

2009 EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period October 1st, 2008 to October 1st, 2009.

- 1) Employment Unit Location/Name:
Radio Fiesta, Inc. – West Palm Beach, FL
- 2) Unit Members:
WWRF 1380AM / WAFC FM 99.5
- 3) EEO Contact Information for Unit Member:

Name: Liza Flores liza@radiofiesta.com	Address: 2326 S. Congress Ave., Ste. 2-C West Palm Beach, FL 33406	Telephone: 561-721-9950
--	--	----------------------------

4) List All Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title:	Recruitment Source Referring Hire:
1. On-air Talent	Industry Referral
2. Program Director	In-house Promotion
3. On-air Talent	In-house Promotion
4. Account Executive	Industry Referral
5. Account Executive	Walk-In

- 5) a. Job Title: On-Air Talent Referral Source(s) of Hire: Industry Referral
None of the contacts on the distribution list were notified as this was an emergency hire after the employee suddenly resigned.

Number of Interviewees for the Position: 1 Referral Source(s) of Interviewee: Industry Referral

- 5) b. Job Title: Program Director Referral Source(s) of Hire: In-House Promotion

(b) Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Telephone Number:	Did Recruitment Source Request Notification? Yes or No
Palm Beach Community College	Career Center Website	4200 Congress Ave. Lake Worth, FL 33346	561-868-3066	Yes
Workforce Alliance	Employee Service Unit	2051 MLK, Jr. Blvd. Riviera Beach, FL 33404-7004		Yes
Urban League of PBC	Patrick Franklin	1700 N. Australian Ave WPB, FL 33407	561-833-1461	No
Women In Communications, Inc.	Susan Hart	9715 W. Broward Blvd., Suite 261 Plantation, FL 33324	954-698-5450	No
NAACP	Will	1409 Sistrunk Blvd.		

	McCormick, Jr.	Ft. Lauderdale, FL 33111	954-764-7604	No
Hispanic Resource Council	A. Ramos	1427 S. Congress Ave., Ste. 1-C	561-641-7400	No
Florida Atlantic University	Career Center Services	777 Glades Road Boca Raton, FL 33431	561-297-3000	No
Art Institute of Florida	Luanne Sanchez	1799 SE 17 th St. Ft. Lauderdale, FL 33316	954-308-2615	No
NAACP – Lee County Branch	Career Center	P.O. Box 61604 Ft. Myers, FL 33906	239-936-2352	No
Florida Jobs	Susan Pareigis	www.floridajobs.org	850-245-7105	No
Connecticut School of Broadcasting	Dave Duran	525 Northlake Blvd. NPB, FL 33408	561-842-2000	No
Mass Media Jobs	Career Center	www.massmediajobs.com		No
Glades Media Company	Brian Johnson	530 E. Alverdez Ave. Clewiston, FL 33440	863-983-6106	Yes
Florida Atlantic University	Gricelda Berrios	111 E. Las Olas Blvd. Ft. Lauderdale, FL 33301	561-297-3000	Yes
Vickers House E&T Center	Lela Jordan	811 Palm Beach Lakes Blvd. WPB, FL 33401	561-835-7030	Yes
Palm Beach Post – La Palma Weekly	Classifieds	2751 South Dixie Highway, WPB, FL 33405	561-820-4343	Yes
WWRF Radio Fiesta	Liza Flores	2326 South Congress Av. WPB 33406	561-721-9951	No
Latino Semanal	Keyla Medina	4325 Georgia Av. WPB FL, 33405	561-835-4913	Yes
American Ass. Of University Women	Jane Terwillegar	529 Park Avenue Lake Park, FL	561-881-3330	No
Black Business Investment Corp.	John Howard	2001 Boradway, #250 Riviera Beach, FL 33404	561-845-8055	No
Broward Employment & Training	HR Dept.	3800 Inverrary Blvd., #400 Lauderhill, FL 33319	954-535-2300	No
South Tech/Job Placement Center	Alley McInnis	1300 SW 30 th Avenue Boynton Beach, FL 33426	561-364-7904	No
American Women in Radio & Television	Lynne Conlan	7201 E. Hillsborough Ave. Tampa, FL 33610	813-740-3206	No
Black Urban Professionals	Christopher Smith	790 E. Broward Blvd., #400 Ft. Lauderdale, FL 33301	954-463-0100	No
Broward Black Professional Network	Candy Sims	3075 W. Oakland Park, #105 Ft. Lauderdale, FL 33311	954-485-5745	No
Florida Association of Broadcasters	Tiffany Hall	800 N. Calhoun Street Tallahassee, FL 32303	850-681-6444	No
Minority Business Development Agency		51 SW 1 st Ave., Ste. 928 Miami, FL 33130	305-536-5054	No
Nat. Assoc. of Black	Lo Jelks	P.O. Box 3191	404-523-6136	No

Broadcasters		Atlanta, GA 30302		
National Assoc. of Broadcasters	Alex Hitz Sanchez	1771 N. St. NW Washington, DC 20036	202-429-5498	No
www.radioaire.com	Job Spot			Yes
Hispanic Resource Council	Luciano Ramirez	1427 S. Congress Ave. WPB, FL 33406	561-641-7400	No
Hispanic Chamber of Commerce of PBC		420 Clematis St. WPB, FL 33401	561-832-1986	No
Chamber of Commerce of the PB		401 N. Flagler Drive WPB, FL 33401	561-833-3711	No
Women's Chamber of Commerce		8938 Okeechobee Blvd 202 PMB 202 WPB, FL 33411	561-791-8058	No
Oasis Staffing		4100 RCA Blvd. PBG, FL 33410	561-776-8909	No
Career Planners Inc.		5730 Corporate Way WPB, FL 33407	561-683-8785	No
Gold Coast BPW		P.O. Box 33341 PBG, FL 33420	561-627-3136	No
Radio Al Aire		www.radioaire.com	Website	Yes

Number of Interviewees for the Position:

18
5
3

Referral Source(s) of Interviewee:

Radio Al Aire (Web Site)
Industry Referral
On-Air Promo

5) c. Job Title: On-Air Talent

Referral Source(s) of Hire: In-House Promotion

(c) Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Telephone Number:	Did Recruitment Source Request Notification? Yes or No
Palm Beach Community College	Career Center Website	4200 Congress Ave. Lake Worth, FL 33346	561-868-3066	Yes
Workforce Alliance	Employee Service Unit	2051 MLK, Jr. Blvd. Riviera Beach, FL 33404-7004		Yes
Urban League of PBC	Patrick Franklin	1700 N. Australian Ave WPB, FL 33407	561-833-1461	No
Women In Communications, Inc.	Susan Hart	9715 W. Broward Blvd., Suite 261 Plantation, FL 33324	954-698-5450	No
NAACP	Will McCormick, Jr.	1409 Sistrunk Blvd. Ft. Lauderdale, FL 33111	954-764-7604	No
Hispanic Resource Council	A. Ramos	1427 S. Congress Ave., Ste. 1-C	561-641-7400	No
Florida Atlantic University	Career Center	777 Glades Road Boca Raton, FL 33431	561-297-3000	No

	Services			
Art Institute of Florida	Luanne Sanchez	1799 SE 17 th St. Ft. Lauderdale, FL 33316	954-308-2615	No
NAACP – Lee County Branch	Career Center	P.O. Box 61604 Ft. Myers, FL 33906	239-936-2352	No
Florida Jobs	Susan Pareigis	www.floridajobs.org	850-245-7105	No
Connecticut School of Broadcasting	Dave Duran	525 Northlake Blvd. NPB, FL 33408	561-842-2000	No
Mass Media Jobs	Career Center	www.massmediajobs.com		No
Glades Media Company	Brian Johnson	530 E. Alverdez Ave. Clewiston, FL 33440	863-983-6106	Yes
Florida Atlantic University	Gricelda Berrios	111 E. Las Olas Blvd. Ft. Lauderdale, FL 33301	561-297-3000	Yes
Vickers House E&T Center	Lela Jordan	811 Palm Beach Lakes Blvd. WPB, FL 33401	561-835-7030	Yes
Palm Beach Post – La Palma Weekly	Classifieds	2751 South Dixie Highway, WPB, FL 33405	561-820-4343	Yes
WWRF Radio Fiesta	Liza Flores	2326 South Congress Av. WPB 33406	561-721-9951	No
Latino Semanal	Keyla Medina	4325 Georgia Av. WPB FL, 33405	561-835-4913	Yes
American Ass. Of University Women	Jane Terwillegar	529 Park Avenue Lake Park, FL	561-881-3330	No
Black Business Investment Corp.	John Howard	2001 Boradway, #250 Riviera Beach, FL 33404	561-845-8055	No
Broward Employment & Training	HR Dept.	3800 Inverrary Blvd., #400 Lauderhill, FL 33319	954-535-2300	No
South Tech/Job Placement Center	Alley McInnis	1300 SW 30 th Avenue Boynton Beach, FL 33426	561-364-7904	No
American Women in Radio & Television	Lynce Conlan	7201 E. Hillsborough Ave. Tampa, FL 33610	813-740-3206	No
Black Urban Professionals	Christopher Smith	790 E. Broward Blvd., #400 Ft. Lauderdale, FL 33301	954-463-0100	No
Broward Black Professional Network	Candy Sims	3075 W. Oakland Park, #105 Ft. Lauderdale, FL 33311	954-485-5745	No
Florida Association of Broadcasters	Tiffany Hall	800 N. Calhoun Street Tallahassee, FL 32303	850-681-6444	No
Minority Business Development Agency		51 SW 1 st Ave., Ste. 928 Miami, FL 33130	305-536-5054	No
Nat. Assoc. of Black Broadcasters	Lo Jelks	P.O. Box 3191 Atlanta, GA 30302	404-523-6136	No
National Assoc. of Broadcasters	Alex Hitz Sanchez	1771 N. St. NW Washington, DC 20036	202-429-5498	No
	www.radioalatre.com	Job Spot		Yes
Hispanic Resource Council	Luciano Ramirez	1427 S. Congress Ave. WPB, FL 33406	561-641-7400	No

Hispanic Chamber of Commerce of PBC		420 Clematis St. WPB, FL 33401	561-832-1986	No
Chamber of Commerce of the PB		401 N. Flagler Drive WPB, FL 33401	561-833-3711	No
Women's Chamber of Commerce		8938 Okeechobee Blvd 202 PMB 202 WPB, FL 33411	561-791-8058	No
Oasis Staffing		4100 RCA Blvd. PBG, FL 33410	561-776-8909	No
Career Planners Inc.		5730 Corporate Way WPB, FL 33407	561-683-8785	No
Gold Coast BPW		P.O. Box 33341 PBG, FL 33420	561-627-3136	No
Radio Al Aire		www.radioal aire.com	Website	Yes

Number of Interviewees for the Position:

7

4

Referral Source(s) of Interviewee:

Radio Al Aire

Glades Media Website

5) d. Job Title: Account Executive Referral Source(s) of Hire: On-Air Promo

We have permanent outreach for AE on our media group website as well as on-air promos.

(d) Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Telephone Number:	Did Recruitment Source Request Notification? Yes or No
Palm Beach Community College	Career Center Website	4200 Congress Ave. Lake Worth, FL 33346	561-868-3066	Yes
Workforce Alliance	Employee Service Unit	2051 MLK, Jr. Blvd. Riviera Beach, FL 33404-7004		Yes
Urban League of PBC	Patrick Franklin	1700 N. Australian Ave WPB, FL 33407	561-833-1461	No
Women In Communications, Inc.	Susan Hart	9715 W. Broward Blvd., Suite 261 Plantation, FL 33324	954-698-5450	No
NAACP	Will McCormick, Jr.	1409 Sistrunk Blvd. Ft. Lauderdale, FL 33111	954-764-7604	No
Hispanic Resource Council	A. Ramos	1427 S. Congress Ave., Ste. 1-C	561-641-7400	No
Florida Atlantic University	Career Center Services	777 Glades Road Boca Raton, FL 33431	561-297-3000	No
Art Institute of Florida	Luanne Sanchez	1799 SE 17 th St. Ft. Lauderdale, FL 33316	954-308-2615	No
NAACP – Lee County Branch	Career Center	P.O. Box 61604 Ft. Myers, FL 33906	239-936-2352	No
Florida Jobs	Susan	www.floridajobs.org	850-245-7105	No

	Pareigis			
Connecticut School of Broadcasting	Dave Duran	525 Northlake Blvd. NPB, FL 33408	561-842-2000	No
Mass Media Jobs	Career Center	www.massmediajobs.com		No
Glades Media Company	Brian Johnson	530 E. Alverdez Ave. Clewiston, FL 33440	863-983-6106	Yes
Florida Atlantic University	Gricelda Berrios	111 E. Las Olas Blvd. Ft. Lauderdale, FL 33301	561-297-3000	Yes
Vickers House E&T Center	Lela Jordan	811 Palm Beach Lakes Blvd. WPB, FL 33401	561-835-7030	Yes
Palm Beach Post – La Palma Weekly	Classifieds	2751 South Dixie Highway, WPB, Fl 33405	561-820-4343	Yes
WWRF Radio Fiesta	Liza Flores	2326 South Congress Av. WPB 33406	561-721-9951	No
Latino Semanal	Keyla Medina	4325 Georgia Av. WPB Fl, 33405	561-835-4913	Yes
American Ass. Of University Women	Jane Terwillegar	529 Park Avenue Lake Park, FL	561-881-3330	No
Black Business Investment Corp.	John Howard	2001 Boradway, #250 Riviera Beach, FL 33404	561-845-8055	No
Broward Employment & Training	HR Dept.	3800 Inverrary Blvd., #400 Lauderhill, FL 33319	954-535-2300	No
South Tech/Job Placement Center	Alley McInnis	1300 SW 30 th Avenue Boynton Beach, FL 33426	561-364-7904	No
American Women in Radio & Television	Lynce Conlan	7201 E. Hillsborough Ave. Tampa, FL 33610	813-740-3206	No
Black Urban Professionals	Christopher Smith	790 E.Broward Blvd., #400 Ft. Lauderdale, FL 33301	954-463-0100	No
Broward Black Professional Network	Candy Sims	3075 W. Oakland Park, #105 Ft. Lauderdale, FL 33311	954-485-5745	No
Florida Association of Broadcasters	Tiffany Hall	800 N. Calhoun Street Tallahassee, FL 32303	850-681-6444	No
Minority Business Development Agency		51 SW 1 st Ave., Ste. 928 Miami, FL 33130	305-536-5054	No
Nat. Assoc. of Black Broadcasters	Lo Jelks	P.O. Box 3191 Atlanta, GA 30302	404-523-6136	No
National Assoc. of Broadcasters	Alex Hitz Sanchez	1771 N. St. NW Washington, DC 20036	202-429-5498	No
	www.radioalatre.com	Job Spot		Yes
Hispanic Resource Council	Luciano Ramirez	1427 S. Congress Ave. WPB, FL 33406	561-641-7400	No
Hispanic Chamber of Commerce of PBC		420 Clematis St. WPB, FL 33401	561-832-1986	No
Chamber of Commerce of the PB		401 N. Flagler Drive WPB, FL 33401	561-833-3711	No
Women’s Chamber of Commerce		8938 Okeechobee Blvd 202 PMB 202 WPB, FL 33411	561-791-8058	No

Oasis Staffing		4100 RCA Blvd. PBG, FL 33410	561-776-8909	No
Career Planners Inc.		5730 Corporate Way WPB, FL 33407	561-683-8785	No
Gold Coast BPW		P.O. Box 33341 PBG, FL 33420	561-627-3136	No
Radio Al Aire		www.radioal aire.com	Website	Yes

Number of Interviewees for the Position:

1

Referral Source(s) of Interviewee:

On-Air Promo

5) e. Job Title: Account Executive Referral Source(s) of Hire: Walk-In

We have permanent outreach for AE on our media group website as well as on-air promos.

(e) Name of Organization Notified of Job Vacancy:	Contact Person:	Address:	Telephone Number:	Did Recruitment Source Request Notification? Yes or No
Palm Beach Community College	Career Center Website	4200 Congress Ave. Lake Worth, FL 33346	561-868-3066	Yes
Workforce Alliance	Employee Service Unit	2051 MLK, Jr. Blvd. Riviera Beach, FL 33404-7004		Yes
Urban League of PBC	Patrick Franklin	1700 N. Australian Ave WPB, FL 33407	561-833-1461	No
Women In Communications, Inc.	Susan Hart	9715 W. Broward Blvd., Suite 261 Plantation, FL 33324	954-698-5450	No
NAACP	Will McCormick, Jr.	1409 Sistrunk Blvd. Ft. Lauderdale, FL 33111	954-764-7604	No
Hispanic Resource Council	A. Ramos	1427 S. Congress Ave., Ste. 1-C	561-641-7400	No
Florida Atlantic University	Career Center Services	777 Glades Road Boca Raton, FL 33431	561-297-3000	No
Art Institute of Florida	Luanne Sanchez	1799 SE 17 th St. Ft. Lauderdale, FL 33316	954-308-2615	No
NAACP – Lee County Branch	Career Center	P.O. Box 61604 Ft. Myers, FL 33906	239-936-2352	No
Florida Jobs	Susan Pareigis	www.floridajobs.org	850-245-7105	No
Connecticut School of Broadcasting	Dave Duran	525 Northlake Blvd. NPB, FL 33408	561-842-2000	No
Mass Media Jobs	Career Center	www.massmediajobs.com		No
Glades Media Company	Brian Johnson	530 E. Alverdez Ave. Clewiston, FL 33440	863-983-6106	Yes
Florida Atlantic University	Gricelda Berrios	111 E. Las Olas Blvd. Ft. Lauderdale, FL 33301	561-297-3000	Yes

Vickers House E&T Center	Lela Jordan	811 Palm Beach Lakes Blvd. WPB, FL 33401	561-835-7030	Yes
Palm Beach Post – La Palma Weekly	Classifieds	2751 South Dixie Highway, WPB, Fl 33405	561-820-4343	Yes
WWRF Radio Fiesta	Liza Flores	2326 South Congress Av. WPB 33406	561-721-9951	No
Latino Semanal	Keyla Medina	4325 Georgia Av. WPB Fl, 33405	561-835-4913	Yes
American Ass. Of University Women	Jane Terwillegar	529 Park Avenue Lake Park, FL	561-881-3330	No
Black Business Investment Corp.	John Howard	2001 Boradway, #250 Riviera Beach, FL 33404	561-845-8055	No
Broward Employment & Training	HR Dept.	3800 Inverrary Blvd., #400 Lauderhill, FL 33319	954-535-2300	No
South Tech/Job Placement Center	Alley McInnis	1300 SW 30 th Avenue Boynton Beach, FL 33426	561-364-7904	No
American Women in Radio & Television	Lynce Conlan	7201 E. Hillsborough Ave. Tampa, FL 33610	813-740-3206	No
Black Urban Professionals	Christopher Smith	790 E. Broward Blvd., #400 Ft. Lauderdale, FL 33301	954-463-0100	No
Broward Black Professional Network	Candy Sims	3075 W. Oakland Park, #105 Ft. Lauderdale, FL 33311	954-485-5745	No
Florida Association of Broadcasters	Tiffany Hall	800 N. Calhoun Street Tallahassee, FL 32303	850-681-6444	No
Minority Business Development Agency		51 SW 1 st Ave., Ste. 928 Miami, FL 33130	305-536-5054	No
Nat. Assoc. of Black Broadcasters	Lo Jelks	P.O. Box 3191 Atlanta, GA 30302	404-523-6136	No
National Assoc. of Broadcasters	Alex Hitz Sanchez	1771 N. St. NW Washington, DC 20036	202-429-5498	No
www.radioal aire.com	Job Spot			Yes
Hispanic Resource Council	Luciano Ramirez	1427 S. Congress Ave. WPB, FL 33406	561-641-7400	No
Hispanic Chamber of Commerce of PBC		420 Clematis St. WPB, FL 33401	561-832-1986	No
Chamber of Commerce of the PB		401 N. Flagler Drive WPB, FL 33401	561-833-3711	No
Women’s Chamber of Commerce		8938 Okeechobee Blvd 202 PMB 202 WPB, FL 33411	561-791-8058	No
Oasis Staffing		4100 RCA Blvd. PBG, FL 33410	561-776-8909	No
Career Planners Inc.		5730 Corporate Way WPB, FL 33407	561-683-8785	No
Gold Coast BPW		P.O. Box 33341 PBG, FL 33420	561-627-3136	No
Radio Al Aire		www.radioal aire.com	Website	Yes

Number of Interviewees for the Position:

1

Referral Source(s) of Interviewee:

Walk-In

6) Total # of Interviewees Referred by Each Source:

For the period from 10/01/08 to 10/01/09, this Employment Unit interviewed 40 Interviewees for full-time job vacancies. These interviewees were referred by the following sources:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
1	Industry Referral
25	Radio Al Aire (website)
5	Industry Referral
4	On-Air Promo
4	Glades Media Website
1	Walk-In

7) Supplemental Recruiting Measures.

a) General Outreach Efforts

Description of Supplemental Measure:	Date:	Personnel Involved:
Career Center Mentor / PBCC	2005-Present	General Manager
Panelist Career In Communications PBCC Boca Campus	10/2008	General Manager
On-Air Promos	Permanent Rotation	Program Director, General Manager

b) Participation in Events

Description of Supplemental Measures:	Date:	Personnel Involved:
Internship Program with Connecticut School of Broadcasting	Permanent	GM, PD, OM
Cross Training Program	Permanent	GM, PD, OM
Intern Shadowing Program with PBCC	9 & 10/09	GM, PD, OM