



## **“Equal Employment Opportunity Public File Report”**

**Western Broadcasting Corporation of Puerto Rico, Inc.**

Employment Unit  
WOLE DT CHANNEL 12, AGUADILLA, W21CX-D MAYAGUEZ

Reporting Period:  
October 1, 2016 to September 30, 2017

**Western Broadcasting Corporation of Puerto Rico, Inc.**



WOLE DT CHANNEL 12, AGUADILLA

## Full Time Job Vacancies

From October 1, 2016

To September 30, 2017

| POSITION                   | DATE OPENED       | DATE CLOSED       |
|----------------------------|-------------------|-------------------|
| Photojournalist/Editor (1) | October 2, 2016   | October 20, 2016  |
| News Producer (1)          | October 4, 2017   | October 20, 2017  |
| Sales Executive (1)        | January 17, 2017  | February 17, 2017 |
| Station Manager (1)        | February 17, 2017 | February 17, 2017 |
| Photojournalist/Editor (1) | April 3, 2017     | April 28, 2017    |
| Sales Executive (1)        | July 1, 2017      | August 1, 2017    |

### RECRUITMENT SOURCES FOR EACH VACANCY

clasificadospr.com

Institution: Clasificados PR Web Page

P.O. Box 9227512

San Juan Puerto, Rico 00922-7512

787-641-8888

Wole12.com

Institution: Western Broadcasting Corporation Web Page

PO Box 415

Aguadilla, PR 00605

787-997-1200

Clasificadosonline.com

Institution: Clasificados Online Puerto Rico Web Page

**RECRUITMENT SOURCES UTILIZED IN FILLING VACANCIES**

| <b>POSITION</b>        | <b>RECRUITMENT SOURCE</b> | <b>NUMBER OF REFERRALS</b> | <b>NUMBER OF APPLICANTS INTERVIEWED</b> |
|------------------------|---------------------------|----------------------------|---|
| Photojournalist/Editor | Online Sources            | 0                          | 3                                       |
| News Producer          | Internal Promotion        | 0                          | 2                                       |
| Sales Executive        | Online Sources            | 0                          | 6                                       |
| Station manager        | Internal Promotion        | 0                          | 0                                       |
| Photojournalist/Editor | Online Sources            | 0                          | 1                                       |
| Sales Executive        | Online Sources            | 0                          | 6                                       |



**Western Broadcasting Corporation of Puerto Rico, Inc.**  
WOLE DT CHANNEL 12

**WOLE-DT OUTREACH INITIATIVES**  
For the period of October 1, 2016 to September 30, 2017

**Institution Reference/Internship Program: University Of Puerto Rico (Aguadilla Campus)**  
**Dr. Daramis Hernandez**

1. During this period, four students from this institution completed up to 180 hours of supervised practice internships as part of the requirement of the Department of Business Administration's program at our facilities. These students worked directly with the sales and marketing staff under the direct supervision of our Sales and Marketing Manager.

**Institution Reference/Internship Program: University Of Puerto Rico (Arecibo Campus)**

**Dr. Juan Luciano Nieves, Prof. José G. Ortega Solís**

2. During this period, two students from this institution completed 150 hours of supervised practice internship as part of the requirement of the Department of Communications. This student worked directly with productions staff, under the direct supervision of our News Executive Producer and News Producer.

**Additional Initiatives:**

3. "CONOZCAMOS NUESTRA ATMOSFERA." WOLE-12 conducted an interactive presentation focusing on the basic concepts of the atmosphere and how weather patterns dominate our planet was presented to students of different grades. During the interactive presentation, students did experiments related to each topic. At the end of the activity, students were able to recreate a weather forecast as a TV meteorologist, in which they had to include scientific terms learned during the presentation.
4. "HURRICANE HUNTER- AGUADILLA- APRIL 29." Hurricane Hunter Crew and Air Force Hercules C-130 aircraft visits Aguadilla Airport. The visit of this aircraft helps professionals to orient the community about hurricanes and threats related to tropical storms. WOLE 12 News had an area in which meteorologist Alexis Orengo-Ayala talked to the audience about hurricanes and gave a brochure with general information about tropical storms and how to be prepared for the impact of a storm. The brochure also included a hurricane tracking map. During this activity, a laboratory in the area was prepared in which people had the opportunity to do weather-related experiments and the weather report in a chroma key area. The WOLE 12 News area also hosted students from the American Meteorological Society- UPR Mayagüez Campus and the Puerto Rico Seismic Network. Nearly 20,000 persons visited the Hurricane Hunter activity.

5. "HURRICANE PREPAREDNESS WEEK- MAY 7 TO MAY 13." As a weather-ready nation station, WOLE has been closely involved with National Oceanic and Atmospheric Administration (NOAA) on the Hurricane Preparedness Week, which is an initiative of NOAA Weather Ready Nation Ambassador (WRN) program. As part of the event, our Meteorologist Alexis Orengo-Ayala created a Facebook Live streaming show in which every day he discusses a topic suggested by WRN. The Facebook Live streaming was interactive, with a "Question and Answer" segment in which the audience sent their questions about the topic and Mr. Orengo-Ayala answered the questions. The goal was to help people to be prepared for a tropical storm impact.
6. "EMERGENCY MANAGEMENT OFFICERS REGIONAL HURRICANE CONFERENCE JUNE 2." Puerto Rico Emergency Management Agency (PREMA) Region IV (Aguadilla) and Region V (Mayagüez) organized a meeting with local Emergency Management Officers of each municipality in Western Puerto Rico. As an active station, during the conference meetings, our Meteorologist Alexis Orengo-Ayala gave presentations about the Hurricane Seasonal Forecast, the impacts of tropical cyclones and the importance of communication with management officers and local news during an emergency. This communication between management officers and local news is important because it helps to save lives and protect properties.
7. "RUTA DEL TIEMPO- PONCE – AUGUST 19." During this event, many conferences were presented related to hurricane season. The conferences were focused on emergency power generators and home safety, food storage and preparation, plan for pets during an emergency, family plan, hurricane seasonal forecast and possible threats related to a tropical cyclone. Also, an optometrist was invited and provided a conference about eye safety during the partial solar eclipse event. During the event, experiments related to weather and hurricane impacts were given to the audience. Participants also had the opportunity to do a simulated TV weather segment. During the event, "Oriéntate, Protégete y Actúa", an educational brochure, was distributed to visitors. This brochure had information about hurricanes, general information related to tropical cyclones and how to be prepared for the impact of a cyclone. The brochure also included a hurricane tracking map.
8. "PARTIAL SOLAR ECLIPSE LIVE COVERAGE – UPR- MAYAGÜEZ CAMPUS- AUGUST 21." The Partial Solar Eclipse was an historic event. WOLE 12 News broadcasted live images from the Partial Solar Eclipse from the University of Puerto Rico, Mayagüez Campus. During the event, an optometrist gave orientation to the audience before the event via Facebook Live and Live TV segments. The Partial Solar Eclipse was also projected on a local screen for those visitors that did not have special eclipse glasses.
9. "RUTA DEL TIEMPO- AGUADILLA – SEPTEMBER 15." During the event, many conferences were presented related to hurricane seasons. The conferences were focused on emergency power generators and home safety, food storage and preparation, plan for pets during an emergency, family plan, hurricane season forecast and possible threats related to a tropical cyclone. Also, an area with experiments related to weather and hurricane impacts was available for the audience. Participants also had the opportunity to do a simulated TV weather segment. During the event, the brochure "Oriéntate, Protégete y Actúa" was distributed. This brochure had information about hurricanes, general information about

tropical cyclones and how to be prepared for the impact of a cyclone. The brochure also included a hurricane tracking map.

10. Skills Enhancement initiatives:

WOLE is committed to implement skill enhancement initiatives for its employees at different levels. From April 22 to 27, 2017 Mrs. Linda Young, President and GM, attended the National Association of Broadcasters Convention and participated in several conferences and seminars regarding a new business model and strategies based on the ATSC 3.0 new TV standards.