

**EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period: March 23, 2020 – March 22, 2021.**

- 1) Employment Unit: The Board of Trustees of the University of Pennsylvania**
- 2) Unit Members (Stations and Communities of License): WXPN(FM), Philadelphia, PA (FIN 68229)  
WXPB(FM), Middletown, PA (FIN 87834)  
WXPJ(FM), Hackettstown, NJ (FIN 9759)**
- 3) EEO Contact Information for Employment Unit:**

Mailing Address:  WXPN (FM) 3025 Walnut Street Philadelphia, PA 19104-3402	Telephone Number: 215-898-6677
	Contact Person/Title: Roger LaMay / General Manager
	E-mail Address: roger@xpn.org

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
(a) Director of Development	Referred by friend or family member

Full-time job vacancy filled during the reporting period: **1**

**5.1) Job Title:** Director of Development      **Referral Source(s) of Hiree:** Referred by friend or family member

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
University of Pennsylvania HR Website <a href="https://www.hr.upenn.edu/PennHR/careers-at-penn">https://www.hr.upenn.edu/PennHR/careers-at-penn</a>	Julie Garcia, SHRM-CP, Recruiter, Source Recruitment & Staffing, Penn HR	3451 Walnut Street / Phila, PA 19104-6228 <a href="https://www.hr.upenn.edu/">https://www.hr.upenn.edu/</a>	215-898-1303	2	Yes
Internet Advertisement/ WXPB website <a href="http://www.xpn.org/about-xpn/jobs">www.xpn.org/about-xpn/jobs</a>	Brian Divver, Website Production Specialist	3025 Walnut St., Phila., PA 19104-3402 <a href="mailto:Web-team@xpn.org">Web-team@xpn.org</a>	215-898-6677	0	Yes
WXPB On-Air Announcements	Debby Seitz, WXPB Marketing Manager	3025 Walnut St., Phila., PA 19104-3402	215-898-6677	0	
Other Internet Advertisement / Greater Philadelphia Cultural Alliance Job Bank	Lauren Gilmore, President and Chief Officer for Finance & Administration	The Philadelphia Building, 1315 Walnut St., Suite 732, Philadelphia, PA 19107 <a href="http://www.philaculture.org/jobbank">www.philaculture.org/jobbank</a>	215-557-7811	0	No
Other Internet Advertisement / Corporation for Public Broadcasting	Carole Mah	401 9th Street, NW Washington, DC 20004-2129 <a href="http://www.cpb.org/jobline">http://www.cpb.org/jobline</a>	202-879-9600	0	No
Other Internet Advertisement / National Hispanic Media Coalition	NHMC Jobs Center	<a href="mailto:info@nhmc.org">info@nhmc.org</a>	626-807-7079	0	No
Other Internet Advertisement / All Access Music Group		P. O. Box 6587 Malibu, CA 90264 <a href="https://www.allaccess.com/">https://www.allaccess.com/</a>	310-457-6616	0	No

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Other Internet Advertisement / AIR, Inc.		1452 Dorchester Ave., 2 <sup>nd</sup> Floor Boston MA 02122 <a href="http://www.Airmedia.org">www.Airmedia.org</a>	617-825-4400	0	No
Other Internet Advertisement / Greater Public	Andrew Leitch	N 3 <sup>rd</sup> Street, Suite 370 Minneapolis, MN 55401 <a href="http://greaterpublic.org/job-line">http://greaterpublic.org/job-line</a>	612-548-3378 888-454-2314	0	No
Other Internet Advertisement / PMBA – Public Media Business Associates	Alisa Jackson, Member Services Specialist	1300 Piccard Drive, Suite LL14 Rockville, MD 20850 <a href="mailto:info@PMBAonline.org">info@PMBAonline.org</a>	240-844-3600 240-404-6491 (direct) <a href="mailto:ajackson@pmbaonline.org">ajackson@pmbaonline.org</a>	0	No
Other Internet Advertisement/ National Association of Black Journalists	NABJ Career Center	NABJ Career Center Windsor, CA 95492 <a href="https://nabjonline.org/">https://nabjonline.org/</a>	626-792-3846	0	No
Other Internet Advertisement / Current	Public Media Jobs	4400 Massachusetts Avenue, NW Suite LL05 Washington, DC 20016-8122	<a href="https://jobs.current.org">https://jobs.current.org</a>	0	No
Other Internet Advertisement / PRPD Website	Molly Pollack, Business and Ops Manager	PO Box 82560 Pittsburgh, PA 15218 <a href="https://prpd.org/jobs">https://prpd.org/jobs</a>	412-243-4602 <a href="mailto:mpollack@prpd.org">mpollack@prpd.org</a>	0	No
Other Internet Advertisement/ LinkedIn	Posted by Kim Winnick, WXP Marketing Director	3025 Walnut Street Philadelphia, PA 19104	215-898-6677	4	No
Other Internet Advertisement / Association of Fundraising Professionals / Greater Phila. Chapter	Erica Hunter, Chapter Relations Manager	100 N 20 <sup>th</sup> Street, #400 Philadelphia, PA 19103 <a href="https://afpgpc.org">https://afpgpc.org</a>	215-320-3871 / <a href="mailto:chapter@afpgpc.org">chapter@afpgpc.org</a>	0	No
Other Internet Advertisement	Applicant's response	Resource was unnamed by applicant		1	No
Other Social Media Site/ PRPD Facebook (private)	Bruce Warren	WXP, Associate GM/Program Manager 3025 Walnut Street, Philadelphia, PA 19104 <a href="mailto:brucew@xpn.org">brucew@xpn.org</a>	215-898-6677	0	No
Other Social Media Site – Indeed	Applicant's response	(aggregator)	n/a	2	No
Other Social Media Site – WXP Facebook	Posted by Kim Winnick, WXP Marketing Director	3025 Walnut Street Philadelphia, PA 19104	215-898-6677	0	No
Other Social Media Site – Public Media Women in Leadership Facebook	Veronica Valera Reyes, Membership and Engagement Coordinator	<a href="https://publicmediawomeninleadership.org/">https://publicmediawomeninleadership.org/</a>	<a href="mailto:Valerareyes.vr@gmail.com">Valerareyes.vr@gmail.com</a>	0	No
Referred by Penn Employee	Sachi Kobayashi	WXP, 3025 Walnut St., Philadelphia PA (former WXP Director of Development)	215-898-6677	1	No
Referred by Penn Employee	John Bartol	WXP, 3025 Walnut St., Philadelphia PA Director of Non-Broadcast Distribution	215-898-6677	1	No
Referred by friend or family member	Jody Baker	Penn Alum	n/a	1	No
Referred by friend or family member	Catherine Ricketts	Friend	<a href="mailto:catherinedanaricketts@gmail.com">catherinedanaricketts@gmail.com</a>	1	No

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6) **Total # of Interviewees Referred:** For the period from March 23, 2020 through March 22, 2021 this Employment Unit interviewed 13 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 # 1: Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.**

1) Rutgers University-Camden Career Insights: Marketing & Communications, Virtual Internship Fair, Tuesday, 2/9/21, 3:30pm-5pm.

**Organizers:** Cheryl Hallman, Assistant Dean and Director, Career Center and Terri Smith – RU Employer Relations Manager. **Organizations Present:** WXPB, Subaru, Nike Communications, Brownstein Group, NAPCO Media. **WXPB Representative:** Kerrin Lyons, Community Outreach Coordinator.

**Participants:** Undergraduate marketing and communications students – juniors and seniors.

The virtual career fair featured communications professionals from local and national organizations who met with eight Rutgers Camden students in breakout rooms. Six students visited XPN's breakout room for a presentation by WXPB Community Outreach Coordinator, Kerrin Lyons to discuss internship opportunities at WXPB. They also discussed the prevailing climate of the job market. Students shared their experiences seeking employment with ongoing restrictions due to the pandemic. Students Lauren Henderson and Jayne Grabowski expressed interest in the Editorial Content and Media Sales internships. Kerrin stayed in touch via email and encouraged them to apply for upcoming summer internships.

2) Temple Klein College of Media and Communication Virtual Career Fair, Temple University, Annenberg Hall, 2020 N13th Street, Philadelphia PA, March 10, 2021. Approximately 30 organizations and businesses participated in the virtual career fair. **Organizer:** Lu Ann Cahn, Temple University Office of Undergraduate Admissions. WXPB Community Outreach Coordinator, Kerrin Lyons hosted two 30-minute virtual group sessions in the **Klein Internship and Career Fair for Journalism, Broadcast, Audio, Video Production.** The virtual video group sessions were held on the Handshake platform. This was an opportunity to share information about WXPB and the ways the station has steadily prevailed through the last year despite the looming public health crisis that has been detrimental to the health of the music and gig industry. Anticipated internship offerings for summer 2021 were introduced and the parameters on how to apply were explained to students. Fifteen attended the first session (2:30pm) and 20 attended the second session (3:30pm). Although the Handshake platform didn't allow student participants to be seen or heard during the presentation, the chat box served as a good indicator that the information was clear and made sense. One student remained online after the session to express interest in our Kanaval: Haitian Rhythms & the Music of New Orleans project; Kerrin directed him to the xpnkanaval.org website so he could stay up to date on the project happenings. One element that added a great touch and provided student participants with helpful and practical information was having Sammi-Jo Wall, a current editorial content writer for The Key, present to share and answer questions for the second presentation. Sammi spoke about her role, how she is completing her work remotely, and her recommendations for students when applying for XPN internships. The virtual Fair also provided an opportunity for this XPN intern to cross departments to observe and participate in providing staff support to XPN in this manner. Kerrin Lyons distributed a form to collect email addresses from students interested in specific positions. Their email addresses will be used to target outreach to students as these internship positions become available. The form received 20 sign ups.

(b) **Initiative #5: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.** WXPB Internship Program. Ongoing during regular business hours. During this reporting period, interns worked remotely with WXPB supervisors. Program Coordinator: Kerrin Lyons Community Outreach Coordinator. 22 Undergraduates from 9 Universities and Colleges including the University of Pennsylvania served as interns at WXPB through the reporting period. Programming: Morning Show/News Writers-4; World Cafe Production-2; World Cafe Programming Assistants-6; Digital/Web: Editorial Content Writers (The Key)-5; Photo (The Key)-1; Marketing: Graphic Design-2;

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Business Support: Media Sales-1; Development-1. One student completed a spring internship in Development after attending an internship fair attended by WXPJ staff. WXPJ offers the opportunity for local students to gain meaningful, hands-on experience at a nationally recognized leader in Triple-A radio. Students studying media, production, engineering, journalism, marketing, public relations, photography, design, business, non-profit management and related fields apply for internship positions. A practical extension and enrichment of student coursework are provided through this program. The Intern Application Form and a description of XPN Internship position can be found online in XPN's About section: <http://www.xpn.org/about-xpn/internships>

- (c) **Initiative #6. Job banks and internet programs and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).**
- 1) **[www.xpn.org](http://www.xpn.org) Internship program, volunteer program, online job sites and access to music streaming and community information.** University of Pennsylvania, WXPJ, 3025 Walnut Street, Philadelphia PA. *Ongoing.* WXPJ's website is a place to find information about music and related news and events in the community. To see what's happening inside WXPJ, visitors to the website are invited to view complete descriptions of staff and internship positions available. Internship positions are posted along with the corresponding downloadable applications which must be completed prior to job placement at <http://xpn.org/about-xpn/internships> Station members, listeners and other visitors can link directly to XPN staff job opportunities in the About section Jobs at <http://www.xpn.org/about-xpn/jobs>
  - 2) **The National Hispanic Media Coalition. [www.nhmc.org](http://www.nhmc.org)** The National Hispanic Media Coalition (NHMC) is a media advocacy and civil rights organization for the advancement of Latinos, working toward a media that is fair and inclusive of Latinos, and toward universal, affordable, and open access to communication. NHMC was established in Los Angeles and currently has two offices: its headquarters in Los Angeles, California, and an office in Washington, D.C. While fighting for greater diversity and inclusion in policy, news and entertainment, NHMC recognize and embrace their role in finding talent, helping young people discover their voice and supporting emerging Latino leaders that thrive in their fields and continues to open doors for others. During the reporting period, WXPJ submitted a request to post a full-time job openings for a Director of Development which was posted with NHMC on 8/21/20 at <https://www.nhmc.org/jobs/>
  - 3) **Greater Philadelphia Cultural Alliance website [www.philaculture.org](http://www.philaculture.org)** Greater Philadelphia Cultural Alliance, 1315 Walnut Street, Philadelphia, PA. The Cultural Alliance is the primary advocate for the nonprofit cultural sector. Building and reaching audiences is a primary goal of several Alliance programs. *The website states that The Cultural Alliance leads, strengthens and amplifies the voices of more than 400 member organizations who generate over \$4.1 billion in economic impact for the region. Members, as well as the cultural community as a whole, count on the Alliance for signature research reports on the health and growth of the sector; grant making in partnership with the Pennsylvania Council on the Arts; robust professional development and membership services; marketing and audience development through our signature consumer marketing programs, Phillyfunguide.com and Funsavers; and leadership in policy and community engagement through our advocacy initiatives and STAMP teen program.* The site includes features that help the user to find professional development opportunities from around the Greater Philadelphia region. Job postings are located at <http://www.philaculture.org/jobbank>. During the reporting period, WXPJ submitted 1 request to post a full-time job opening for a Director of Development which was posted on 8/20/20.
  - 4) **Public Media Business Association, [pmbaonline.org](http://pmbaonline.org), Rockville, MD.** The Public Media Business Association is the "go-to" trade association serving the business needs of public media. Participation in PMBA provides member stations with access to public media business news and to training opportunities. During the reporting period, WXPJ submitted a requests to post 1 upper-level job opening for a Director of Development which was posted on 8/24/20 to <http://pmbaonline.org/IndustryJobs>.
  - 5) **Greater Public, 401 N. 3<sup>rd</sup> Street, Suite 370, Minneapolis, MN.** Greater Public <https://greaterpublic.org/> is a national leader that enables local communities to sustain high-quality public media initiatives by fostering integrated and innovative business practices. The organization's website provides information related to marketing, individual giving and other sources of support, events and training to member stations, in addition to providing a job website. During the reporting period, WXPJ submitted 1 full time job opening for a Director of Development which was posted on 8/24/20 to Greater Public's industry job listing webpage <https://greaterpublic.org/jobs/>

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- 6) **Air Inc., 1452 Dorchester Avenue, Boston MA. Air, Inc.** membership includes meaningful partnerships and representation across print, commercial audio and podcasting. The journalists, podcasters, documentarians, technicians, and media entrepreneurs who energize AIR’s creative community, span 46 states and 30 countries worldwide. *The network is an incubator for the development of a diverse public media workforce. AIR’s New Voices Scholars program identifies and supports minority media makers at the beginning of their public media careers. Peer-to-peer mentorships, and the specialized fellowships that emerged from that program, provide point-in-time development for producers at all stages of their careers.* During the reporting period, WXPB submitted a request to post a Director of Development position which was posted on 8/21/20 to the website <https://airmedia.org/>
- 7) **National Association of Black Journalists NABJ.** <http://www.nabj.org/>, **NABJ is headquartered on the campus of the University of Maryland-College Park, 1100 Knight Hall, Suite 3101, College Park, Maryland 20742.** *NABJ is an advocacy group and is the largest organization for journalists of color in the nation that provides quality programs and services to and advocates on behalf of black journalists worldwide.* NABJ provides career development as well as educational and other support to its members in addition to news and topical community-related information. Members include journalists, students and media-related professionals. The organization’s website provides a current list of job postings at a fee to the user. During the reporting period, WXPB submitted a 1 upper-level job opening for a Director of Development which was posted on 8/24/2020 to run for 30 days on the NABJ Career Center website, <http://nabjcareers.org/>
- 8) **Association of Fundraising Professionals – Greater Philadelphia Chapter, Philadelphia, PA.** WXPB submitted a classified ad on 8/19/2020 which was posted to the website on 9/1/20. The Association of Fundraising Professionals – Greater Philadelphia Chapter (AFP-GPC) exists to provide the professional development and educational opportunities for those within the unique field of fundraising, while also providing an extensive network of peers throughout our region—and connected to nearly 29,000 members worldwide of AFP. In all things, AFP-GPC seeks to ensure that members are supported. We recognize that the Black and Brown members of our fundraising community are facing particularly difficult days in this season. As part of our desire to do more than empathize, AFP-GPC has started monthly conversations to explore issues of race, diversity, inclusion, and other necessary topics; these resources are found on the events page. The organization’s website provides a current list of job postings at a fee to the user. During the reporting period, WXPB submitted a 1 upper-level job opening for a Director of Development.
- 9) **Current** [www.current.org](http://www.current.org) is the newspaper and website about public and nonprofit media. The publications are read by those involved in public television and public radio, independent producers, policy makers and others. Current’s institutional subscriptions allow “universal” subscribers’ employees unlimited digital access which may also be offered to station board members. The website includes features and social media attributes that allow readers to interact with each other about the news and issues reshaping the field of public media. The Development webpage features articles about innovations made in donor giving, tips for soliciting grant proposals, and announcements for training seminars. Current is the leading site for employment and recruitment opportunities in public media. During the reporting period, WXPB submitted 1 open job position for a Director of Development to the online job site <https://jobs.current.org/> which was posted on 8/21/20.
- (d) **Initiative #8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.**
- 1) **WXPB Staff Retreat/GMQ Session.** February 2, 2021, 9AM – 4PM. **Moderator:** Amma Napier, SHRM-SCP, Senior Talent Development Consultant, University of Pennsylvania Division of Human Resources. WXPB Staff participated in a full day retreat designed to provide a platform for staff members to identify aspirational goals for WXPB and build a roadmap to the goals. The staff met as a whole and also engaged in small breakout sessions to assess team effectiveness and areas to improve, and to connect and have conversations on a number of themes.
- Goals: purpose and direction
  - Team Climate
  - Conflict
  - Rewards, Appreciation and Recognition
  - Communication
  - Group Process – Meeting Design

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- Leadership
  - Supervision/Performance Management
- 2) **Online NAVEX Global Harassment Prevention Training, October 2020. WXPN Staff participated.** WXPN staff participated in **2020 Workplace Harassment** / the online NAVEX Global harassment prevention training module made available by CPB free of charge to all its Community Service Grant recipients. As required, all WXPN full and part time staff, including station management as well as interns and work study students working at WXPN completed the annual training during the month of October 2020. This training program offers important information about bias and inclusion and is designed to increase awareness and knowledge of applicable laws surrounding harassment prevention and how they impact job responsibilities for all staff, and includes scenarios and exercises to help develop each person's knowledge of acceptable and unacceptable conduct. The certification process that records an individual's completion of the training module was fulfilled.

(e) **Initiative #10: Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.**

- 1) **Temple University Open House with WXPN.** Virtual Zoom, Friday, April 24, 2020, 12-1p.m. **Organizer:** Anna Eulau – Outreach Specialist, Employer Partnerships, Temple University Career Center, Philadelphia, PA. **WXPN Representative:** Kerrin Lyons, Community Outreach Coordinator. **Participants:** Temple University sophomores, junior and senior undergraduate student athletes, with majors in marketing and communications. WXPN's Community Outreach Coordinator, Kerrin Lyons accepted a solicitation to host a virtual open house for a small group of student athletes interested in journalism and media production as part of Temple University's Career Center outreach effort to facilitate professional development for their student-athletes. Temple's Career Center Open House opportunities are usually conducted in-person to provide information about the organization being visited and include information about jobs and internship opportunities and often include panel discussions. Due to restrictions caused by the pandemic, this outreach was conducted via a virtual session. Kerrin's presentation focused on XPN's history and mission, daily functions and happenings at the station, and internship opportunities, followed by a Q&A for 10 students who participated virtually. Several students expressed interest in the information shared and kept in contact after the open house to have additional questions answered. Because this event occurred at the beginning of the pandemic there was a lot of uncertainty about student's ability to intern or work over the summer, however, XPN was still recruiting for internship positions that could be conducted remotely.
- 2) **Professional Panel - Professional Skills Forum II (PSF2) Virtual Course, Rutgers-Camden School of Business, Monday, November 30, 2020 - 4:05-5:40 PM.** **Class coordinator:** Natalie Cox, MBA, Adjunct Faculty, Student Experience Officer, Internships at Rutgers School of Business, Camden, NJ. WXPN Senior Sales Representative Suzy Swartz participated virtually as one of 5 panelists on the Professional Panel in the Professional Skills Forum class for Rutgers-Camden's School of Business. Panelists represented non- and for-profit organizations including Merrill Lynch, WAWA, Campbell's Soup and the Philadelphia Campaign for Working Families. Thirty-one 2<sup>nd</sup> and 3<sup>rd</sup> year Business students, participated. Panelists were asked to describe their current role, the career path taken to reach it, professional experiences, and career insights. Students prepared thoughtful questions to activate discussions. Sample questions were provided to the panelists in advance to help them prepare for the class. Session coordinator, Natalie Cox thanked the panelists for their participation and offered positive feedback to them, writing, "I really appreciate your willingness to share your career journey with our students and I'm so happy that we were able to connect in this way. We appreciate your sacrifice and enthusiasm to help guide our Business students in their professional development, and I look forward to keeping you on my short-list of local professionals to join us for future events." WXPN Sales Rep, Suzy Swartz remarks to the students included a description of XPN's Underwriting Department's work with clients to share their message with the station's community of listeners and members. She noted that the copy drafted for on-air meets with FCC compliance standards. She discussed business support approaches in light of WXPN's range of diverse radio programs and specialty features. She also described details involved with working with underwriters at WXPN events, noting that the station's 2020 XPoNential Festival had been an outstanding virtual success with plenty of lessons learned about maintaining connection. When asked about what she looks for when working an internship fair, she said, "I spoke highly and rightly so of the RU Camden students and that XPN has been lucky in working with so many hard working and enthusiastic students. I shared that I am impressed when students do their research on the station." She noted that students "came prepared to meet, with good questions, and ready to share their skill

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sets.” Students connected with Suzy Swartz after the class via LinkedIn to inquire about careers at WXPB and about working in the non-profit sector in media, as well as a Senior Finance Major who related that she was interested in the non-profit experience and would like “to learn about opportunities at great organizations such as WXPB.”

(f) **Initiative #11: Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.**

**REC Philly – WXPB Podcast Studio, The Gallery, Philadelphia, PA.** WXPB is the proud sponsor of the WXPB Podcast Studio at REC Philly to provide training and support for the work of community creatives. REC Philly is a physical space, digital application and community designed and dedicated to providing its members with the resources, education & opportunities to build sustainable & scalable businesses around their talent. On April 1, 2020 WXPB also sponsored free membership for one year to five talented musicians to provide them with access to REC Philly’s new state-of-the-art creative facility and many creative programs.

(g) **Initiative #12: Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.**

- 1) **National Association of Black Journalists NABJ Career Center, Windsor, CA.** In addition to their role as an advocacy group NABJ is the largest organization for journalists of color in the nation. The NABJ website hosts a Career Center with a current list of job postings at a fee to the user. During the reporting period, WXPB submitted a classified ad for 1 upper-level job opening, Director of Development on the NABJ Career Center website, <http://nabjcareers.org/>. This position was posted on 8/24/2020 to run for 30 days.
- 2) **Association of Fundraising Professionals – Greater Philadelphia Chapter, Philadelphia, PA.** The Association of Fundraising Professionals – Greater Philadelphia Chapter (AFP-GPC) provides the professional development and educational opportunities for those within the unique field of fundraising, while also providing an extensive network of peers throughout the Greater Philadelphia area. The organization’s website provides a current list of job postings at a fee to the user. During the reporting period, WXPB submitted a 1 upper-level job opening for a Director of Development on 8/24/20 which was posted on 9/1/2020 to run for 15 days.
- 3) **Public Media Women in Leadership group** (Social Media Site) The Public Media Women in Leadership group established a 3-fold purpose: establishment of a mentorship program to better prepare women with potential to become future CEO/COO’s in the system, to create a community via Facebook and webinars /trainings to encourage conversation and sharing about issues related to women in leadership, and create awareness in the public media industry about the critical need to diversify station leadership. The group is committed to supporting professional and leadership development journeys of women in public media through various initiatives and to provide a platform for women in public media. During the reporting period, WXPB submitted 1 upper-level job opening for a Director of Development which was posted to the organization’s Facebook page on 8/19/20.
- 4) **National Hispanic Media Coalition.** [www.nhmc.org](http://www.nhmc.org) The National Hispanic Media Coalition (NHMC) is a media advocacy and civil rights organization for the advancement of the Latinx community. The National Hispanic Media Coalition (NHMC) is a 35-year-old nonprofit 501(c)(3) civil rights organization that was founded to eliminate hate, discrimination, and racism towards the Latinx community. They educate and increase visibility of Latinx from Washington D.C. to Hollywood and around the world. During the reporting period, WXPB submitted 1 upper-level job opening for a Director of Development which was posted to the organization’s Facebook page on 8/19/20.

(h) **Initiative #14: Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.**

- 1) WXPB Managers and Senior Managers participated in Diversity, Equity and Inclusion training led by Minal Bopaiah, Founder and Principal Consultant with Brevity & Wit in 2 sessions, 10/21/2020 and 11/11/2020. Both presentations were attended virtually due to COVID-19 restrictions.
- 2) In addition, all WXPB staff participated in **2020 Workplace Harassment** / the online NAVEX Global harassment prevention training module made available by CPB free of charge to all its Community Service Grant recipients. As required, all WXPB full and part time staff, including station management as well as intern and work study students working at WXPB completed the annual training during the month of October 2020. This training program offers important information about bias and inclusion and is designed

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to increase awareness and knowledge of applicable laws surrounding harassment prevention and how they impact job responsibilities for all staff, and includes scenarios and exercises to help develop each person's knowledge of acceptable and unacceptable conduct. The certification process that records an individual's completion of the training module was fulfilled.

(i) ***Initiative #16. Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.***

- 1) WXPN Work-Study Program. Ongoing during regular business hours. All work-study students report to WXPN's office and studio at 3025 Walnut Street, Philadelphia, PA 19104. Undergraduate students from the University of Pennsylvania are supervised by WXPN Community Outreach Coordinator Meggie Shaeffer and Marketing Manager Debby Seitz. Students who are eligible for work-study funding as part of their University of Pennsylvania financial aid package are paid an hourly wage. WXPN hired 4 Penn students; 2 in the Marketing Department as Promotions Assistants, 1 Programming Assistant for World Cafe and 1 Membership Assistant.
- 2) WXPN Virtual Careers in Radio Panel presentation. Wednesday, July 22<sup>nd</sup> Radio, Television and Music Industry Professionals and WXPN Summer Interns. Community Outreach Coordinator, Kerrin Lyons, produced and hosted Virtual Careers in Radio Panel discussion for the summer 2020 intern cohort at WXPN. WXPN offered remote internships to students at WXPN, which meant that students would miss the chance to see professional staff other than their supervisors in their day-to-day duties, diminishing their chances to glean new insights about how public radio and general media organizations work. Given the shifting economic, social, and technological climate of the world during 2020 the Careers in Radio panel gave students the opportunity to ask professionals about what changes they were seeing in the media industry and to hear about ways they could stay competitive as they looked toward graduation. The panel was comprised of 7 panelists which included:
  - WXPN Digital Content Manager John Vettese
  - WXPN Morning Show Host Kristen Kurtis
  - WXPN Assistant Music Director & Line Producer for World Cafe Will Loftus
  - WXPN On-Air Host and Producer Eric Schuman
  - ATO Records Regional Promotion and Marketing, Ed Pinka
  - Dauntless Promotion, Promotion and Marketing Head, Karen Moran-Thomas
  - NBC Television Producer, Shaniece Cole

Each panelist discussed what contributed to his or her decision to forge their media industry career, their skill development, and what impacts COVID-19 was having on their sphere of work. Four interns attend the panel whose career interests spanned editorial writing, graphic design, and media programming / production. The session was also recorded so other interns whose schedules conflicted with the panel time could tune in later. Overall, the panel provided a great opportunity to build connections and provided students with key insights about the radio and the media industry from seasoned professionals who were once in their place.

- 3) Live at the Writers House. (In light of COVID-19 restrictions the series' hosts, performers and bands recorded their performances remotely) Kelly Writers House (KWH), Locust Walk, University of Pennsylvania, Live is a collaboration between the Writers House and WXPN. Five episodes were recorded between the months of September and April and scheduled for broadcast on WXPN. Kelly Writers House coordinator, Alli Katz and the KWH staff book guests; Alli hosts and produces the episodes and delivers them to WXPN News Director Bob Bumbera. Bob is also the Executive Director for *Live*. During this reporting period, the pre-recorded audio was edited for pre-produced shows. The partnership provides the platform for these performances to be heard by XPN's radio audience, and also provides an experience for student assistants to work with WXPN to air the series. The production enriches the local creative community, live audience and listeners. In addition to student performances, Philadelphia and regional writers from a variety of backgrounds are represented. Musical guests are part of the series' production. During the reporting period the following sessions were recorded and produced:
  - April 2020: "Undergraduate Writers" Produced and hosted by Alli Katz. Recorded remotely. Performers: Farah Sayed, Annabelle Williams, Chidi Nwagbaga, Anika Prakash, Kaliyah Dorsey, Zoe Braccia, Husnaa Hashim, Sophia DuRose, Alaina Pomykacz, With Musical Guest, Griffen Handshake. Recorded 3/27/20- WXPN On-Air 4/2/20.

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- October 2020: “Drexel’s MFA Program” Produced and hosted by Alli Katz. Recorded remotely. Performers: Angel Hogan, Daniel Nathan Horn, Leah Mele, Lexi Reader, Beth Ann Downey, Jeanine Cook. Musical Guest: Seraiah Nicole. Recorded 9/28/20-WXPN On-Air 10/8/2020.
- November 2020: “Healthcare Workers” Produced and hosted by Alli Katz. Recorded remotely. Performers: Mara Gordon; Jules Lipoff, I. W. Gregorio. Musical Guest, Knifeplay - performed: "Tears" and "Held My Hand." Recorded 10/26/20-WXPN On-Air 11/5/20.
- February 2021: “Sports Narratives” Produced and hosted by Alli Katz. Recorded remotely. Alli Katz – Introduction. Kerith Gabriel, Jamie-Lee Josselyn, Kevin Kinkead, Dan McQuade. Musical Guest: Ghosh. Recorded 2/2/21 – WXPN On-Air 2/11/20.
- March 2021: “Commedians” Produced and co-hosted by Alli Katz and Ronald Metellus. Recorded remotely by performers featuring: Jasmine Ellis, Kyle Harris, Milly Tamarez, Brandon Mitchell and Cassandra Dee. The musical guest is Al Maralen (Alex Asifo). Recorded 2/20/21-On-Air 3/11/21.