

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: October 1, 2019 – September 30, 2020

1) **Employment Unit: Spanish Broadcasting System, Inc./Miami**

2) **Unit Members (Stations and Communities of License):**

WCMQ-FM/Hialeah, Florida (FCC FIN: 61640)
WRMA-FM/North Miami Beach, Florida (FCC FIN: 48368)
WXDJ-FM/Ft. Lauderdale, Florida (FCC FIN: 66376)

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

Mailing Address: 7007 NW 77 th Avenue Miami, FL 33166	Telephone Number: (305)-644-4802
	Contact Person/Title: Irmayrs Rivera-Sanabria – HR Director
	E-mail Address: Irivera-sanabria@SBSCorporate.com

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

Job Title	Recruitment Source Referring Hiree
(a) <u>On Air Talent</u>	<u>Word of Mouth</u>
(b) <u>Sr. Account Executive</u>	<u>Word of Mouth</u>
(c) <u>Promotions Drivers (5) positions</u>	<u>Miami Media School and Word of Mouth</u>

a) **Job Title:** **On Air Talent** **Referral Source(s) of Hiree:** **Word of Mouth**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Word of Mouth		7007 NW 77 th Ave Miami, FL 33166	(305)441-6901	2	No
SBS Website	Dyana Burgess Jobs@sbscorporate.com	http://www.spanishbroadcasting.com/jobs.shtml 7007 NW 77th Ave Miami, FL 33166	(305) 441-6901	0	No

b) Job Title: Sr. Account Executive

Referral Source(s) of Hiree: Word of Mouth (Exigent Circumstances)

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Word of Mouth		7007 NW 77 th Ave Miami, FL 33166	(305)441-6901	1	No
SBS Website	Dyana Burgess Jobs@sbscorporation.com	http://www.spanishbroadcasting.com/jobs.shtml 7007 NW 77th Ave Miami, FL 33166	(305) 441-6901	2	No

Exigent Circumstances: Two Accounts Executives resigned and provided no notice. They needed to be replaced immediately with an experienced high-performing Account Executive in order to continuing to service the top advertising accounts at the stations. A former employee who was an experienced account executive was hired to fill this immediate need. Advertisements of the position appeared only on the SBS website.

c) Job Title: Promotions Drivers (5 positions)

Referral Source(s) of Hiree: Miami Media School (3) and Word of Mouth (2)

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
SBS Website	Dyana Burgess/ Destinee Maldonado Jobs@sbscorporation.com	http://www.spanishbroadcasting.com/jobs.shtml 7007 NW 77th Ave Miami, FL 33166	(305) 441-6901	4	No
Miami Media School	Angel Llamazares allamazares@beonair.com	www.beonair.com 901 S Miami Ave, #303 Miami, FL 33130	(305) 676-6494	5	No
Linkedin	Dyana Burgess/ Destinee Maldonado Jobs@sbscorporation.com	https://www.linkedin.com/jobs/view/2162841263 7007 NW 77 th Ave Miami, FL 33166	(305) 441-6901	0	No
Word of Mouth		7007 NW 77 th Ave Miami, FL 33166	(305) 441-6901	2	No

With this position, the Company hired 5 Promotions Drivers using the same talent pool. Of the Promotions Drivers hired 3 came from the Miami Media School and 2 were Word of Mouth.

Station(s) WSBS are Equal Opportunity Employer(s).

6) Total # of Interviewees Referred: For the period from **October 1, 2019 – September 30, 2020** this Employment Unit interviewed 16 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives. List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

(a) Initiative: Employee Trainings

During the reporting period, the employment unit held training sessions designed to enable station personnel to upgrade and/or acquire skills that could qualify them for higher level positions. All the training sessions included Managers, Local Sales Manager, Digital Managers, and Account Executives. Two Nielsen training sessions took place on May 18 and May 27. The May 18 session was intended to provide a better understanding about the Power of the Hispanic consumer. The class focused on three key categories to help create Qualitive Stories for the Hispanic audience. The May 27 session discussed new techniques to position the station post pandemic. It informed employees of the value of local radio as the nation re-opened. A Nielsen Rhiza Voter Ratings Review training took place on July 15 for Account Executives only. A webinar training session for X Ray took place on August 6 to identify specific initiatives to generate revenue in response to the Covid-19 crisis that may have negatively impacted Radio revenues.

(b) Initiative: Internship Program

The Company normally hosts interns in the Promotions and Programming Department where the students receive education credit for participation in the Program, but this year due to the impact of COVID-19 we were unable to host students.

(c) Initiative: Training Management Level Personnel to Prevent Discrimination

All new hires at the employment unit are required to participate in a Mandatory Online Course on “Workplace Harassment Training” and receive a certificate upon completion.