

## **FCC EEO Prong 3 Report**

**April 2023 to March 2024**

### **Participate in general outreach efforts through job banks and internet programs.**

- Significant use of a broad range of channels, including general and industry-specific sites, and organizations, such as universities, colleges and professional networking groups, designed to attract a diverse pool of candidates are used.
- WHYH also posts all job vacancies on their social media accounts.

### **Participate in at least four jobs fairs by station personnel who have substantial responsibility in the making of hiring decisions.**

- Since April 2023, WHYH representatives have attended or submitted information to the following career, job and internship fairs. At each event attended, human resources personnel or representatives from WHYH discussed relevant information about employment, internship opportunities, and/or volunteer opportunities; provided attendees with information about WHYH and collected resumes from interested attendees:
  - On April 4, 2023, the Vice President of News and Civic Dialogue attended a career and cultural fair at Delaware State University and discussed the impact and power of journalism with approximately 200 students.
  - On April 21, 2023, the Vice President of News and Civic Dialogue and Administrative Specialist attended the Al Dia Career Fair and met with approximately 40 attendees.
  - On May 16, 2023, the Specialist, Staffing & Human Resources attended the Pathways to Media Careers Youth Employment Program at WHYH and met with approximately 5 students.
  - From August 23 – 25, 2023, the Administrative Specialist and the Human Resources Specialist attended the Online News Association Conference and met with approximately 275 attendees.
  - On September 22, 2023, the Specialist, Staffing & Human Resources attended an Information Session at Temple University and met with approximately 30 students.
  - On October 24, 2023, the Managing Editor, Suburban Coverage attended an Internship Panel Session at Rutgers University and met with approximately 15 students.
  - On October 25, 2023, the Specialist, Staffing & Human Resources attended a Virtual Internship Information Session at Temple University and met with approximately 5 students.
  - On February 23, 2024, the Director of School Partnerships and Administrative Specialist attended a career fair at Temple University and met with approximately 150 students.
  - On March 19, 2024, the Specialist, Staffing & HR and Vice President of News and Civic Dialogue attended Current's (Public Media) Virtual Career Fair meeting with 23 attendees.

### **Participate in at least four events over two years relating to career opportunities sponsored by educational institutions.**

- WHYY's Media Labs teach youth programs throughout the year to students in grades kindergarten through 12<sup>th</sup>. These programs teach students to produce audio and video stories both in the classroom and in after-school programs.
  - During April 2023 to March 2024, WHYY reached 1,107 students through in-school class projects with 34 teachers.
  - During April 2023 to March 2024, WHYY held 501 sessions of after-school programming, serving a total of 309 students through after-school programs and media clubs.
  - During April 2023 to March 2024, WHYY held 37 miscellaneous projects serving a total of 174 students.
- WHYY staff speak frequently to students and/or civic groups about careers in public media.
  - On April 4, 2023, the Vice President of News and Civic Dialogue attended a career and cultural fair at Delaware State University and discussed the impact and power of journalism with approximately 200 students.
  - On April 21, 2023, the Vice President of News and Civic Dialogue and Administrative Specialist attended the AI Dia Career Fair and met with approximately 40 attendees.
  - On May 16, 2023, the Specialist, Staffing & Human Resources attended the Pathways to Media Careers Youth Employment Program at WHYY and met with approximately 5 students.
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  - On October 24, 2023, the Managing Editor, Suburban Coverage attended an Internship Panel Session at Rutgers University and met with approximately 15 students.
  - On October 25, 2023, the Specialist, Staffing & Human Resources attended a Virtual Internship Information Session at Temple University and met with approximately 5 students.
  - On January 24, 2024, the Host/Creative Director of "The Pulse" discussed career pathways into broadcasting with approximately 30 students at Penn University.
  - On February 7, 2024, the Host/Creative Director of "The Pulse" discussed career pathways into broadcasting with approximately 20 students at Penn University.
  - On March 4, 2024, the Host/Creative Director of "The Pulse" discussed career pathways into broadcasting with approximately 15 students at the City University of New York.
  - On February 23, 2024, the Director of School Partnerships and Administrative Specialist attended a career fair at Temple University and met with approximately 150 students.
  - On March 19, 2024, the Specialist, Staffing & HR and Vice President of News and Civic Dialogue attended Current's (Public Media) Virtual Career Fair meeting with 23 attendees.

**Establishment of an internship program designed to develop skills needed for broadcast employment.**

- For the period of April 1, 2023 through March 31, 2024, 54 students participated in WHYY's paid program, in departments throughout the organization.
- For Spring 2023, we had 11 interns in departments throughout the organization including Media Arts Education, Major Gifts, TV Production, and the Newsroom.

- For Summer 2023, we had 15 interns in departments throughout the organization including Media Arts Education, Major Gifts, TV Production, Public Information (Marketing), and the Newsroom.
- For Fall 2023, we had 15 interns in departments throughout the organization including Media Arts Education, Major Gifts, TV Production, Public Information (Marketing), Fundraising Operations, and the Newsroom.
- For Spring 2024, we had 13 interns in departments throughout the organization including Media Arts Education, Major Gifts, TV Production, Fundraising Operations, and the Newsroom.
- Starting in September 2020, WHYY partnered with Temple University and the Philadelphia Association of Black Journalists to recruit interns for our internship program.

**Establish training or mentoring programs designed to enable employees to acquire skills to qualify for higher level positions.**

- Through WHYY's tuition reimbursement benefit, regular, full-time employees, (upon successful completion of the course), can apply for tuition reimbursement for courses taken at accredited institutions related to professional advancement. During this timeframe (April 2023 – March 2024), one employee took advantage of this benefit.
- WHYY purchased 50 licenses for LinkedIn Learning to provide additional training to staff.
- In 2019, WHYY hired a Youth Employment Specialist and initiated our Pathways to Media Careers Program. To date, we have supported 398 paid work experiences for students in the WHYY Media Arts Education Program. These opportunities were made possible through partnerships both within WHYY and other partner organizations in the media field. Students received resume, job skills, interview training, and had the opportunity to exercise their media skills at prominent work places.

**Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.**

Editorial Director was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter

Business Reporter was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter

Deputy Editor, Billy Penn was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter

Co-Host of Fresh Air was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter

City Education Reporter was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter, National Association of Hispanic Journalists

Multiplatform Reporter was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter, National Association of Hispanic Journalists

Traffic Manager was posted/shared on/with...

- National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter

Senior Digital Video Producer was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter, National Association of Hispanic Journalists

Multiplatform Reporter, Politics was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter

Animator/Editor, Digital Studios was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter, National Association of Hispanic Journalists

Education Reporter was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter, National Association of Hispanic Journalists

Delaware Politics Reporter was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter, National Association of Hispanic Journalists

Digital Content Producer was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter, National Association of Hispanic Journalists

Podcast Associate Producer, Digital Studios was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter, National Association of Hispanic Journalists

NJ Statehouse and General Assignment Reporter was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter, National Association of Hispanic Journalists, Asian American Journalist Association

Digital Director, News was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter

Suburban Reporter was posted/shared on/with...

- National Association of Black Journalists, National Association of Black Journalists – Philadelphia Chapter, National Association of Hispanic Journalists – Philadelphia Chapter, National Association of Hispanic Journalists

**Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.**

- All employees had to complete an online course, “Harassment and Discrimination Prevention” by September 30, 2023.