

**2011 Broadcast EEO Program Report  
WRHC Broadcasting Corp. and Fenix Broadcasting Corp.  
Employment Unit: Stations WRHC(AM) and WWFE(AM)**

**Place in Public File 10/01/11**

**2011 FCC EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period 9/22/10 to 9/21/11.**

**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  
305-541-3300x214 ana670@aol.com**

**4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

<b><u>Job Title</u></b>	<b><u>Recruitment Source Referring Hiree</u></b>
<b>4.1 Receptionist</b>	<b>Little Havana One Stop Career Center</b>
<b>4.2 On Air Personality</b>	<b>Industry Referral</b>
<b>4.3 Receptionist</b>	<b>New Professions Technical Institute</b>
<b>4.4 News Writer/ Board Operator/ On air personality</b>	<b>Lutheran Services of Florida</b>

**5.1) Job Title: Receptionist Referral Source of Hiree: Little Havana One Stop Career Center**

<b><u>Source</u></b>	<b><u># referred</u></b>	<b><u>Requested Notification</u></b>
The English Center Miami Dade County Public Schools Adelfa Gonzalez Mayo 3501 SW 28 Street Miami, Fl. 33133 Tel: (305) 445-3573/Fax: 305-443-3718	0	yes

New Professions Technical Institute. Fatima Guillen 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223/Fax: 305-461-3029	0	yes
Youth Coop. Jahaira Marcano or Silvia Arguein 3525 N. W. 7 <sup>th</sup> St. Miami, FL. 33125 Tel: (305) 643-6730 X 161 Fax: (305) 631-1578	0	yes
Miami-Dade County. Dept. Human Services Employment Services Bureau Refugee Services Program 5040 N. W. 7 <sup>th</sup> St. Suite 700. Miami, FL. 33126 Tel: (305) 569-7676	0	yes
Aspira of Florida Daisy Franklin 3650 North Miami Ave. Miami, FL. 33127 Tel: (305) 576-1512 Fax: (305) 576-0810	0	yes
Cuban American National Council, Inc. Eliza Mitrani Employment Agency 300 S. W. 12 <sup>th</sup> Ave. Ofic. 326-B Miami, FL. 33130 Tel: (305) 631-0038 Fax: (305) 541-9275/305-554-4128	0	no
South Fl. Workforce West-Dade One Stop Career Center 2700 S. W. 97th Ave. Miami, FL. 33165 Gretel Tellez Tel: (305) 228-2300/-4225 Fax: (305) 228-2312	0	yes
Job Development Employment Service 7900 N. E. 2 <sup>nd</sup> Ave. 6 <sup>th</sup> Floor Miami, FL. 33138 Tel: (305) 759-6511 Fax: (305) 759-7639	0	no

Caleb Center 5400 N. W. 22 <sup>nd</sup> Ave. Suite 103 Tel: (305) 638-6444 Fax: (305) 638-6494	0	no
SER Jobs Progress Office of Job Dev. 3939 N. W. 7 <sup>th</sup> St. Suite 205 Miami, FL. 33126 Tel: (305) 649-5627 Fax: (305) 644-2111	0	no
South Fl. Workforce Raquel Melcon 7300 N. W. 19 <sup>th</sup> St. Suite 500 Miami, FL. 33126 Tel: (305) 594-7615x502 / Fax: (305) 470-5762	1	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) Amarilis Valencia 1681 S. W. 107 <sup>th</sup> Ave. Miami, FL. 33165 Tel: (305) 551-0090x202 Fax: (305) 551-9098	1	no
Litle Havana One Stop Career Center 701 SW 27 Ave 7 <sup>th</sup> Floor Miami Fl. 33135 Tel: 305-643-3300 Fax: 305-643-7240	1	no
Lutheran Services of Florida 9750 Coral Way Miami Fl. 33165 Ida Lopez Tel: 305-559-1177 Fax: 305-559-9509	0	no
On Air announcements	0	n/a

**5.2) Job Title: On Air Personality****Referral Source of Hiree: Industry Referral**

<u>Source</u>	<u># referred</u>	<u>Requested Notification</u>
The English Center Miami Dade County Public Schools Adelfa Gonzalez Mayo 3501 SW 28 Street Miami, Fl. 33133 Tel: (305) 445-3573/Fax: 305-443-3718	0	yes
New Professions Technical Institute. Fatima Guillen 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223/Fax: 305-461-3029	0	yes
Youth Coop. Jahaira Marcano or Silvia Arguein 3525 N. W. 7 <sup>th</sup> St. Miami, FL. 33125 Tel: (305) 643-6730 X 161 Fax: (305) 631-1578	0	yes
Miami-Dade County. Dept. Human Services Employment Services Bureau Refugee Services Program 5040 N. W. 7 <sup>th</sup> St. Suite 700. Miami, FL. 33126 Tel: (305) 569-7676	0	yes
Aspira of Florida Daisy Franklin 3650 North Miami Ave. Miami, FL. 33127 Tel: (305) 576-1512 Fax: (305) 576-0810	0	yes
Cuban American National Council, Inc. Eliza Mitrani Employment Agency 300 S. W. 12 <sup>th</sup> Ave. Ofic. 326-B Miami, FL. 33130 Tel: (305) 631-0038 Fax: (305) 541-9275/305-554-4128	0	no

South Fl. Workforce West-Dade One Stop Career Center 2700 S. W. 97th Ave. Miami, FL. 33165 Gretel Tellez Tel: (305) 228-2300/-4225 Fax: (305) 228-2312	0	yes
Job Development Employment Service 7900 N. E. 2 <sup>nd</sup> Ave. 6 <sup>th</sup> Floor Miami, FL. 33138 Tel: (305) 759-6511 Fax: (305) 759-7639	0	no
Caleb Center 5400 N. W. 22 <sup>nd</sup> Ave. Suite 103 Tel: (305) 638-6444 Fax: (305) 638-6494	0	no
SER Jobs Progress Office of Job Dev. 3939 N. W. 7 <sup>th</sup> St. Suite 205 Miami, FL. 33126 Tel: (305) 649-5627 Fax: (305) 644-2111	0	no
South Fl. Workforce Raquel Melcon 7300 N. W. 19 <sup>th</sup> St. Suite 500 Miami, FL. 33126 Tel: (305) 594-7615x502 / Fax: (305) 470-5762	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) Amarilis Valencia 1681 S. W. 107 <sup>th</sup> Ave. Miami, FL. 33165 Tel: (305) 551-0090x202 Fax: (305) 551-9098	0	no

Litle Havana One Stop Career Center                    0                    no  
 701 SW 27 Ave 7<sup>th</sup> Floor  
 Miami Fl. 33135  
 Tel: 305-643-3300  
 Fax: 305-643-7240

Lutheran Services of Florida                                    0                    no  
 9750 Coral Way  
 Miami Fl. 33165  
 Ida Lopez  
 Tel: 305-559-1177  
 Fax: 305-559-9509

On Air announcements    0                    n/a

Industry referral    1                    n/a

**5.3) Job Title: Receptionist      Referral Source of Hiree: New Professions Technical Institute**

<u>Source</u>	<u># referred</u>	<u>Requested Notification</u>
The English Center Miami Dade County Public Schools Adelfa Gonzalez Mayo 3501 SW 28 Street Miami, Fl. 33133 Tel: (305) 445-3573/Fax: 305-443-3718	0	yes
New Professions Technical Institute. Fatima Guillen 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223/Fax: 305-461-3029	10	yes
Youth Coop. Jahaira Marcano or Silvia Arguein 3525 N. W. 7 <sup>th</sup> St. Miami, FL. 33125 Tel: (305) 643-6730 X 161 Fax: (305) 631-1578	1	yes
Miami-Dade County. Dept. Human Services Employment Services Bureau Refugee Services Program 5040 N. W. 7 <sup>th</sup> St. Suite 700. Miami, FL. 33126 Tel: (305) 569-7676	0	yes

Aspira of Florida Daisy Franklin 3650 North Miami Ave. Miami, FL. 33127 Tel: (305) 576-1512 Fax: (305) 576-0810	0	yes
Cuban American National Council, Inc. Eliza Mitrani Employment Agency 300 S. W. 12 <sup>th</sup> Ave. Ofic. 326-B Miami, FL. 33130 Tel: (305) 631-0038 Fax: (305) 541-9275/305-554-4128	0	no
South Fl. Workforce West-Dade One Stop Career Center 2700 S. W. 97th Ave. Miami, FL. 33165 Gretel Tellez Tel: (305) 228-2300/-4225 Fax: (305) 228-2312	1	yes
Job Development Employment Service 7900 N. E. 2 <sup>nd</sup> Ave. 6 <sup>th</sup> Floor Miami, FL. 33138 Tel: (305) 759-6511 Fax: (305) 759-7639	0	no
Caleb Center 5400 N. W. 22 <sup>nd</sup> Ave. Suite 103 Tel: (305) 638-6444 Fax: (305) 638-6494	0	no
SER Jobs Progress Office of Job Dev. 3939 N. W. 7 <sup>th</sup> St. Suite 205 Miami, FL. 33126 Tel: (305) 649-5627 Fax: (305) 644-2111	0	no
South Fl. Workforce Raquel Melcon 7300 N. W. 19 <sup>th</sup> St. Suite 500 Miami, FL. 33126 Tel: (305) 594-7615x502 / Fax: (305) 470-5762	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) Amarilis Valencia 1681 S. W. 107 <sup>th</sup> Ave. Miami, FL. 33165 Tel: (305) 551-0090x202 Fax: (305) 551-9098	0	no
Litle Havana One Stop Career Center 701 SW 27 Ave 7 <sup>th</sup> Floor Miami Fl. 33135 Tel: 305-643-3300 Fax: 305-643-7240	0	no
Lutheran Services of Florida 9750 Coral Way Miami Fl. 33165 Ida Lopez Tel: 305-559-1177 Fax: 305-559-9509	0	no
On Air announcements	0	n/a

**5.4) Job Title: News Writer/Board Operator/On Air personality. Referral Source of Hiree:  
Lutheran Services of Florida**

<u>Source</u>	<u># referred</u>	<u>Requested Notification</u>
The English Center Miami Dade County Public Schools Adelfa Gonzalez Mayo 3501 SW 28 Street Miami, Fl. 33133 Tel: (305) 445-3573/Fax: 305-443-3718	1	yes
New Professions Technical Institute. Fatima Guillen 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223/Fax: 305-461-3029	0	yes

<p>Youth Coop.  Jahaira Marcano or Silvia Arguein  3525 N. W. 7<sup>th</sup> St.  Miami, FL. 33125  Tel: (305) 643-6730 X 161  Fax: (305) 631-1578</p>	0	yes
<p>Miami-Dade County.  Dept. Human Services  Employment Services Bureau  Refugee Services Program  5040 N. W. 7<sup>th</sup> St. Suite 700.  Miami, FL. 33126  Tel: (305) 569-7676</p>	0	yes
<p>Aspira of Florida  Daisy Franklin  3650 North Miami Ave.  Miami, FL. 33127  Tel: (305) 576-1512  Fax: (305) 576-0810</p>	0	yes
<p>Cuban American National Council, Inc.  Eliza Mitrani  Employment Agency  300 S. W. 12<sup>th</sup> Ave. Ofic. 326-B  Miami, FL. 33130  Tel: (305) 631-0038  Fax: (305) 541-9275/305-554-4128</p>	0	no
<p>South Fl. Workforce  West-Dade One Stop Career Center  2700 S. W. 97th Ave.  Miami, FL. 33165  Gretel Tellez  Tel: (305) 228-2300/-4225  Fax: (305) 228-2312</p>	0	yes
<p>Job Development Employment Service  7900 N. E. 2<sup>nd</sup> Ave. 6<sup>th</sup> Floor  Miami, FL. 33138  Tel: (305) 759-6511  Fax: (305) 759-7639</p>	0	no
<p>Caleb Center  5400 N. W. 22<sup>nd</sup> Ave. Suite 103  Tel: (305) 638-6444  Fax: (305) 638-6494</p>	0	no

SER Jobs Progress Office of Job Dev. 3939 N. W. 7 <sup>th</sup> St. Suite 205 Miami, FL. 33126 Tel: (305) 649-5627 Fax: (305) 644-2111	0	no
South Fl. Workforce Raquel Melcon 7300 N. W. 19 <sup>th</sup> St. Suite 500 Miami, FL. 33126 Tel: (305) 594-7615x502 / Fax: (305) 470-5762	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) Amarilis Valencia 1681 S. W. 107 <sup>th</sup> Ave. Miami, FL. 33165 Tel: (305) 551-0090x202 Fax: (305) 551-9098	0	no
Litle Havana One Stop Career Center 701 SW 27 Ave 7 <sup>th</sup> Floor Miami Fl. 33135 Tel: 305-643-3300 Fax: 305-643-7240	0	no
Lutheran Services of Florida 9750 Coral Way Miami Fl. 33165 Ida Lopez Tel: 305-559-1177 Fax: 305-559-9509	1	no
On Air announcements	0	n/a

**6) Total # of Interviewees Referred:** For the period from 9/22/10 to 9/21/11 this Employment Unit interviewed 18 interviewees for full-time job vacancies.

## **7) Supplemental Recruitment Initiatives.**

**INITIATIVE: TRAINING PROGRAMS.** Continued with established training program designed to enable station personnel who are already Board Operators to hone their skills, learn new software, record commercials and to acquire skills that qualify them for higher level positions, i.e. Producers.

This program is on-going. For example, the employment unit currently has on staff 10 persons, 4 women and 6 men, who were trained for the position of board operator. The employment unit's program and technical director, who is in charge of all technical personnel, directs the training program, choosing which existing staff member will do the training, setting hours of training, duration of same, 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 newswriters to become Board Operators also.

**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 July 8, 2011 by the employment unit's vice president. This seminar lasted 2 hours and was attended by all management personnel, who are the same persons with authority to hire. The purpose of the seminar was to review and refresh, as well as update, station personnel on the methods of ensuring equal employment opportunities and preventing discrimination. These persons are the program and technical director, president and vice-president, all of WRHC Broadcasting Corporation and Fenix Broadcasting Corporation.

**INITIATIVE: PARTICIPATION IN JOB FAIRS.** Participated in two (2) job fairs. The employment unit's vice president attended the Broward County Business to Business Expo and Job Fair in this reporting period. Here, the employment unit was able to speak to job seekers, explain the kinds of positions available at the stations and solicit résumés and applications. The date was 11/11/10 at Signature Grand 6900 West State Rd. 84, Davie, Fl. 33317. Additionally, on December 2, 2010, the station employment unit's vice president participated in the South West Broward County and North Miami Job Fair, 110 Grand Palms Drive, Pembroke Pines, Fl. 33027.

**INITIATIVE: HOSTING AN INTERNSHIP PROGRAM.** Beginning 12/01/10 and continuing to June 6, 2011, one intern was hosted at the station employment unit. The intern received credit from Miami Dade College for her work in production, on-air, editing and directing activities. The intern worked an average of 10 hours per week. Beginning March 1, 2011 and continuing to May 18, 2011, a second intern was hosted by the station employment unit. The intern received credit from South Florida Workforce for her work in office procedures, office equipment and general office activities. The intern worked an average of 15 hours per week.

**INITIATIVE: PARTICIPATION IN EVENTS SPONSORED BY COMMUNITY**

**ORGANIZATIONS.** From October, 2010 to June, 2011, in this reporting period, the president and/or vice-president of the employment unit participated in the monthly networking events hosted by the Hispanic Chamber of Commerce of Palm Beach County. At these events, the employment unit representatives frequently discussed and explained issues relating to broadcasting and broadcast employment.