

WLLY-FM/ WWRF-AM 2024-2025 EEO Public File Report October 1, 2024 – September 30, 2025

This report covers full-time vacancy recruitment data for the period October 1, 2024-September 30, 2025.

1) Employment Unit Location/Name:

Glades Media Company LLC - West Palm Beach, FL

2) Unit Members:

WLLY-FM99.5 WWRF-AM1380

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

Name:	Address:	Telephone:
Brian Johnson	2326 South Congress Ave, Suite 2A	561-721-9950
brian@gladesmedia.com	West Palm Beach, Fl 33406	

4) Number of full-time vacancies: 2

5) List of full-time vacancies:

a. Sales Person (2)

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data.

JOB TITLE	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hires
Sales	28,31	6



6) Total number of interviewees referred was 6 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	Glades Media Radio Group Website	No	0
	www.gladesmedia.com		
2	Art Institute of Ft. Lauderdale – Career Serv.	No	0
	1799 SE 17 th Street		
	Ft. Lauderdale, FL 33316 Contact: Jodi Berkshire		
	Phone (954) 308-2615		
	jberkshire@aii.edu		
3	Bethune Cookman College – Career Planning	No	0
3	640 Dr. Mary McLeod Bethune Blvd.	140	
	Daytona Beach, FL 32115 Contact: Davita Bonner		
	Phone: (904) 255-1401 Fax: (904) 258-8278 Email:		
	bonnerd@cookman.edu		
4	Career Source Broward	No	0
	Career Department		
	6301 NW 5 th Way Suite 3000		
	Ft Lauderdale, FL 33311		
	Phone: (954) 677-5627 jobs@careersourcebroward.org		
5	Career Source-Palm Beach County	No	0
	3400 Belvedere Rd, West Palm Beach, FL 33406		
	Nancy Medina, Account Manager		
	Phone⊗561) 340-1060		
	nmedina@careersourcepbc.com		
6	Career Source Research Coast	No	0
	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		
7	Career Source -Heartland	No	0
,	207 S.W. Park Street	140	
	Okeechobee, FL 34972		
	863-610-6000		
	Shannon Kuen		
	skuen@careersourceheartland.onmicrosoft.com		
	Connecticut School of Broadcasting – Palm Beach Gardens	No	0
8	Campus		
J	3450 North Lake Blvd Suite 110		
	Palm Beach Gardens, FL 33403		
	Contact: Erica Toledo email:etoledo@gocsb.com		
	Phone: (561) 847-4126 ext		





9	Florida A&M University School of Journalism/Media 1676 S. MLK Blvd.	No	0
	Tallahassee, FL 32307 Contact: Melanie Washington Phone: (850) 222-3957 Email: careercenter@famu.edu		
10	Florida Association of Broadcasters 201 South Monroe St. Suite 102 Tallahassee, FL 32303 Contact: Lindsay Varn	No	0
	Phone: (850) 681-6444 Fax: (850) 222-3957 Email: lvarn@fab.org		
11	Florida Atlantic University Career Development Center 777 Glades Road, SU, Rm. 220 Boca Raton, FL 33431 Contact: James Watson, Jr.	No	0
	Phone: (561) 297-3536/ (561)297-2740 (fax) <u>www.fau</u> .edu/cdc		
12	Florida State University – Career Center A4100 University Center Tallahassee, FL 32306-2490 Contact: Sean Collins Phone: 850-644-6431 / 850-644-3273 Email: reception@admin.fsu.edu	No	0
13	Hispanic Human Resources Council 1427 S. Congress Ave. Palm Beach Springs, FL 33406 Contact: Judy Pierman Phone: (561) 641-4198 jpierman@hhrcinc.org	No	0
14	Hispanic Human Resources Council 1820 Hendry Street P.O. Box 2217 Fort Myers, FL 33901 Recruitment: (239) 321-7064	No	0
15	Lynn University 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	No	0





	Fax: (561) 237-7285		
	careers@lynn.edu		
16	University of South Florida – Mass Communications	No	0
	4202 E. Fowler St. MP CIS-1040		
	Tampa, FL 33620		
	Phone: (813) 974-2591		
	Fax: (831) 974-2592		
	Website: usf.edu/career-services		
17	Inside Radio	No	0
	Contact: Gene Mckay		
	365 Union Street		
	Littleton, NH 03561		
	(800) 248-4242 ext 711		
18	Glades Area Branch NAACP – Unit # 5686	No	0
	733 SW Ave E, Suite A		
	Belle Glades, FL 33430		
	Contact: Linda Johnson		
	Phone: (561) 985-0379		
	Fax: (561) 993-0483		
	unit5686@naacp.org		
19	Keiser Career College	No	0
	Attn: Elizabeth Houlihan		
	2085 Vista Parkway		
	West Palm Beach, FL 33411		
	Phone: (561) 471-6000 (561)561-471-7849 (fax)		
	Elizabthh@keiseruniversity.edu		
20	National Hispanic Media Coalition	No	0
	55 Grand Avenue		
	Pasadena, CA 91105		
	Tatiana Arizaga, Communications Coordinator		
	Phone: (213) 746-6988		
21	Nova Southeastern University	No	0
	11501 N. Military Trail		
	Palm Beach Gardens, FL 33410-6507		
	James Miller		
	954-262-5637 - (561) 622-6472 (fax)		
		No	0
	Miami Media School		
	Angel S. Llamazares		
	Director of Career Services		
22	901 South Miami Avenue		
	Miami, FL 3326		
	Phone: 305.728.1120		
	allamazares@BeOnAir.com		
	www.BeOnAir.Com		



23	Palm Beach State College-Career Center	No	0
	4200 Congress Ave.		
	Lake Worth, FL 33361		
	https://www.myinterfase.com/palmbeachstate/employer/		
	UN: WCWOKC1570		
	PW: Glad123		
	Contact: Irene Garcia Phone: (561) 868-3066		
24	St. Lucie County Branch NAACP – Unit # 5129	No	0
	P.O. Box 3103		
	Ft. Pierce, FL 34948-3103		
	Contact: Tony Barnes email: unit5129@naacp.org		
25	Urban League of Palm Beach	No	0
	1700 N. Australian Ave.		
	West Palm Beach, FL 33407		
	Contact: Henry Fuse		
	Phone: (561) 833-1461 Email: henfuse@aol.com		
26	University of Florida	No	0
	College of Journalism and Communications		
	P.O. Box 118400		
	Gainesville, FL 32611		
	Phone: (352-392-0466		
	Fax: (352) 392-0466		
	Katrice Graham Kgraham@jou.ufl.edu		
27	Indeed.com		
28	Employee Referral	Yes	1
29	Non-Employee Referral		
30	Walk-In/Self-Referral		
31	On-Air Announcement	Yes	5
32	Internal Posting		
33	Internal Transfer/Promotion		
34	CareerBuilder.com		
35	Radio Ink.com		
36	Ziprecruiter.com		
37	Radionotas.com		
38	Employee Re-Hire after Covid		
39	AllAcess.com		
40	Facebook		

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.



Summary of Job Fair Participation – City of Greenacres

On June 25, 2025, Glades Media Company participated in the Job Fair organized by the City of Greenacres in partnership with the Hispanic Chamber of Commerce. The event took place at the Greenacres Community Center, 501 Swain Blvd., Greenacres, FL, from 10:00 a.m. to 1:00 p.m. Alex Calderón, General Manager for WWRF and WLLY, attended on behalf of Glades Media Company and its radio stations.

The job fair brought together over 30 local businesses and provided an opportunity for Glades Media to meet with more than 300 job seekers. Attendees expressed interest in employment opportunities with the company, with several individuals taking applications for completion and return. Although many did not have prior experience in radio or sales, there was a strong interest in learning more about the industry. Participation in this event served to increase awareness of Glades Media within the community and support recruitment efforts.

Summary of Employment Fair Participation – Okeechobee High School

On May 9, 2025, Glades Media Company participated in the Okeechobee High School Employment Fair, held in the school gymnasium from 7:30 a.m. to 1:00 p.m. The event was organized to connect local employers with juniors and seniors preparing to enter the workforce. Representatives of Glades Media attended to highlight career opportunities within broadcasting and radio, discuss potential internships, and meet students interested in part-time and full-time employment. The fair included participation from a variety of local businesses and organizations, and provided students the opportunity to interact directly with employers, collect information, and explore possible career paths.

Glades Media's participation helped raise awareness of opportunities in the broadcasting industry, promoted community engagement, and supported the development of future talent within Okeechobee County.

Summary of Career Day Participation – North Elementary School

On February 13, 2025, Glades Media Company participated in the North Elementary 3rd Grade Career Day in Okeechobee, Florida. Taylor English, Account Executive and On-Air Personality, represented the company during the two-hour event.

Students rotated between booths where representatives from a variety of professions—including higher education, firefighting, healthcare, taxidermy, architecture, and information technology—spoke about their careers. Glades Media discussed opportunities in broadcasting and radio, highlighting the different roles within the industry. Presentations lasted approximately 10–15 minutes each, with students asking questions and engaging in conversation about future career possibilities.

The event provided Glades Media with the opportunity to introduce broadcasting as a career path to local youth, support community outreach, and foster interest in the media industry among students in Okeechobee County.

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, Glades Media Company enrolled its sales staff in online sales courses through the Radio Advertising Bureau (RAB.org) as part of our ongoing commitment to professional development. The program was designed to sharpen skills, enhance sales techniques, and provide updated strategies for serving clients more effectively.

Our sales teams successfully completed the courses, investing significant time in mastering the material and earning certification upon completion. This training reinforces our dedication to equipping staff with the tools necessary to grow professionally, better meet advertiser needs, and contribute to the continued success of Glades Media Company.

Customer Relationship Management (CRM) Training

In 2025, Glades Media Company transitioned from the ShareBuilders system to the Radio Advertising Bureau (RAB) CRM platform. To ensure a smooth adoption and to support sales success, the entire sales team participated in a structured training course focused on understanding the new system and its features.

The training emphasized the simplification and efficiencies the new CRM provides, equipping sales staff with tools to better manage accounts, track progress, and achieve goals more effectively. By moving to the RAB CRM and completing this training, the sales team is better positioned to streamline their daily workflow and deliver improved results for both clients and the company.

Receptionist, Traffic Cross-Training:

Our receptionist Ana now cross-trained on how to do traffic and run the logs for the stations in the event of an emergency and to improve Staff advancement opportunities. Additionally, she has learned 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.