ | PLANTATION KEY | FL | No |
| 23294 | WAVK | MARATHON       | FL | No |

**Program Report Questions**

| Section                          | Question  | Response |
|----------------------------------|---|----------|
| <b>Discrimination Complaints</b> | Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)? | No       |
| <b>Full-time Employees</b>       | Does your station employment unit employ fewer than five full-time employees? Consider as "full-time" employees all those permanently working 30 or more hours a week?  | No       |

**Additional Program Report Questions**

**Responsibility for Implementation**

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

| Name               | Title       |
|--------------------|-------------|
| Robert H. Holladay | Sole Member |

**Certification**

| Question   | Response           |
|--|--------------------|
| The undersigned certifies that he or she is (a) the party filing the report, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the report; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the report, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay |                    |
| Certified Date   | 09/26/2019         |
| Certified Title  | Sole Member        |
| Authorized Party Name  | Robert H. Holladay |

**Attachments**

| File Name                                  | Uploaded By | Attachment Type        | Description   | Upload Status                          |
|--|-------------|------------------------|---|--|
| <a href="#">Document_20171001_0002.pdf</a> | Applicant   | Narrative Statement    | Achievement of Broad and Inclusive Outreach from 10-1-17 through 9/30/2019              | Done with Virus Scan and/or Conversion |
| <a href="#">Document_20171001_0003.pdf</a> | Applicant   | EEO Public File Report | EEO Public File Report for 10/1/2017-9/30/2018 with explanation of exigent circumstance | Done with Virus Scan and/or Conversion |
| <a href="#">Document_20181001_0003.pdf</a> | Applicant   | EEO Public File Report | EEO Pub. File Report for 10/1/2018-9/30/2019 with explanation of exigent circumstance   | Done with Virus Scan and/or Conversion |

**Florida Keys Media, LLC.**

**Licensee of WAVK(#23294), WCNK(#34363), WWUS(#14346), WFKZ(#34356), WAIL(#31367), WCTH(#60910), WEOW(#111194) and Operator (Under LMA) of WKWF(#31636)**

**Achievement of Broad and Inclusive Outreach  
For the Periods from 10/1/17 Through 9/30/18 and  
10/1/18 Through 9/30/19**

Ownership and management of the Florida Keys Media, LLC. employment unit understands the importance of and is committed to broad and inclusive outreach for employment opportunity. Florida Keys Media, LLC. is an equal opportunity employer. All levels of management with hiring authority should be aware of Florida Keys Media's Equal Employment Opportunity policies, which we strive to make consistent with the FCC EEO requirements. The General Manager of the employment unit oversees the adherence to the policies and is under the oversight of the Owner, who is very active in the business. The owner also enlists the services of the Corporate Manager and related staff in a corporate office, who provide close guidance and follow up related to employment outreach.

The employment unit has an extensive list of recruitment sources that are contacted when full-time employment openings come open. Management seeks to allow reasonable time to interview numerous candidates for available full-time positions. Hiring and other personnel decisions are made without discrimination on the basis of race, color, national origin, religion or sex.

The employment unit also performs outreach activities to introduce interested persons to broadcasting. An internship program was established in 2014 and it has been very successful in bringing interns into our business and allowing them to work in a variety of aspects of radio. There have been three interns in the past two years and at least a total of at least ten since 2014.

FLORIDA KEYS MEDIA, LLC  
EEO PUBLIC FILE REPORT

(WCNK-FM, WWUS-FM, WFKZ-FM, WAIL-FM, WCTH-FM, WEOW –FM, WAVK-FM,  
and LMA'D WKWF-AM)

**Period:** This report covers the period from October 1, 2018 to September 30, 2019.

Per the requirements of the Federal Communications Commission (FCC), this and the following pages comprise the Public File Report for Florida Keys Media, LLC. in the employment locations of 93351 Overseas Highway, Tavernier, FL 33070 and 830 Crane Blvd , Sugarloaf Key, FL 33042

Florida Keys Media is the Licensee of WCNK – FM, Key West, FL (Facility ID#34363), WWUS – FM, Big Pine Key, FL (Facility ID#14346), WFKZ-FM, Plantation Key, FL (Facility ID#34356), WAIL – FM, Key West, FL (Facility ID#31637), WCTH-FM, Plantation Key, FL (Facility ID#60910), WEOW – FM, Key West, FL (Facility ID#11194), and WAVK-FM, Marathon, FL (Facility ID#23294). Florida Keys Media also operates station WKWF – AM, Key West, FL (Facility ID#31636) under a Local Management Agreement.

This report is comprised of Schedules A, B, C and D each of which relates to certain aspects of the Station's EEO efforts.

**SCHEDULE A:** A listing of positions filled from October 1, 2018 through September 30, 2019 and the recruitment sources utilized for each position, the number of candidates interviewed by recruitment source for each position and the recruitment source for the person hired.

**SCHEDULE B:** A summary of the recruitment sources of those people interviewed in the reporting period and the number of people interviewed by recruitment source.

**SCHEDULE C:** A list of recruitment sources.

**SCHEDULE D:** A description of the outreach efforts during the reporting period.

Florida Keys Media, LLC is an equal opportunity employer.



Florida Keys Media, LLC.  
EEO Public File Report-SCHEDULE B

For the Following Stations: (WCNK-FM, WWUS-FM, WFKZ-FM, WAIL-FM, WCTH-FM, WEOW-FM, WAVK-FM  
and LMA'D WKWF-AM)

Period: This report covers the period from October 1, 2018 through September 30, 2019.

The following table summarizes the total number of job interviews during the reporting period and the referral sources for those interviewees:

| Interview source                  | Number of interviewees referred |
|-----------------------------------|---------------------------------|
| 8                                 | 4                               |
| 9                                 | 1                               |
| Society of Broadcast Eng. Journal | 2                               |
|                                   |                                 |
|                                   |                                 |
| Total job interviews              | 7                               |

EEO PUBLIC FILE REPORT – SCHEDULE C

For the following stations:

(WAIL-FM, WAVK-FM, WCNK-FM, WCTH-FM, WEOW-FM, WFKZ-FM, WWUS-FM, WKWF-AM)

List of Recruitment Sources

For period ending September 30, 2019

1. College of the Florida Keys  
5901 College Road  
Key West, FL 33040  
Att: Amber Ernst-Leonard
2. Key West Citizen  
3420 Northside Drive  
Key West, FL 33040  
Att: Joey Cooke
3. Keys Weekly Newspaper  
5450 MacDonald Ave, Suite # 5  
Key West, FL 33040  
Att: Britt Myers
4. The Marathon Weekly Newspaper  
11400 Overseas Highway, Suite 201  
Marathon, FL 33050  
Att: Jason Koler
5. South Florida Workforce  
1111 12<sup>th</sup> Street  
Key West, FL 33040
6. Paradise Staffing Solutions  
600 Whitehead Street, Suite 201  
Key West, FL 33040
7. NAACP  
410 County Road  
Key West, FL 33040
8. Radio Announcements  
WAIL-FM, WCTH-FM, WCNK-FM  
WEOW-FM, WAVK-FM, WFKZ-FM  
WWUS-FM, WKWF-AM
9. Referrals (Word of Mouth)
10. Walk-In Applications
11. Internal Promotions
12. We've Got the Keys  
922 Caroline Street  
Key West, FL 33040  
Att: Nadene Grossman

Florida Keys Media, LLC  
EEO Public File Report

For the following Stations: WAIL-FM, WAVK-FM, WCTH-FM, WCNK-FM, WEOW-FM, WFKZ-FM, WWUS-FM, WKWF-AM

**Schedule D**

Florida Keys Media, LLC / Intern Program

Florida Keys Media, LLC established an Internship Program at the company's inception on March 1<sup>st</sup> 2014. We had one intern during this reporting period ending September 30, 2019.

Sherica Augst, was the Florida Keys Media, LLC intern during this reporting period. Her internship started on August 8, 2019 and will continue until November 2, 2019. She was a recent graduate from Key West High School and was chosen because she showed a sincere interest in pursuing a career in radio. While she worked mostly at the Sugarloaf Key office she was introduced to all aspects of the radio business. Her main focus was on air as she assisted our staff with daily preparation, board operation and setting up remotes. The business manager spent time with her and trained her in billing procedures. Sherica was also provided the opportunity to write, edit and produce commercials. Her enthusiasm toward learning new things is most noteworthy and she has been an asset to our team.



Exigent Circumstances For Hiring of Broadcast Engineer  
Period from October 1, 2018 through September 30, 2019

When the position of Florida Keys Media Engineer became vacant, it was clear that the best candidate for this job should be someone with a vast amount of experience and a subject matter expert in broadcast engineering. Therefore, due to the unique technical requirements of the job, the recruitment source used was the Society of Broadcast Engineer's Journal. Two candidates responded and both were interviewed. One of the two was chosen because of his extensive background in the media industry.

Florida Keys Media, LLC is aware of the FCC rules and regulations regarding the advertising of job openings and the process of new hire paperwork and tries to follow all rules when possible.

Florida Keys Media, LLC is an equal opportunity employer.

FLORIDA KEYS MEDIA, LLC  
EEO PUBLIC FILE REPORT

(WCNK-FM, WWUS-FM, WFKZ-FM, WAIL-FM, WCTH-FM, WEOW –FM, WAVK-FM,  
and LMA'D WKWF-AM)

**Period:** This report covers the period from October 1, 2017 to September 30, 2018.

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Florida Keys Media, LLC.  
EEO Public File Report-SCHEDULE B

For the Following Stations: (WCNK-FM, WWUS-FM, WFKZ-FM, WAIL-FM, WCTH-FM, WEOW-FM, WAVK-FM  
and LMA'D WKWF-AM)

**Period:** This report covers the period from October 1, 2017 through September 30, 2018.

The following table summarizes the total number of job interviews during the reporting period and the referral sources for those interviewees:

| Interview source      | Number of interviewees referred |
|-----------------------|---------------------------------|
| Exigent Circumstances | 1                               |
|                       |                                 |
|                       |                                 |
|                       |                                 |
|                       |                                 |
| Total job interviews  | 1                               |

EEO PUBLIC FILE REPORT – SCHEDULE C

For the following stations:

(WAIL-FM, WAVK-FM, WCNK-FM, WCTH-FM, WEOW-FM, WFKZ-FM, WWUS-FM, WKWF-AM)

List of Recruitment Sources

For period ending September 30, 2018

1. Florida Keys Community College  
5901 College Road  
Key West, FL 33040  
Att: Amber Ernst-Leonard
2. Key West Citizen  
3420 Northside Drive  
Key West, FL 33040  
Att: Joey Cooke
3. Keys Weekly Newspaper  
5450 MacDonald Ave, Suite # 5  
Key West, FL 33040  
Att: Britt Myers
4. The Marathon Weekly Newspaper  
11400 Overseas Highway, Suite 201  
Marathon, FL 33050  
Att: Jason Koler
5. South Florida Workforce  
1111 12<sup>th</sup> Street  
Key West, FL 33040
6. Paradise Staffing Solutions  
600 Whitehead Street, Suite 201  
Key West, FL 33040
7. NAACP  
410 County Road  
Key West, FL 33040
8. Radio Announcements  
WAIL-FM, WCTH-FM, WCNK-FM  
WEOW-FM, WAVK-FM, WFKZ-FM  
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For the following Stations: WAIL-FM, WAVK-FM, WCTH-FM, WCNK-FM, WEOW-FM, WFKZ-FM, WWUS-FM, WKWF-AM

**Schedule D**

Florida Keys Media, LLC / Intern Program

Florida Keys Media, LLC established an Internship Program at the company's inception on March 1<sup>st</sup> 2014. We had two interns during this reporting period ending September 30, 2018.

Katlin Rahming, now a senior at Florida Gulf Coast University in Ft Myers Fl., returned for a second summer internship from June 4, 2018 through August 10, 2018. She spent two months with Florida Keys Media learning about all the daily operations of the radio station. Katlin worked closely with the business and traffic manager learning how to run logs and place commercials. While working with the business manager, she also reorganized all the file cabinets, ensuring more accurate documentation and recall of information. This summer Kaitlin showed the experience necessary to go on-air as part of the Biz-Baz Show on WWUS-FM. Her assistance in setting up and breaking down at remotes was extremely valuable for all staff members.

Jack Willis is a senior at Bates College in Lewiston Maine. He interned from June 4, 2018 through July 20, 2018. He experienced training in all aspects of the radio station. He worked with personnel in sales, production and on-air. He helped produce spots and assisted radio personnel with remotes.

Exigent Circumstances For Hiring of Sales Executive  
Period from October 1, 2017 through September 30, 2018

An additional Sales Executive was hired by Florida Keys Media in November 2017. As a result of Hurricane Irma, which devastated all of the Florida Keys in September 2017, Florida Keys Media found itself in a position where some employees had evacuated and chose not to return to the Keys. This person was available immediately and was hired to take the place of unanticipated losses from the hurricane.

Florida Keys Media, LLC. is aware of the FCC rules and regulations regarding the advertising of job openings and the process of new hire paperwork and tries to follow all rules when possible.

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