



**WOKC-AM / WJNX-FM 2023-2024 EEO Public File Report**  
**October 1, 2023 – September 30, 2024**

This report covers full-time vacancy recruitment data for the period October 1, 2023-September 30, 2024.

**1) Employment Unit Location/Name:**  
 Glades Media Company – Okeechobee, FL

**2) Unit Members:**  
 WOKC AM 1570 / FM 100.9  
 WJNX-FM 106.1 / WJNX-AM1330

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

Name: Brian Johnson brian@gladesmedia.com	Address: 3936 S.E. 18 <sup>th</sup> Terrace Okeechobee, FL 34974	Telephone: 863-467-1570
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**4) Number of full-time vacancies: 2**

**5) List of full-time vacancies:**  
 a. Receptionist  
 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>
Receptionist	1,31,36	38
WOKC Sales	1,31,36	55



6) Total number of interviewees referred was 96 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	3
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	Yes	0



	<p>Palm Beach Gardens, FL 33403          Contact: Erica Toledo email:etoledo@gocsb.com          Phone: (561) 847-4126 ext</p>		
9	<p><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@famuedu.edu">careercenter@famuedu.edu</a></p>	No	0
10	<p><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></p>	No	0
11	<p><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></p>	No	0
12	<p><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></p>	No	0
13	<p><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></p>	No	0
14	<p><b>Hispanic Human Resources Council</b>          1820 Hendry Street          P.O. Box 2217          Fort Myers, FL 33901          Recruitment: (239) 321-7064</p>	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: unit5129@naacp.org	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: henfuse@aol.com	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	3
32	Internal Posting		
33	Internal Transfer/Promotion		
34	CareerBuilder.com		
35	Radio Ink.com		
36	Ziprecruiter.com	Yes	90
37	Radionotas.com		
38	Employee Re-Hire after Covid		
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.

#### **Career Source Heartland Job Fair**

On September 18th, 2024, from 10 AM to 2 PM, Warren Orey and Brian Johnson represented our team at the Career Source Heartland Job Fair held at the S & G Family Venue in Okeechobee, located at 5154 SW 16th Ave, Okeechobee, FL 34974. The event featured about 25 employers, including the County Prison Systems, US Sugar, and several other local businesses. Our main focus was to connect with candidates for Sales positions across our radio stations, including WAFC, WJNX, WOKC, WLLY, and WAFZ. Warren and Brian interviewed about 3 candidates during the event and encouraged several others to follow up with us the next week when we are back in the office. This made it a productive day for potential recruitment.

#### **Okeechobee High School Career Fair**

On Wednesday, May 15th, from 8:00 AM to 11:00 AM, Taylor "Marie" English attended a Job Fair hosted by Okeechobee High School for juniors and seniors. During the event, she engaged with over 40 students, discussing the requirements for careers in the communications and broadcast industry. Many students, especially those pursuing Journalism or Broadcast degrees, expressed interest in internships or part-time sales roles, though some were initially hesitant about sales tasks like door-to-door outreach. Of the applicants, about 30 were seniors in the class of 2024, with the remainder being juniors. Overall, it was a highly successful outreach effort, providing valuable connections with the local community and potential future workforce.

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:

#### **Sales Training Classes**

This year, we sent 8 of our Sales team members to participate in the P1+ training courses, providing them with a fresh perspective on how to maximize their performance and achieve their



full potential in their roles. The program offered valuable insights and strategies to enhance their sales techniques, and we are already seeing positive results from their experience. Looking ahead, we plan to extend this opportunity to the rest of our Sales staff next year to ensure that our entire team benefits from this impactful training.

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 are continuing to train our team each week on how to use our Customer Relationship Management (CRM) system to its full potential, helping our salespeople achieve their goals. Under the guidance of Warren Orey, our Sales Director, 90% of our staff have already become proficient in using the CRM, and we are focused on maximizing its capabilities to drive individual and team success. This ongoing training ensures that everyone is equipped with the tools they need to succeed and stay connected in their roles.

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

Our new hire Kat is currently being cross-trained on how to operate the studio equipment in the event of an emergency. Additionally, she is learning how to manage community events and promotions for the radio stations, ensuring she can assist in multiple areas when needed.

### **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.

### **7C. 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.

\*Filing was delayed due to the issues of two hurricanes(Helene & Milton) affecting our communities.