

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2014 – March 22, 2015.

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

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

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

Job Title	Recruitment Source Referring Hiree
(a) Digital Content Manager	WXPB On-Air Announcement
(b) Underwriting Sales Representative	WXPB Website
(c) Accountant / AP Manager	Penn Employee
(d) Director, Individual Gifts	WXPB On-Air Announcement
(e) Director, Major Gifts	Referral

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5.1) Job Title: Digital Content Manager Referral Source(s) of Hire: WXPN On-Air Announcement

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Metropolitan Career Center/Computer Technology Institute	Christina Harris	100 South Broad Street, Suite 830 Philadelphia, PA 19110	215-568-9215		No
University of Pennsylvania Human Resources Website	Donna Showell	University of Penna./ HR Division 3401 Walnut St., Phila PA 19104-6228	215-898-1363	1	No
WXPN Website	Brian Divver	WXPN-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No
WXPN On-Air	Debby Seitz	WXPN-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No
Greater Philadelphia Cultural Alliance Job Bank	Theresa DeAngelis	1315 Walnut Street, Suite 732 Philadelphia, PA 19103	215.557.7811	1	No
Corporation for Public Broadcasting	Nicole Mezlo	401 9 th Street, NW Washington DC 20004	202-879-9600		No
National Hispanic Media Coalition	Brenda Rivas	55 S. Grand Avenue Pasadena CA 91105	626-792-6462		No
All Access Music Group	Nicole DeRosa	28955 Pacific Coast Highway, Suite 210 Malibu, CA 90265	310-457-6616		No
Current	Kathleen Unwin	6930 Carroll Avenue, Suite 350 Takoma Park, MD 20912	877-745-8776 x. 1		No
Hypebot	Bruce Houghton	Skyline Music, 48 Prospect Street Whitefield, NH 03598	866-531-2172 x.107		No
FMQB (Friday Morning Quarterback)	Mark LaSpina	FMQB, 1930 East Marlton Pike, Executive Mews, Suite F-36, Cherry Hill NJ 08003	856-424-9114		No
Technical.ly	Peter Erickson	Peter.h Erickson@gmail.com	267-244-7014		No
Referred by friend or family member	Ingrid Siderov	Penn Nursing		1	No

5.2) Job Title: Underwriting Sales Representative Referral Source(s) of Hire: WXPN Website

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 Human Resources Website	Donna Showell	University of Penna./ HR Division 3401 Walnut St., Phila PA 19104-6228	215-898-1363		No
WXPN Website	Brian Divver	WXPN-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	2	No
WXPN On-Air	Debby Seitz	WXPN-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No
Greater Philadelphia Cultural Alliance Job Bank	Theresa DeAngelis	1315 Walnut Street, Suite 732 Philadelphia, PA 19103	215.557.7811		No
Philly Ad News	Lou Yager	Philly Ad Club, P. O. Box 1155 Havertown PA 19083	610-664-7374		No
Public Media Business Association (PMBA)	Sally Burroughs	1760 Old Meadow Road, Suite 500 McLean, VA 22102	703-506-3292		No
Penn Employee	Lizette Alicea	WXPN, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No

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Penn Employee	Catherine Prewitt	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No
Penn Employee	Tom Interrante	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No

5.3) Job Title: Accountant/AP Manager Referral Source(s) of Hire: Penn Employee

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Metropolitan Career Center/Computer Technology Institute	Christina Harris	100 South Broad Street, Suite 830 Philadelphia, PA 19110	215-568-9215		No
University of Pennsylvania Human Resources Website	Donna Showell	University of Penna./ HR Division 3401 Walnut St., Phila PA 19104-6228	215-898-1363	4	No
WXPB Website	Brian Divver	WXPB-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677		No
WXPB On-Air	Debby Seitz	WXPB-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677		No
Greater Philadelphia Cultural Alliance Job Bank	Theresa DeAngelis	1315 Walnut Street, Suite 732 Philadelphia, PA 19103	215.557.7811		No
National Hispanic Media Coalition	Brenda Rivas	55 S. Grand Avenue Pasadena CA 91105	626-792-6462		No
Corporation for Public Broadcasting	Nicole Mezlo	401 9 th Street, NW Washington DC 20004	202-879-9600		No
Greater Public	Josh Andrews, Interactive Media	Greater Public 401 North 3rd Street, Suite 370 Minneapolis, MN 55401	773-336-2060		No
Public Media Business Association (PMBA)	Sally Burroughs	1760 Old Meadow Road, Suite 500 McLean, VA 22102	703-506-3292		No
Penn Employee	Julien Seya	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No

5.4) Job Title: Director, Individual Gifts Referral Source(s) of Hire: WXPB On-Air Announcement

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Current	Emily Lowery	6930 Carroll Avenue, Suite 350 Takoma Park, MD 20912	301-270-7240	2	No
Metropolitan Career Center/Computer Technology Institute	Christina Harris	100 South Broad Street, Suite 830 Philadelphia, PA 19110	215-568-9215		No
University of Pennsylvania Human Resources Website	Donna Showell	University of Penna./ HR Division 3401 Walnut St., Phila PA 19104-6228	215-898-1363		No
WXPB Website	Brian Divver	WXPB-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No
WXPB On-Air	Debby Seitz	WXPB-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No
Greater Philadelphia Cultural Alliance Job Bank	Theresa DeAngelis	1315 Walnut Street, Suite 732 Philadelphia, PA 19103	215.557.7811	2	No

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Corporation for Public Broadcasting	Nicole Mezlo	401 9 th Street, NW Washington DC 20004	202-879-9600	1	
National Hispanic Media Coalition	Brenda Rivas	55 S. Grand Avenue Pasadena CA 91105	626-792-6462		No
Greater Public	Melanie Coulsen	Greater Public 401 North 3rd Street, Suite 370 Minneapolis, MN 55401	206-708-1447	1	No
Public Media Business Association (PMBA)	Sally Burroughs	1760 Old Meadow Road, Suite 500 McLean, VA 22102	703-506-3292		No
Referred by friend or family member	Michelle Eisenberg	Schultz & Williams, 325 Chestnut Street Philadelphia, PA 19106	484-557-2773	1	No
Referred by friend or family member	N/A	N/A	N/A	1	No
Conference or career fair	N/A	N/A	N/A	1	No
Penn Employee	Elizabeth Scott	WXPN-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No
Penn Employee	Rebekah Kaithern	WXPN-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No

5.5) Job Title: Director, Major Gifts

Referral Source(s) of Hire: Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Metropolitan Career Center/Computer Technology Institute	Christina Harris	100 South Broad Street, Suite 830 Philadelphia, PA 19110	215-568-9215		No
University of Pennsylvania Human Resources Website	Donna Showell	University of Penna./ HR Division 3401 Walnut St., Phila PA 19104-6228	215-898-1363	1	No
WXPN Website	Brian Divver	WXPN-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No
WXPN On-Air	Debby Seitz	WXPN-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	2	No
Greater Philadelphia Cultural Alliance Job Bank	Theresa DeAngelis	1315 Walnut Street, Suite 732 Philadelphia, PA 19103	215.557.7811		No
Corporation for Public Broadcasting	Nicole Mezlo	401 9 th Street, NW Washington DC 20004	202-879-9600		
National Hispanic Media Coalition	Brenda Rivas	55 S. Grand Avenue Pasadena CA 91105	626-792-6462		No
Greater Public	Josh Andrews, Interactive Media	Greater Public 401 North 3rd Street, Suite 370 Minneapolis, MN 55401	773-336-2060		No
Public Media Business Association (PMBA)	Sally Burroughs	1760 Old Meadow Road, Suite 500 McLean, VA 22102	703-506-3292		No
Penn Employee	Catherine Ricketts	WXPN-FM, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	1	No
Referral	Hal Real	World Cafe Live/Live Connections 3025 Walnut Street Philadelphia, PA 19104-3402	215-222-1400	1	No
Other Social Media	N/A	N/A	N/A	1	No

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6) **Total # of Interviewees Referred:** For the period from March 23, 2014, through March 22, 2015 this Employment Unit interviewed 36 interviewees for full-time job vacancies.

7) **Supplemental Recruitment Initiatives.**

(a) ***Initiative # 1: Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.***

- 1) University of Pennsylvania Creative Careers Fair. Bodek Lounge of Houston Hall, University of Pennsylvania, 11am – 3pm, February 18, 2015. Organizer: Claire Klieger, University of Pennsylvania Career Services. University of Pennsylvania undergraduates, grad students and alumni attended the Career Fair which featured 27 media, arts, advertising, and design organizations such as The New York Times, Conde Nast, Viacom, AOL and WXPB. WXPB's Volunteer and Student Coordinator had a table and distributed information about summer internships and work-study opportunities for students.
- 2) Not-For Profit and Public Service Career Fair. Thomas Great Hall of Bryn Mawr College, 11am-2pm, February 27, 2015. Organizer: Sarah Sultzer, Bryn Mawr College & Professional Development. Students from Bryn Mawr, Cabrini, Dickinson, Haverford, Swarthmore, University of Pennsylvania and Ursinus attended this Career Fair, featuring non-profit and public service organizations such as AmeriCorps, Peace Corps, The US Department of Justice, The Philadelphia Zoo, and WXPB. WXPB's Volunteer & Student Coordinator had a table and distributed information about summer internship opportunities for students.
- 3) Rutgers University-Camden Internship Fair. Multi-Purpose Room, Campus Center, Camden NJ 11am – 1:30pm, November 12, 2014. Organizer: Cheryl Hallman, Associate Director. Rutgers University students, faculty and staff attended the Internship Fair where they perused descriptions for internships at WXPB in many fields. WXPB Senior Sales Representative Suzy Swartz had a table at which she retained a diverse log of students who visited the table and distributed individualized descriptions about the internship opportunities: Engineering and IT Assistant, Corporate Underwriting, Public Relations, Social Media, Music Blogger, and Web Team. Over 40 employers from the Delaware Valley spoke to students in all majors and class levels. WXPB retained an intern who has secured an internship in our IT Department. The station retained the log of visitors for future opportunities at the station.
- 4) Philadelphia Weekly's College Fest Free-4-All. Rittenhouse Square Park, Philadelphia, 6-9pm, September 3, 2014. WXPB Volunteer & Student Coordinator and a team of volunteers set up a tent and tables and distributed information about internship and work-study opportunities at WXPB to college students from the region at this fest targeted at Philadelphia students starting their fall terms at the University of Pennsylvania, Drexel University, Temple University, the University of the Arts and other campuses. Dozens of local vendors were also present. Musical performances were from DJ Royale, Damn Right, Ali Wadsworth, and Thee Idea Men.

(b) ***Initiative #4. Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.***

- 1) **2014 KindieComm.** WXPB and World Cafe Live, Philadelphia PA, 9am-5pm and 8pm – Midnight, June 27, 2014. WXPB's Kids Corner Host and Producer created a day of networking opportunities mixed with breakout sessions offering a balance of informational and inspirational content for the first annual KindieComm 2014. Participants were artists and industry people who create kids independent music – "Kindie." The day touched off with a presentation about Kids entertainment from the 1950s to the present day and creating new music distribution opportunities with other career paths (e.g., publicity, press, hospitality). There were 3 sets of breakout sessions including, "Music Heals"/helping others with your music and "Beyond the Concert"/alternate distribution methods for your music. The KindieComm Industry Showcase featuring a dozen bands representing the wide scope of kids independent music capped off the conference. Two hundred people from the industry registered for the kick-off event.
- 2) **2015 KindieComm.** WXPB and World Cafe Live, Philadelphia PA, 9am-5pm, March 21, 2015. The 2nd annual KindieComm was attended by 200 people in the kids music industry. *Kindie*, independent music for

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kids and families is described by Kids Corner Host, Kathy O'Connell as all musical styles from a wide range of artists to originate "the sound of independently created and produced music, not tied into product sales or other media." Along with breakout sessions concerning marketing and growing in this genre, Breakout Session 2 on 3/21/15 offered registrants participation in a session presented by the Philadelphia Volunteer Lawyers for the Arts (PVLA) reviewing intellectual property, contracts, establishing copyrights and obtaining royalties, and additional topics dealing with broadcast and recording issues for those employed in the kids music industry. Breakout 3 explored the topic of when to bring in outside help to advance and further the attendees career.

(c) ***Initiative #5: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment***

- 1) WXPB Internship Program. Ongoing during regular business hours. All interns report to WXPB's office and studio, 3025 Walnut Street, Philadelphia, PA 19104. Program Coordinator: Catherine Ricketts, WXPB Volunteer & Student Coordinator. Undergraduates from University of Pennsylvania, Barnard, Berklee School of Music, Community College of Philadelphia, Cornell, Drexel, Franklin & Marshall, Temple, Indiana University of Pennsylvania, Kutztown, Millersville, Penn State, Rowan, Rutgers, Camden, St. Joe's, Tulane, and University of the Arts served as interns at WXPB between March 2014 and March 2015. Additionally, five high school students from Lower Merion High School, Hatboro-Horsham High School, and Germantown Friends School completed their High School Senior Service Learning Projects at WXPB.

WXPB 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, and a practical extension and enrichment of a student's coursework are provided

(d) ***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.xpb.org. Internship program, volunteer program, online job sites and community access.** University of Pennsylvania, WXPB, 3025 Walnut Street, Philadelphia PA. Ongoing. WXPB provides station information for members and listeners that include a link to job opportunities, volunteer opportunities, and internship positions. To see what's happening inside WXPB, visitors to the website are invited to view complete descriptions of staff and internship positions available. These positions are posted along with the corresponding downloadable applications which must be completed for job placement. www.xpb.org/inside-xpb/
- 2) **The National Hispanic Media Coalition.** The National Hispanic Media Coalition (NHMC) is a media advocacy and civil rights organization for the advancement of Latinos, working towards a media that is fair and inclusive of Latinos, and towards universal, affordable, and open access to communications. NHMC was established in Los Angeles and currently has two offices: its headquarters in Pasadena, California, and an office in Washington, D.C. The efforts of NHMC are important to the American Latino community in the area of employment and careers in media fields.
- 3) **FMQB. Friday Morning Quarterback Album Report, Inc., 1930 East Marlton Pike, Executive Mews, Suite F-36, Cherry Hill, NJ 08003.** Now in its 40th year, FMQB is a trade magazine that covers the radio and music industries in the U.S. The industry publication is read by 15,000 industry professionals, and the industry-leading website boasts over 5 million hits per month with over 60,000 visitor sessions per month. The online trade magazine includes a section on the website, *Jobfront*, <http://www.fmqb.com/> for people seeking careers in the media. The company also offers opportunities for internships through the website to students who receive college credit for their work.
- 4) **Greater Philadelphia Cultural Alliance website www.philaculture.org.** Greater Philadelphia Cultural Alliance website 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. Their outreach includes the consumer marketing programs, Phillyfunguide, Funsavers and Phillyspacefinder all directly market to consumers and are free for Cultural Alliance members. The site includes features that help the user to find

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professional development opportunities from around the greater Philadelphia region. Job postings are located at <http://www.philaculture.org/jobbank>. Not counting their homepage, The Greater Philadelphia Culture Alliance job bank site receives over 85% of all the organization's traffic, with 245,000 page views per month and boasts being the largest regional job bank for arts industry jobs. Working on behalf of their members, they also publish an online newsletter and special alerts in areas of professional interest. WXPB is a member of the Alliance. Phillyfunguide.com is the result of a collaborative effort led by the Greater Philadelphia Cultural Alliance. The website's Events Page displays countless regional events presented by area organizations, including the 2015 WXPB Kids Corner Music Festival and Free At Noon concerts. The XPB Arts Crawl page can be found under the Special Events heading. www.phillyfunguide.com/ and it receives 120,000-150,000 visitors and 350,000 to 500,000 page views per month. Phillyfunguide is the result of a collaborative effort, led by the Greater Philadelphia Cultural Alliance of regional arts, culture and tourism marketing organizations. Managed and maintained by the marketing staff of the Cultural Alliance, Phillyfunguide is part of the Cultural Alliance's efforts to increase awareness of, participation in, and support for arts and culture organizations in the Greater Philadelphia area, including the Cultural Alliance's over 400 member institutions.

- 5) **Technical.ly.** **Technical.ly** is an online technical publication that connects organizations and people through news, events and services to grow local technology communities. They provide original editorial, expert programming and tools which improve recruitment, marketing, community cultivation and economic development serving technologists, entrepreneurs and people who care about technology's local impact. Job opportunities are posted on the Technical.ly Jobs Board. The site provides specific categories to search in order to connect with the most diverse groups. In the category, Directories, people can connect to women in technology <http://technical.ly/?expertise=women-in-tech> and to minority owned businesses <http://technical.ly/?expertise=minority-owned>. The site is searchable at <http://technical.ly/>
 - 6) **Current** is the newspaper and website about public and nonprofit media. WXPB posted The publications are read by people involved in public TV and public radio — station employees, independent producers, local volunteers and board members, viewers and listeners, state and national policymakers and others. The website includes features and social media hooks that allow readers to interact with each other about the news and issues reshaping the field of public media. The "Opportunities" web column notifies readers about solicitations for grant proposals and announces training seminars while the site's job boards notify job seekers and employers of opportunities in public media, complete with tools to accept online applications. www.current.org
 - 7) **TheTop22. Media Mechanics, 9 Soundview Drive, Larchmont, NY 10538. TheTop22. Media Mechanics, 9 Soundview Drive, Larchmont, NY 10538.** TheTop22 is published by Paul Marszalek Worldide, Inc., a multiplatform consulting and production company. TheTop22.com is an online resource for commercial and noncommercial radio stations, websites, and record companies serving the adult rock community. A jobsite is featured as a service on the website, www.thetop22.com. TheTop22 receives 4500-5500 unique visitors each month, larger than the AAA/Alt community, so there is traffic from the public as well.
- (e) **Initiative #8: Training Programs - Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.**
- 1) **2014 Public Radio Engineering Conference**, Caesars Palace, Las Vegas, NV, April 3-4, 2014. The national conference is attended by engineers in the public radio field. WXPB Technical Director attended the annual the 2-day sessions that were presented. Sessions attended included Disaster Recovery, presented by Shawn Fox, Senior Director of Engineering, NPR, Steven Desnmore, Director, Broadcast Operations, NPR Distribution/PRSS, Mitch Easton, Technical Production Manager, NPR; Loudness Standardization (Part 1 & 2) Presented by David Julian Gray, NPR, John Kean, Engineering Technologist, NPR Labs, Chris Nelson, Director of Technology Strategy, NPR
 - 2) **2014 National Association of Broadcasters Show.** Las Vegas Convention Center, Las Vegas, NV. April 5-10, 2014. WXPB Technical Director attended the annual NAB Show. With more than 93,000 attendees from 156 countries and 1,550+ exhibitors, NAB Show is the marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. NAB Education Foundation (NABEF), in partnership with the Broadcast Education

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Association (BEA) hosted the annual NAB Show Career Day on Wednesday, April 9 at the Las Vegas Hotel with an emphasis on tech careers for military veterans and resources for veterans and employers. Job seekers attended sessions on personal brand management, dressing for success and information on jobs in broadcasting. Career Day offered the popular one-on-one career coaching sessions including resume critiques and interview strategies. It is annual event that provides college students, entry-level job seekers and experienced professionals with the opportunity to interact with media industry recruiters.

- 3) **donorCentrics Radio Group A Benchmarking Meeting.** Minnesota Public Radio, St. Paul MN. Coordinated and hosted by Target Analytics. January 7-8, 2015. WXPB Director of Individual Gifts, Carissa Ciuca and WXPB Fundraising Operations Manager attended the meeting at which a collaboration of peer radio stations reviewed confidential peer membership/fundraising data. Topics included: Trends Outside of Public Media; Sustainer discussions; New donor acquisition; Retention and Migration. **donorCentrics Radio Group A Benchmarking Meeting, January 7, 2015** Via online meeting tools, WXPB Fundraising Operations Manager participated in the meeting which covered charitable giving trends across industries with specific detail related to public radio. Led by Carol Rhine and Deb Ashmore, Target Analytics.
 - 4) **donorCentrics Sustainer Giving Overall Program Assessments,** November 3, 2014 WXPB General Manager, Associate GM, Fundraising Operations Manager, Member Benefits Coordinator & Member Services Assistant participated in the meeting led by John Mastrobattista. It was a review of fundraising report by senior data analyst with a five-year donor behavior and performance analysis of WXPB.
 - 5) **Public Radio Tech Survey,** July 15, 2014, 2pm, Webinar. Location: WXPB Curren Room, Philadelphia PA. The annual tech survey conducted by Jacobs Media was reviewed by WXPB staff members. The webinar presented a hierarchy of the media and technology listeners use. Data for the survey was collected from 26,000+ surveys produced by 54 stations providing robust numbers and looks at trending, format breakouts, and new ways to look at how audio, digital, mobile and social media are changing listener behavior.
 - 6) **Public Media Development and Marketing Conference, Denver CO.** Heritage Group Meeting. Location: Hyatt Regency, Mineral B, Denver CO, July 9, 2014. WXPB Sales Manager participated in the meeting for the top 20 major market public radio stations business support managers to review the topics:
 - Year end budget performances and budget projections for the upcoming fiscal year;
 - Sales staff compensation;
 - Selling digital assets and the keys to generating revenue from digital sales;
 - Business categories stations have had success with in sales, such as healthcare and education
 - The future direction of public radio from Joyce MacDonald, NPR and David Zellhart, NPM.
 - 7) WXPB Fundraising Operations Manager participated in the following webinars:
 6/30/14: A Comprehensive Overview for Public Media; Led by Jeff Hall, Senior Consultant, FishNet Security. The webinar covered the essential basics of PCI, including PCI Data Security Standard (v3.0) and suggestions on how to best prepare for PCI compliance.
 9/30/14: New Calendar Year-End Fundraising Opportunities; Led by Jay Clayton, Individual Giving Coordinator, Greater Public and Israel Smith, Director of Programming. The NPR webinar covered year end giving trends and tools for year-end drives and integrated fundraising campaigns.
 - 8) WXPB Assistant General Manager for Finance participated in the following training courses:
 - 5/27/14 – 5/30/14: 2014 Public Media Business Association Annual Conference (PBMA), addressing the key areas of strategy & sustainability, compliance & organizational responsibility, and critical skills at the Portland Downtown Waterfront Marriott.
 - Managing Up and Down – Across Generations
 - Federal Guidelines on Key Elements of an Effectively Operating Compliance Program
 - Is EFT The Silver Bullet Solution to Sustainer Credit Card Losses?
 - The PMP – Creating a New Economy for Public Media
 - Understanding Impact
 - Maximizing Capacity – Making Old New Again
- WXPB Assistant General Manager for Finance participated in the following webinars:
 11/14/14: Payment Card Industry – Data Security Standards. UPENN webcast
 06/23/14: iModules Event Management. UPENN webcast
 02/25/14: Major Gifts Metrics – You Know They are Working When . . . Greater Public webcast

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WXPEN Financial Analyst participated in the following courses and seminars:

- 03/26/14: Penn Electronics Research Administration (ERA) – Proposal Development System Training – Advanced Budgeting ORS. The tutorial was open to all UPenn staff working with grants. The tutorial instructed staff how to enter budget information for departmental grants to the ERA system. Instructor: Evelyn Ford at the University of Pennsylvania, Franklin Building, Philadelphia PA

WXPEN Financial Analyst participated in the following webcasts and webinars:

- 04/14/14: BDO Knowledge: Quarterly Technical Update – Q1 2014. Instructors: Jeff Lenz, Adam Brown, Amy Rojik, Lee Sentnor
- 04/21/14: Tax Planning for Individuals: A Review & Update. Instructor: Jill Scher
- 05/29/14: BDO Knowledge: COSO 2013 Framework-Preparing for Implementation. Instructors: Amy Rojik, John McLaughlin, Amy Roberts, Rusty Lawlar
- 06/05/14: Revenue Contracts with Customers. Financial Accounting Standards Board (FASB) Webcast
- 06/23/14: FASB Update for Private Companies and Not-For-Profit Organizations. FASB Webcast
- 07/10/14: BDO Knowledge: Quarterly Technical Update Q2 2014. Instructors: Jeff Lenz, Adam Brown, Amy Rojik, Wendy Hambleton
- 07/23/14: Strategic Planning: Test your Long-Term Strategic Plan. Instructors: Tom Ziembra, Elizabeth Carp, Erica Sundstrom
- 07/17/14: Managing Up & Down Across Generations. PMBA Webinar “Toolkit”
- 08/05/14: Is EFT The Silver Bullet Solution to Sustainer Credit Card Losses. PMBA Webinar “Toolkit”
- 08/14/14: The Public Media Platform: Creating a New Economy for Public Media. PMBA Webinar “Toolkit”
- 09/18/14: Think You Know About the New Revenue Recognition Accounting Standard? See How It Will Impact Your Nonprofit. Instructor: Lee Klump
- 10/15/14: The Affordable Care Act (ACA) at Your Station. PMBA Webinar “Toolkit”
- 10/23/14: Challenges and Opportunities for International Organizations. Instructors: Matt Cromwell, Patty Bricket, Irina Roz
- 11/10/14: Payment Card Industry – Data Security Standards Workforce Education 2014. University of Pennsylvania Webcast
- 11/06/14: Are You Ready for the Supercircular? Instructors: Andrea Wilson, Paul Eyre
- 11/19/14: Developing Your Digital Business. PMBA Webinar “Toolkit”
- 11/24/14: Accounting & Auditing Update: A Complete Review of Key New Pronouncements. Instructor: Stephen Saks, CPA
- 12/01/14: BDO Knowledge: Revenue Recognition Transition Resource Group Update. Instructors: Adam Brown, Michael Stevenson, Ken Gee, Andrew Buchanan
- 12/09/14: Effective Compliance in a Shifting Regulatory Environment. PMBA Webinar “Toolkit”
- 12/11/14: The Role of Financial Statement Analysis in Management Decision Making. Instructor: Robert Gianninoto, MBA, CPA
- 12/18/14: Corporate Financial Planning, Budgeting & Control. Instructor: Robert Gianninoto, MBA, CPA
- 01/08/15: Tips and Tools to Find Taxonomy Tags.

WXPEN Accounts Payable Manager participated in the following courses and seminars:

- 9/2/14-9/5/14: Ben Buys – Purchase Order Manager. University of Pennsylvania, Franklin Building. Instructor: Jim Horstman. This 5 half-day hands-on training session is required to procure goods and services at the University through the Penn Marketplace and to place Non-Marketplace requests. Users were taught how to create requisitions, approve and manage requisitions and POs, Purchasing policies and procedures, how to process receipts for items ordered over \$5,000, how to view invoices, and how to manage PO invoice holds.
- 10/27/14, 9am-11am: Financial Data Collection Office Hours – Using Webi with Financial Data. University of Pennsylvania, Sansom West, Rm 220, Instructor: Amy Miller. Intended for users of Business Objects and financial data collections. Session included an open lab for individuals who would like the opportunity to experiment with their own reports or modify existing ones.

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- 2/18/15, 1:30pm-4:30pm: Ben Assets Application Training. University of Pennsylvania, Franklin Building, Rm 409, Instructor: Barbara Murray. This training included a review of the BEN Asset policies and procedures and the roles and responsibilities of the Property Management Group, Asset Administrator (& Senior), Custodian, Tagging Contact and Buyer.
- WXPB Accounts Payable Manager participated in the following webinars and Penn Web Tutorials:
- 8/20/14. Business at Penn Overview. Business at Penn includes information to provide an understanding of the following: 1) How business is conducted at Penn and your responsibility to be a 'good steward'; 2) That Schools/Centers have been given authority to operate as their own 'business unit'; 3) The financial and accounting structures that underlie Responsibility Center Management (RCM); and 4) The features of the BEN system at a high level and the terminology used at Penn.
- 8/20/14. Charts of Accounts: Segments. Training includes information to provide an understanding of the following: 1) Your stewardship responsibility at Penn; 2) How the Chart of Accounts (COA) is used at Penn; 3) What the COA tells us about each financial transaction; and 4) What each segment of the COA represents.
- 8/21/14. Petty Cash. The slide presentation and quiz are designed to familiarize users with the policies and procedures related to the establishment, maintenance and replenishment of petty cash
- 8/21/14. Concur Expense Report Approver Application Training. A tutorial on reviewing and approving expense reports in the Concur application, including checking receipts and verifying charge accounts.
- 8/21/14. A review of travel policies and procedures, the expense report process, as well as a review of the roles and responsibilities of the Reimbursement Requestor, Default Reviewer, Cost Object Approver, and Supplemental Approver.
- 8/21/14. Journal Entry Grant & Contract Cost Transfers Knowledge Building, Part 1 of 2. Knowledge Building includes an overview of the Journal Entry Grant and Contract Cost Transfer (Journal Entry - G&C Cost Transfers) responsibility, training requirements for user access, and information regarding the policies for cost transfers.
- 8/21/14. Journal Entry Grant & Contract Cost Transfers Application Training, Part 2 of 2. Application training includes a demonstration of the two categories under the Journal Entry - G&C Cost Transfers responsibility, 15 G&C UN90 and 16 G&C OV90, which are to be used for processing all journal entries for sponsored project cost transfers.
- 9/5/14-11/14/15. Online Course taught via Coursera. Instructor: Professor Brian J. Bushee, Wharton School, University of Pennsylvania. This course covered the content of a semester-long MBA core course with a focus on providing an understanding of financial accounting fundamentals for users of corporate financial information.
- 9/15/14. Penn Data Warehouse Introduction for New Users. Introduction to concepts, terminology, and structure of Penn's Data Warehouse, answering the questions: What is it? What does it contain? How can I use it? What user support is available?
- 9/16/14. Orientation to General Ledger (GL) data in the Warehouse, its organization, and refresh cycles as well as how to use SAP BusinessObjects (InfoView and Webi) to: modify the available corporate (or canned) reports by correctly using filters and prompts, create your own queries using variables, filters, etc. to control the data, select the correct balances or journal detail classes (tables) and objects (data elements) to use in queries, and know where to turn for answers and additional help with the General Ledger Data Collection.
- 9/17/14. Introduction to the PennERA Proposals Data Collection. Orientation to PennERA Proposals data in the Warehouse, its organization, and refresh cycles as well as how to use SAP BusinessObjects (InfoView and Webi) to: modify the available corporate (or canned) reports by correctly using filters and prompts, create your own queries using variables, filters, etc. to control the data, select the correct balances or journal detail classes (tables) and objects (data elements) to use in queries, and know where to turn for answers and additional help with the General Ledger Data Collection.
- 9/17/14. Introduction to the Salary Management Data Collection. Orientation to Salary Management (SalMgt) data in the Warehouse, its organization, and refresh cycles as well as how to use SAP BusinessObjects (InfoView and Webi) to: modify the available corporate (or canned) reports by correctly using filters and prompts, create your own queries using variables, filters, etc. to control the data, select the correct balances or journal detail classes (tables) and objects (data elements) to use in

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queries, and know where to turn for answers and additional help with the General Ledger Data Collection.

- 10/31/14. Purchasing Card Knowledge Building. This web-based course provided an overview for the University's Purchasing Card program, including: A brief overview of authorized buying tools at Penn; a review of University Purchasing Card Policies and Procedures; and an explanation of the roles and responsibilities associated with this program. Additional information and resources to ensure the appropriate use of the Purchasing Card.
- 11/3/14. Online Management Orientation – Part 1: A Manager's Responsibilities. For individuals newly assigned to supervisory duties at Penn. This course is the first in a series of five in the Online Management Orientation program. In this course, expectations for a manager at Penn are explained. Everyone with supervisory responsibilities at Penn is expected to perform certain functions, fulfill certain performance management responsibilities and display specific behaviors.
- 11/3/14. Online Management Orientation – Part 2: Introduction to Performance Management. This course is the second in a series of five in the Online Management Orientation program.
- 11/3/14. Online Management Orientation – Part 3: Setting Clear Expectations. This course is the third in a series of five in the Online Management Orientation program.
- 11/7/14. Online Management Orientation – Part 4: Giving Feedback. This course is the fourth in a series of five in the Online Management Orientation program.
- 11/7/14. Online Management Orientation – Part 5: Online Management Review Quiz. This course is the fifth in a series of five in the Online Management Orientation program.
- 11/7/14. Payment Card Industry- Data Security Standards Workforce Education – 2014. This course is the 2014 version of the annual PCI compliance education requirement for all University of Pennsylvania workforce members that processing credit/debit card transactions to accept/refund money for products or services on behalf of the University. This training will ensure such individuals are educated on the industry and University PCI-DSS policies and procedures.
- 11/21/15. BEN Assets Knowledge Building. This on-line training included a review of the BEN Asset policies and procedures and the roles and responsibilities of the Property Management Group, Asset Administrator (& Senior), Custodian, Tagging Contact and Buyer. Other topics include: Lifecycle of an Asset; Acquisition, Verification & Tagging; Retirement process; and how to access BEN Reports for BEN Assets.

WXPB Accounting Clerk participated in the following program:

- 5 Sessions: Penn Certificate Program in Administrative Excellence. University of Pennsylvania, L&E Training Center, 2 half-day and 3 full day classroom training sessions over a period of 5 months.
 - 10/14/14: Instructor, Jaci Tusman, Sr. Training Consultant, HR Learning & Education. Session topics: Identifying individual & group learning goals; Communicating with different interpersonal styles (FIRO-B);
 - 10/11/14: Instructor, Meribeth Renne. Session Topics: Getting and staying organized; Mastering time and stress management; Managing multiple projects and managers; Handling interruptions;
 - 12/9/14: Instructor, Meribeth Renne. Session Topics: Partnering with your manager; Negotiating to achieve goals;
 - 01/13/15: Instructed by Skillpath. Session Topic: Writing for administrative professionals;
 - 02/10/15: Instructor, Holly Marrone, Sr. Training Consultant, HR Learning & Education. Session Topics: Maintaining professionalism; Networking for success; Planning your career; Setting goals; Program review, celebration and close.

WXPB P/T Finance Coordinator participated in the following training sessions:

- 3/16-3/20/15: Pennworks/Payroll/Personnel. Instructor: Penn Financial Training Department; Location: University of Pennsylvania, Franklin Building. Training provided a basic understanding of the Human Resources and Payroll policies and procedures as related to entries, edits & updates in the Pennworks/Payroll/Personnel System.

WXPB P/T Finance Coordinator participated in the following Penn Online Tutorials:

- 3/5/15. Charts of Accounts Segments. Tutorial included information to provide an understanding of the following: 1) Your stewardship responsibility at Penn; 2) How the Chart of Accounts (COA) is used at

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- Penn; 3) What the COA tells us about each financial transaction; and 4) What each segment of the COA represents.
- 3/5/15. Business at Penn Overview. Business at Penn includes information to provide an understanding of the following: 1) How business is conducted at Penn and your responsibility to be a 'good steward'; 2) That Schools/Centers have been given authority to operate as their own 'business unit'; 3) The financial and accounting structures that underlie Responsibility Center Management (RCM); and 4) The features of the BEN system at a high level and the terminology used at Penn.
 - 3/10/15. BEN Deposits Knowledge Building. Parts 1 & 2: An overview of the BEN Deposits policies and procedures as well as a review of the deposit process and receipts relating to deposits. Other topics covered included: Depositing Guidelines, Cash, Checks & Money Orders, Foreign Checks, Reimbursements, Cash & Check Gifts, and information on how to access BEN Deposits; Part 2: Application Workshop: taught users how to enter and update cash and/or check deposits, and about University business policies related to cash management and depositing and review examples of how to perform an inquiry on deposit information.
 - 3/10/15. BEN Buys – Invoice Inquiry. How to navigate within the Invoice Inquiry responsibility; an overview of PO process from requisition to payment; techniques for researching invoice payments including the check # and if/when the check has been cashed; how to view invoices; and supplier info.
- (f) **Initiative #10: Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting**
- 1) University of Pennsylvania Kelly Writers House “Lunch Chat with Cat Ricketts” University of Pennsylvania Kelly Writers House, 12-1pm, September 20, 2014. Speaker: WXPB Volunteer & Student Coordinator Cat Ricketts, Facilitator: Jamie-Lee Josselyn, Associate Director for Recruitment at the University of Pennsylvania Center for Programs in Contemporary Writing. Attended by undergraduate Creative Writing students, “Lunch with Cat Ricketts” was a Q&A between Jamie-Lee Josselyn and Cat Ricketts which offered undergraduates the opportunity to learn more about the Philly music scene and possible affiliated careers.
 - 2) University of Pennsylvania’s Institute for Contemporary Art, 4-5:30pm, October 6, 2014. Event Coordinator: Laurie McCall, Platt Student Performing Arts House, University of Pennsylvania. University of Pennsylvania freshmen and University arts organizations such as Kelly Writers House, Institute for Contemporary Art, Annenberg Center and WXPB. Arts and Media institutions on campus had the opportunity to connect with freshmen. WXPB Volunteer & Student Coordinator has a table and distributed information about internship and work-study opportunities.
 - 3) Drexel University Entertainment & Arts Management Evening of Networking. Drexel University URBN Center Lobby, 6:30-8pm, March 3, 2015. Event Organizer: Ali Pajonk, Drexel University Entertainment & Arts Management Class of '15. Undergraduates from Drexel’s Entertainment & Arts Management major and Drexel Co-Op “Employer Partner” organizations. The evening of networking offered the opportunity for employers to connect with potential co-op candidates and graduating seniors in the Entertainment & Arts Management and Music Industry programs over light refreshments.
 - 4) The Ellison School, Vineland, New Jersey. Radio broadcast demonstration, and tour of WXPB studios, 11am – 1pm, May 27, 2014. Group leader: WXPB Broadcast Engineer, Andrew Davis; Coordinator: Bo Raines, Instructor, Ellison School Music Program. A group of twenty 7th and 8th grade Ellison School students visited WXPB studios to observe how the weekly radio broadcasts of the station’s Free At Noon series are created and recorded.
- (g) **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.**
- 1) WXPB, 3025 Walnut Street, Curren Room and Studio Paul 10:30am – 11:30am. University of Pennsylvania campus-wide career event, *Take Our Daughters & Sons To Work Day*, April 24, 2014. WXPB volunteer, Jim Piecara led a tour of 21 parents and/or guardians and 30 children. While talking about his role as a station volunteer Jim led the group to Studio Paul and WXPB News & Sports Director, Bob Bumbera. Bob talked to the kids about his career - the real nuts & bolts stuff: getting up before his wife and 3 children at 4:00AM to be in the studio by 5:00AM – 5:30, his nervousness when he got his first job at WPEN; how he kept rubbing his hands along his trousers without ever realizing it, while he did his

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first sportscast. Bob said that his voice never gave away his nervousness. And - this is radio - no one ever saw how nervous he was. He projected confidence and authority to his audience. He talked about having been in plays in high school and doing the PA system announcements in school too. He wanted to become an engineer or an architect when he first started college, but after a semester, he realized that he didn't want to follow that direction, and turned his attention to Communications at Drexel University.

The kids had a million questions for Bumbera, which he allowed them to ask him into the studio mic, showing them how to record and play back their questions – “did he ever get used to getting up at 4AM” “NO!!” But Bob explained that it is just a matter of getting his feet onto the floor then he's up and going. He asked if they had the same experience, and they knew what he was talking about. It's hard to get up in the morning! More questions about having an on-air job followed – “what do you like best about your job?” “How did you feel the first time you had to talk on radio?” “Why did you choose broadcasting?” These were followed with a string of questions about making career decisions. A 15 year old came back to the control room after the tour began to let Bob know how much he enjoyed his work on the air and to get a picture with him. The would-be announcer looked very comfortable in Bob's chair, behind the WXPN mic. People talk about the strides they make in their careers, and this is important. Status, money and success are important aspects of building careers, even kids recognize this. But Bob put work in perspective for children for any career path, any successful day they have in school, or on the soccer field, or into the pool for their swim team. It all starts with getting your feet on the floor and getting going.

- 2) **A State of Young Philly Event, *Philly's Remastered Sound: A Music Economy Flourishing*** hosted by **WXPN at Underground Arts, Philadelphia, PA, 8pm – 11pm, November 19, 2014.** WXPN Programming Director Bruce Warren led a panel discussion featuring Philly Hip-hop artist Chill Moody, Talent buyer/promotions manager at Johnny Brenda's, Chris Ward, VP of Marketing at Fame House Katonah Coster (a former WXPN work study student), and John Vettese, WXPN *The Key* Editor. The panel discussed the local and digital social media ecosystem in collaboration with artists, businesses and non-profits in contributing to this growth in the city of Philadelphia's creative economy. The panel discussion and concert, which were the brain-child of WXPN's Events Coordinator, Volunteer & Student Coordinator, Member Service Assistant and Member Benefits Coordinator was attended by 100 people interested in the economic state of music and the national recognition of the music scene's growth in Philadelphia. Registration was done online for the free event.

(h) 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) **Digital Content Manager.** Technical.ly WXPN posted a job for a digital content manager with Technical.ly on 3/13/14 which ran through 4/7/14. *Technical.ly* is an online technical publication that connects organizations and people through news, events and services to grow local technology communities. They provide original editorial, expert programming and tools which improve recruitment, marketing, community cultivation and economic development serving technologists, entrepreneurs and people who care about technology's local impact. Job opportunities are posted on the Technical.ly Jobs Board. The site provides specific categories to search in order to connect with the most diverse groups. In the category, Directories, people can connect to women in technology <http://technical.ly/?expertise=women-in-tech> and to minority owned businesses <http://technical.ly/?expertise=minority-owned>. The site is searchable at <http://technical.ly/>
- 2) **Director of Individual Gifts.** Current. WXPN posted the job on August 25, 2014 which ran for 30 days. *Current* is the newspaper and website about public and nonprofit media. The paper comes out 23 times a year, usually biweekly, every other Monday. The publications are read by people involved in public TV and public radio — station employees, independent producers, local volunteers and board members, viewers and listeners, state and national policymakers and others. The website includes features and social media hooks that allow readers to interact with each other about the news and issues reshaping the field of public media. The “Opportunities” web column notifies readers about solicitations for grant proposals and announces training seminars while the site's job boards notify job seekers and employers of opportunities in public media, complete with tools to accept online applications. www.current.org

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- (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) **WXPB Work-Study Program.** Ongoing during regular business hours. All work-study students report to WXPB's office and studio and 3025 Walnut Street, Philadelphia, PA 19104. Program Coordinator: Cat Ricketts, WXPB Volunteer & Student Coordinator. The program is participated in by undergraduate students from the University of Pennsylvania. Students who are eligible for work-study funding as part of their University of Pennsylvania financial aid package are paid an hourly wage to work in the station's Membership, Marketing, and Programming Departments.
 - 2) **WXPB "Student Round-Up" Series** – March 28, 2014, 1-2:30pm; April 17, 2014, 10:30am-12pm; June 11, 2014, 1-2:30pm; September 26, 2014, 1:30-3pm; January 23, 2015, 1:30-3pm; February 20, 2015, 1:30-3pm; All Student Round-Ups take place at WXPB's office. Student Round-Ups have featured WXPB Events Producer Paul Severin, Programming Director Bruce Warren, Associate General Manager Quyen Shanahan, On-Air Host Eric Schuman, The Key Editor John Vettese, and Volunteer & Student Coordinator Cat Ricketts. All Round-Ups are organized and facilitated by Cat Ricketts. Student Round-Ups are open to all WXPB interns and work-study students. Each meeting usually gathers ~20 of the ~35 students involved at the station at a given time. At Student Round-Ups, students share a homemade meal, get to know one another, and participate in a Q&A with staff about careers in broadcasting. Students are encouraged to follow up with WXPB staff to learn new skills or to seek career mentorship.
 - 3) **Mock Interview for graduating seniors of Metropolitan Career Center/Computer Technology Institute (100 S. Broad Street, Suite 830, Philadelphia, PA 19110) conducted at WXPB, 3025 Walnut Street, Philadelphia, PA. December 19, 2014.** WXPB Assistant to the GM conducted a mock interview with a 4th semester student as part of the Center's Professional Development curriculum. The Center provides a sample questionnaire the interviewer can adapt to his or her organization. The mock interview was provided for a student interested in obtaining a job that will lead to a career in the field of IT. Since the student was not interested in working as an intern, but wanted a paid position only, the interview developed around interviewing skills, interpersonal skills, and presentation of her knowledge and use of technology to potential employers. After evaluating the student's skills, a *completed Interview Skills Assessment Form* and comments were submitted to MCC's Relationship Manager. Metropolitan Career Center/Computer Technology Institute is a non-profit workforce development organization founded to help youth and adults who have limited access to resources gain from education and tools that could lead to better careers and higher education. MCC/CTI's graduates enjoy a job placement rate or over 90%. In January 2013, the Center was awarded a 2-year grant to provide training to formerly incarcerated juveniles and young adults.

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