

**2019 Broadcast EEO Program Report  
 WRHC Broadcasting Corp. and Fenix Broadcasting Corp.  
 Employment Unit: Stations WRHC(AM) and WWFE(AM)**

**Placed in Public File 10/01/19**

**2019 FCC EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period 9/22/18 to 9/21/19.**

**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  
 305-541-3300 x 214 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 Receptionist (3 positions)	Industry Referral & Youth Co-Op
4.2 Accounting	New Professions Technical Institute.
4.3 On Air Personality	Industry Referral

**5.1-) Receptionist (3 positions)                      Referral Source of Hiree: Youth Co-op; Industry Referral**

<u>Source</u>	<u># referred</u>	<u>Requested</u>
New Professions Technical Institute. 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223 x 109/Fax: 305-461-3029	1	no
Youth Coop. 5040 NW 7 St. Ste 300 Miami, FL. 33126 Tel: (305) 643-6730 X 161, Fax: (305) 631-1578	1	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	4	no
South Fl. Workforce 7300 NW. 19 <sup>th</sup> 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 <sup>th</sup> 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
Industry Referral	2	

**5.2) Accounting****Referral Source of Hiree: New Professions Technical Institute.**

<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	1	no
Youth Coop. 3525 NW. 7 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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

**5.3) On Air Personality Referral Source of Hire: Industry 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 NW. 7 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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
Industry Referral	1	

**6) Total # of Interviewees Referred:** For the period from 9/22/18 to 9/21/19 this Employment Unit interviewed 11 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**INITIATIVE: TRAINING PROGRAMS.** The employment unit has an ongoing training program designed to elevate the skills of the station personnel, learn new software, and to implement their skills for an easy and fast way to solve problems and keep in good order the programming and equipments. For example, within the employment unit 5 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, evaluating the progress of the training and deciding when the person is ready to work independently. During this Reporting Period, the employment unit trained two On Air person to become Board Operator and more office personnel were trained on the Splashtop Business Platform in order to be able to obtain orders from agencies, and client information. The Accounting department held numerous seminars updating the information of new accounts and clients with debts in the System Management. The Sales Department received five seminars related to Trenders and Hour by Hour reports, how to obtain and interpret the 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 March 22, 2019 by the employment unit's vice president. This seminar lasted 1.5 hour and was attended by all management personnel, who are the same persons with authority to hire and fire. The purpose of the seminar was to review and refresh, as well as update on the methods of ensuring equal employment opportunities and preventing employment discrimination of any sort. 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 four (4) job fairs in this reporting period; December 03, 2018, April 29, 2019, July 17, 2019 and September 13, 2019. The employment unit's vice president attended these 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 2018 to September 2019, 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. The unit director also participated at Sweetwater Chamber of Commerce and Westchester Chamber of Commerce recruitment events on a monthly basis.

**INITIATIVE: OTHER EEO RECRUITMENT EFFORTS.** The employment unit's vice president is in constant contact with Career Source South Florida, Youth Co-Op and New Professions Technical Institute, agencies 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 UPS, Macy's, The Billmore Hotel, Lexus, Miami Dade County Public School, Allied Universal, FIU, Porters, Cruise Lines, Amazon and Trump National Doral Hotel.