

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 / The National Hispanic Media Coalition	Brenda Rivas	info@nhmc.org	626-807-7079	0	No
Other Internet Advertisement / All Access Music Group	Lauren Clarke	28955 Pacific Coast Highway, Suite 210 Malibu, CA 90265 www.allaccess.com lclarke@allaccess.com	310-457-6616	0	No
Other Internet Advertisement – TheTop22.com	Paul Marszalek	Media Mechanics 9 Soundview Drive Larchmont, NY 10538 paul@marsworldwide.com	310-457-6616/		No
Other Internet Advertisement/ National Association of Black Journalists		NABJ Career Center Windsor, CA 95492	626-792-3846	0	No
Other Internet Advertisement / FMQB	Michelle Butrim	FMQB, Executive Mews, F-36, 1930 East Marlton Pike, Cherry Hill, NJ 08003 mbutrim@fmqb.com	856-424-9114	0	No
Other Internet Advertisement / AIR, Inc.	An Uong	1452 Dorchester Ave., 2 nd Floor Boston MA 02122 www.Airmedia.org an@airmedia.org	617-825-4400	0	No
Other Internet Advertisement / Greater Public	Andrew Leitch	N 3 rd Street, Suite 370 Minneapolis, MN 55401 http://greaterpublic.org/job-line	612-548-3378 888-454-2314	0	No
Other Internet Advertisement / PMBA – Public Media Business Associates	Kristyn Walecka / Jennifer Wickline	9707 Key West Avenue, Suite 100 Rockville, MD 20850 info@pmbaonline.org	703-506-3292 / 240-844-3600	0	No
Other Social Media Site/ PRPD Facebook (private)	Bruce Warren	WXPN, Associate GM/Program Manager 3025 Walnut Street, Philadelphia, PA 19104 brucew@xpn.org	215-898-6677	1	No
Other Social Media Site – Twitter	Bruce Warren	WXPN, 3025 Walnut Street Philadelphia, PA 19104 brucew@xpn.org	215-898-6677	1	No
Other Social Media Site – Indeed	Applicant's response	(aggregator)		1	No
Other Social Media Site – Inside Higher Education	Applicant's response	(aggregator)		1	
Referred by Penn Employee	Bruce Warren	WXPN, 3025 Walnut St., Philadelphia PA	215-898-6677	2	No
Referred by Penn Employee	Talia Schlanger	WXPN, World Cafe Host 3025 Walnut St., Philadelphia PA	215-898-6677	1	No
Referred by friend or family member	Mike Henry	Paragon Media Strategy, Denver, CO MHenry@paragonmediastrategies.com	(303) 810-6453	1	No
Referred by friend or family member	John Myers	WXPN, 3025 Walnut St., Philadelphia PA	215-898-6677	1	No
Referred by friend or family member	Talia Schlanger	WXPN, 3025 Walnut St., Philadelphia PA	215-898-6677	1	No
Referred by friend or family member	Bruce Warren	WXPN, 3025 Walnut St., Philadelphia PA	215-898-6677	2	No
Referred by friend or family member	Kerri Donahue	PRX		1	No

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5.2) Job Title: Sales Representative

Referral Source(s) of Hire: LinkedIn

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Jobs@Penn - University of Pennsylvania HR Website	Julia Garcia, SHRM-CP, Recruiter	University of Pennsylvania HR Div. 3401 Walnut Street / Phila, PA https://www.hr.upenn.edu/PennHR/	215-898-1303	0	Yes
Internet Advertisement/ WXPN website www.xpn.org	Brian Divver	3025 Walnut St., Phila., PA 19104-3402 Web-team@xpn.org	215-746-5864	0	Yes
WXPN On-Air	Debby Seitz	3025 Walnut St., Phila., PA 19104-3402	215-898-6677	1	Yes
Other Internet Advertisement / Greater Philadelphia Cultural Alliance Job Bank	Len Pruden	The Philadelphia Building, 1315 Walnut St., Suite 732, Philadelphia, PA 19107 www.philaculture.org/jobbank LenP@philaculture.org	215-399-3530	0	No
Other Internet Advertisement / Corporation for Public Broadcasting	Carole Mah	401 9 th Street, NW Washington, DC 20004-2129 http://www.cpb.org/jobline	202-879-9600		No
Other Internet Advertisement / The National Hispanic Media Coalition	Brenda Rivas	info@nhmc.org	626-807-7079	0	No
Other Internet Advertisement / All Access Music Group	Lauren Clarke	28955 Pacific Coast Highway, Suite 210 Malibu, CA 90265 www.allaccess.com lclarke@allaccess.com	310-457-6616	0	No
Other Internet Advertisement / FMQB	Michelle Butrim	FMQB, Executive Mews, F-36, 1930 East Marlton Pike, Cherry Hill, NJ 08003 mbutrim@fmqb.com	856-424-9114	0	No
Other Internet Advertisement / AIR, Inc.	An Uong	1452 Dorchester Ave., 2 nd Floor Boston MA 02122 www.Airmedia.org an@airmedia.org	617-825-4400	0	No
Other Internet Advertisement / Greater Public	Andrew Leitch	N 3 rd Street, Suite 370 Minneapolis, MN 55401 http://greaterpublic.org/job-line	612-548-3378 888-454-2314	0	No
Other Internet Advertisement / PMBA – Public Media Business Associates	Jennifer Wickline	1300 Piccard Drive, Suite LL14 Rockville, MD 20850 info@pmbaonline.org	240-844-3600 jwickline@pmbaonline.org	0	No
Other Internet Advertisement / LinkedIn	Kim Winnick for WXPN	Kim Winnick, Marketing Director 3025 Walnut Street, Philadelphia, PA	www.linkedin.com	4	No
Other Internet Advertisement / Patch.com	Daisy – Support@patch.com	https://Patch.com/Hackettstown https://Patch.com/Flemington	413-728-2448		No
Other Internet Advertisement/ LehighValleyLive.com	employersupport@lehighvalleylive.com	https://LehighValleyLive.com 30North 4 th Street Eaton, PA 18042	866-734-9155		No
Other Social Media Site/ Facebook	Kim Winnick for WXPN	Kim Winnick, Marketing Director 3025 Walnut Street, Philadelphia, PA	www.facebook.com/pg/85wxpn/jobs		No
Referred by Penn Employee	Michelle Dowling-Hall	Contact information not provided		1	No
Referred by friend or family member	Amy Cook	Contact information not provided		1	No

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5.3) Job Title: Community Outreach Coordinator

Referral Source(s) of Hire: Jobs@Penn – University of Pennsylvania HR website

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Jobs@Penn - University of Pennsylvania HR Website	Julia Garcia, SHRM-CP, Recruiter	University of Pennsylvania HR Div. 3401 Walnut Street / Phila, PA https://www.hr.upenn.edu/PennHR/	215-898-1303	2	Yes
Internet Advertisement/ WXPX website www.xpn.org	Brian Divver	3025 Walnut St., Phila., PA 19104-3402 Web-team@xpn.org	215-746-5864	0	Yes
WXPX On-Air	Debby Seitz	3025 Walnut St., Phila., PA 19104-3402	215-898-6677	0	Yes
Other Internet Advertisement / Greater Philadelphia Cultural Alliance Job Bank	Len Pruden	The Philadelphia Building, 1315 Walnut St., Suite 732, Philadelphia, PA 19107 www.philaculture.org/jobbank LenP@philaculture.org	215-399-3530	1	No
Other Internet Advertisement / Corporation for Public Broadcasting	Carole Mah	401 9 th Street, NW Washington, DC 20004-2129 http://www.cpb.org/jobline	202-879-9600	0	No
Other Internet Advertisement / The National Hispanic Media Coalition	Brenda Rivas	info@nhmc.org	626-807-7079	0	No
Other Internet Advertisement / All Access Music Group	Lauren Clarke	28955 Pacific Coast Highway, Suite 210 Malibu, CA 90265 www.allaccess.com lclarke@allaccess.com	310-457-6616	0	No
Other Internet Advertisement / AIR, Inc.	An Uong	1452 Dorchester Ave., 2 nd Floor Boston MA 02122 www.Airmedia.org an@airmedia.org	617-825-4400	0	No
Other Internet Advertisement / Greater Public	Andrew Leitch	N 3 rd Street, Suite 370 Minneapolis, MN 55401 http://greaterpublic.org/job-line	612-548-3378 888-454-2314	0	No
Other Internet Advertisement / PMBA – Public Media Business Associates	Kristyn Walecka / Jennifer Wickline	9707 Key West Avenue, Suite 100 Rockville, MD 20850 info@pmbaonline.org	703-506-3292 / 240-844-3600	0	No

5.4) Job Title: Finance Coordinator

Referral Source(s) of Hire: Jobs@Penn – University of Pennsylvania HR website

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Jobs@Penn - University of Pennsylvania HR Website	Julia Garcia, SHRM-CP, Recruiter	University of Pennsylvania HR Div. 3401 Walnut Street / Phila, PA 19104-6228 https://www.hr.upenn.edu/PennHR/	215-898-1303	2	Yes
Internet Advertisement/ WXPX website www.xpn.org	Brian Divver	3025 Walnut St., Phila., PA 19104-3402 Web-team@xpn.org	215-746-5864	0	Yes
WXPX On-Air	Debby Seitz	3025 Walnut St., Phila., PA 19104-3402	215-898-6677	0	Yes
Other Internet Advertisement / Greater Philadelphia Cultural Alliance Job Bank	Len Pruden	The Philadelphia Building, 1315 Walnut St., Suite 732, Philadelphia, PA 19107 www.philaculture.org/jobbank LenP@philaculture.org	215-399-3530	1	No

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Other Internet Advertisement / Corporation for Public Broadcasting	Carole Mah	401 9 th Street, NW Washington, DC 20004-2129 http://www.cpb.org/jobline	202-879-9600	0	No
Other Internet Advertisement / The National Hispanic Media Coalition	Brenda Rivas	info@nhmc.org	626-807-7079	0	No
Other Internet Advertisement / All Access Music Group	Lauren Clarke	28955 Pacific Coast Highway, Suite 210 Malibu, CA 90265 www.allaccess.com lclarke@allaccess.com	310-457-6616	0	No
Other Internet Advertisement / FMQB	Michelle Butrim	FMQB, Executive Mews, F-36, 1930 East Marlton Pike, Cherry Hill, NJ 08003 mbutrim@fmqb.com	856-424-9114	0	No
Other Internet Advertisement / AIR, Inc.	An Uong	1452 Dorchester Ave., 2 nd Floor Boston MA 02122 www.Airmedia.org an@airmedia.org	617-825-4400	0	No
Other Internet Advertisement / Greater Public	Andrew Leitch	N 3 rd Street, Suite 370 Minneapolis, MN 55401 http://greaterpublic.org/job-line	612-548-3378 888-454-2314	0	No
Other Internet Advertisement / PMBA – Public Media Business Associates	Kristyn Walecka / Jennifer Wickline	9707 Key West Avenue, Suite 100 Rockville, MD 20850 info@pmbaonline.org	703-506-3292 / 240-844-3600	0	No
Other Internet Advertisement/	Applicant's response	Unnamed by applicant		1	No
Referred by Penn Employee	Applicant's response	Unnamed by applicant		1	No

6) **Total # of Interviewees Referred:** For the period from March 23, 2019, through March 22, 2020 this Employment Unit interviewed 30 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 2019 Internship Fair, **Multi-Purpose Room, Campus Center, Camden NJ** 11:00am – 1:30pm, November 13, 2019. Organizer: Cheryl Hallman, Assistant Dean/Director. Rutgers University students, faculty and staff attended the Internship Fair. The Internship Fair is an opportunity for organizations and companies to meet and talk with students from all majors in all years at Rutgers University. Students had an opportunity to obtain information from over 45 participating employers. These companies were a combination of for-profit companies, non-profit arts and cultural organizations, and local and federal bodies. WXPB Senior Business Support Representative and Rutgers alumna, Suzy Swartz, Business Support Representative Kate Schwartz, and WXPB Community Outreach Coordinator Meggie Shaeffer tabled at the fair and met with Rutgers Camden graduate and undergraduate students interested in pursuing internships with WXPB. This event provided WXPB with the opportunity to connect with a diverse population of college students, interested in careers in radio, media, journalism, communications, marketing, development, entertainment, engineering, film/photography, business and I.T. and to promote internship opportunities in selected fields. Approximately 30 students visited the XPN team; 18 signed up to receive XPN's E-Newsletter and most expressed interest in volunteering at the station. Twenty-one students submitted resumes. The team asked students questions to help determine which matched their interest and experience and shared how to submit a formal application. One student expressed interest in connecting with the community and pursuing a career in Non-profit Management. After being told about a Fundraising Internship in the membership department, he applied and met with XPN's Director of Individual Giving and the Membership Manager the following day. Subsequently he accepted the

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membership internship for his Spring 2020 semester. WXPB participates in the Internship Fair to build ties with Rutgers-Camden and as a resource in building WXPB's internship program.

- 2) Rowan University College of Performing Arts: Inaugural Music Industry Career Fair, Rowan University, Pfleeger Hall Lobby, Wilson Hall, Glassboro NJ, April 8, 2019 12:00pm-3:00pm. Fair Organizers: Mathieu Gendreau, Associate Professor & Program Director, Music Industry, Department of Music; Maddi St. John, Grammy U Representative. The Fair was free and open to all Rowan students, Rowan alumni and Grammy U members. WXPB Community Outreach Coordinator Meggie Shaeffer received resumes from 13 students and 14 signed up for the XPN E-Newsletter, 12 of whom expressed interest in volunteering for WXPB. Students were interested in summer and fall internships in marketing, audio production, artist management, business, writing and social media. Meggie spoke about internship opportunities and directed students to XPN's online internship application. One of the students Meggie spoke with applied for a summer Marketing Street Team Coordinator internship, and another contacted Meggie via email to express interest in a fall internship. Some students stopped by the table to express their appreciation for WXPB, including an individual who heard XPN General Manager Roger LaMay speak at Amplify Philly House in Austin during the SXSW Interactive Conference in March 2019. Other students who had played the Philly Showcase at SXSW shared that they met XPN Assistant GM for Programming Bruce Warren at Amplify Philly House and several others shared that they'd grown up listening to WXPB with their parents who are members. This fair was a great opportunity to connect with students. Students receive credit for internships they acquire; attendance is a requirement of Rowan University's Music Industry program.

(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) Naturepalooza at the Schuylkill Center for Environmental Education, Philadelphia, PA, April 27, 10a.m. to 2 p.m. Naturepalooza partners with the Philadelphia Science Festival to celebrate Earth Day with families. Activities are designed to teach interactive ways to protect and understand the local environment. As host, Kids Corners Kathy O'Connell provided environmentally themed music and spoke with children and their families. The Center's Executive Director Mike Weilbacher is a monthly guest on Kids Corner, where he fields questions and discusses topics related to the wide world of natural science. In this environment, Kathy and Mike answered questions about environmental issues and Kathy spoke about the valuable role public radio programs like Kids Corner play in providing fresh and relatable information, while conveying proactive advice and practical answers that kids and their families can put into practice. Kathy also amused the attendees while relating her personal experience as a public radio station volunteer, host, and her career path to Kids Corner Host.
- 2) M.M. Seyler Elementary School Career Day, Perkasie PA, May 31, 2019. WXPB Kids Corner Host Kathy O'Connell was invited by K-5 Guidance Counselor Melissa Kunakorn to speak on Career Day about her role as a radio broadcaster. Three of the 4 morning sessions were for 1st and 2nd grade students. Kathy drew from her vast experience as a radio program host who uses different interview styles to connect with a diverse range of professionals including a veterinarian, a scientist, an astronomer, and a librarian, who are regular guests on her program. In addition to preparing for these guests, Kathy explained that she also prepares for many others, including professionals and entertainers that visit Kids Corner. She explained that some of the interviews are pre-recorded and then edited before being aired by the show's producer, Robert Drake. Although she and Robert are known to their radio audience, it takes a team of professionals to get the show on-air, she explained. Kathy conveyed her own path from public radio station volunteer to host of a Peabody and Major Armstrong Award winning show for kids and their families. For a 4th session, Kathy spoke with a group of 5th grade students. This session included elements from the sessions she provided related to interviewing a variety of guests for on-air but was primarily focused on the kinds of subject students might consider studying if they wanted to pursue a particular type of job in public radio. Some jobs are more technical or behind-the-scenes, she explained, while others were audience-facing, and included such things as making community appearances - and speaking to students on career day.
- 3) Second Annual Connective Arts & Music Festival, Oxford, PA, August 3, 2019. WXPB Kids Corner Host, Kathy O'Connell hosted musical guest and Kids Corner favorite artist, Trout Fishing In America at this WXPB Welcomes Event. The joint fundraising benefit was organized by the Oxford Art Alliance and Oxford Mainstreet Incorporated, two 501(c)(3) non-profits to support the revitalization efforts of Downtown Oxford and help support art and music programming for over 160 students. The Oxford Arts Alliance offers music lessons to student members. The lessons are taught by professional instructors and

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offers group music classes and jam sessions throughout the year. The Alliance works with Cecil College to conduct recitals, and The Lighthouse for lessons. As Kids Corner Host, Kathy O'Connell is a familiar personality with the WXPB community. At this event, she used the opportunity at the meet and greet following *Trout's* show to talk to families about music and interviewing on Kids Corner, and shared her personal experiences in her early career at a New York public radio station where she was a volunteer and got the seed of an idea for fun, family programming that became Kids Corner.

- 4) Peirce-Phelps Trade Show, Valley Forge Convention Center, King of Prussia PA. 1/22/20, 11:00am-3:00pm. Ann Peirce Roessle coordinated the event and communicated the day's schedule. The main event organizer, Carl Ippoliti is a business support client for WXPB. WXPB was invited to participate as a media partner with approximately 100 other vendors. Suzy Swartz, WXPB Senior Business Support Account Manager attended with Business Support Representative, Kate Schwartz and spoke to Vo-Tech students about public radio and how business support works with Peirce-Phelps clients and others. They also spoke with professional attendees for an interactive experience between the business community and WXPB.

(c) **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. All interns report to WXPB's office and studio, 3025 Walnut Street, Philadelphia, PA 19104. Program Coordinator: Meggie Shaeffer Community Outreach Coordinator and Debby Seitz Marketing Manager. 28 Undergraduates from 10 Universities and Colleges including the University of Pennsylvania served as interns at WXPB during the reporting period. Programming & Production-3 (WXPB); Production-7 (World Cafe); Programming-4 (World Cafe); Music Writers (The Key)-2; Photography (The Key)-4; Marketing-2; Business Support-1(Media Sales); Membership-2; News & Public Affairs-4 (2 Morning Show News). Of these, 2 students were placed in internship programs after applying at internship fairs, 1 as the Street Team Coordinator for Marketing and the other who started a spring internship in Membership. 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 often apply for internship positions. A practical extension and enrichment of a student's 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>

(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.xpn.org Internship program, volunteer program, online job sites and community access.** University of Pennsylvania, WXPB, 3025 Walnut Street, Philadelphia PA. Ongoing. WXPB's website is a place to find information about music and related news and events in the community. 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 prior to job placement at <http://xpn.org/about-xpn/internships> Station members, listeners and other visitors can link directly to job opportunities in the About section Jobs at <http://www.xpn.org/about-xpn/jobs>
- 2) **The National Hispanic Media Coalition.** 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 Pasadena, California, and an office in Washington, D.C. The efforts of NHMC are important to the American Latino community in the area of careers in media fields. During the reporting period, WXPB submitted requests to post the station's 4 full time job openings to NHMC's Job Listing webpage and all were posted: World Cafe Host, Community Outreach Coordinator, Sales Representative, Finance Coordinator.
- 3) **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 audience engagement programs, Phillyfunguide and Funsavers directly marketed to consumers and are free for *Alliance* members. WXPB is a member of the Alliance. The site includes features that help the user to find professional development opportunities from around the greater

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Philadelphia region. Job postings are located at <http://www.philaculture.org/jobbank>. The Greater Philadelphia Culture Alliance job bank site receives over 85% of all the organization's traffic, with nearly 140,000 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. Phillyfunguide is 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. The website's Events Page displays countless regional events presented by area organizations, including WXPN's weekly Free At Noon concerts. Phillyfunguide www.phillyfunguide.com/ receives over 45,000 visitors and nearly 105,000 page views per month. During the reporting period, WXPN submitted requests to post the station's 4 full time job openings with the *Alliance* online job bank. All 4 were posted: World Cafe Host, Community Outreach Coordinator, Sales Representative, Finance Coordinator.

- 4) **Public Media Business Association, 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 enables member stations access to public media business news and training opportunities. During the reporting period, WXPN submitted requests to post the station's 4 full time job openings with the PMBA industry job listing webpage <http://pmbaonline.org/IndustryJobs>. All 4 were posted: World Cafe Host, Community Outreach Coordinator, Sales Representative, Finance Coordinator.
- 5) **Greater Public, 401 N. 3rd Street, Suite 370, Minneapolis, MN.** Greater Public is a national leader fostering integrated and innovative business practices to enable local communities to sustain high-quality public media initiatives. 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, WXPN submitted 4 full time job openings which were posted on Greater Public's industry job listing webpage <http://pmbaonline.org/IndustryJobs>: World Cafe Host, Community Outreach Coordinator, Sales Representative, Finance Coordinator.
- 6) **Air Inc., 1452 Dorchester Avenue, Boston MA.** WXPN included Air Inc. in the search for additional World Cafe staff. The organization's website was of particular interest in conveying the job to constituents: The AIR website describes a network that *"includes more than 1,300 independent audio producers, multimedia journalists, and public media programs, stations and networks across 30 countries, headquartered in Boston. Since its inception, AIR's leaders and network of producers have recruited, cultivated, and deployed independent story makers to enrich, expand, and strengthen the public media system. 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. AIR, Inc. committed to collaboration, to diversity, and to excellence in audio and media craft."* During the reporting period, WXPN submitted requests which were posted on Air Inc's website: World Cafe Host, Community Outreach Coordinator, Sales Representative, Finance Coordinator at <https://airmedia.org/>
- 7) **National Association of Black Journalists NABJ Career Center <http://www.nabj.org/>, 1100 Knight Hall, Suite 3100 College Park, MD.** WXPN submitted a classified ad online which was posted on 6/14/2019 to run for 30 days. The organizations website states that *The NABJ is an advocacy group established in 1975 in Washington, D.C., 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, WXPN published 1 upper-level job opening, World Cafe Contributing Host on the website, <http://nabjcareers.org/>

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

- 1) **Philadelphia Academy Charter High School (PACHS) Music Class.** WXPN Studio Tour and Free At Noon (FAN) attendance, Friday, 3/29/19, 10:30AM – 1:00PM. PACHS Music Technology Teacher, Gregg Mervine contacted WXPN Community Outreach Coordinator Meggie Shaeffer to coordinate a studio tour

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at WXPB with XPN staff, Director of Engineering Jared Styles, Video Producer Galea McGregor, World Cafe Production Director Chris Williams and World Cafe Live (WCL) sound engineer, Turk. Meggie Shaeffer greeted Gregg Mervine and 9 PACHS students in various grade levels. Three students introduced themselves and said that they attended at the previous year's PACHS visit. Meggie introduced Jared Styles, who described his position at the station and stated that he had been with XPN for 17 years and was instrumental in the engineering design of the building. He led them on an hour-long, sound & engineering-focused tour of the station. Jared explained the collaborative relationship between the building's two occupants, public radio station WXPB and the for-profit World Cafe Live venue regarding the audio and video connection. Students visited WCL downstairs venue where FAN is performed and introduced Turk who mixes the sound for the live performance within the venue. He explained that live mixes are different than sound mixing for the broadcast. Jared then led the class to the video control room to speak with Galea McGregor. Galea showed the video mixing side of the video broadcast for online. In the studio Jared talked about the jobs of our on-air hosts and how each brings a different style to their jobs and what they play. In addition to playing music, Jared also pointed out that they do reads for paid sponsorships, which provide revenue for the station. He spoke about the role of listeners as well and that although they don't play live requests, hosts do take input from listeners via emails and twitter requests. They then went to the Technical Operation Control (TOC) room and Jared talked about how audio and video is transmitted out via satellite and gets to our other signal areas and NPR receivers, referencing TOC as the "brain of the station". They also went into Studio George where Jared described use of the equipment and how hosts use the room-i.e. Host Talia Schlanger interviewed artists for World Cafe, hosts record sponsor spots, etc. Next, they met Chris Williams who was working on the sound check for FAN with the group, *Bailen*. Chris spoke about his role as production director and how mixing sound for a performance broadcast differs from live events. In XPN's World Cafe Performance Studio, Jared spoke about the acoustically designed room which contributes to the high quality of sound it provides for artists' performances and recordings. Lastly, they experienced the signature wall in the hallway of the XPN studios, featuring hundreds of artists and musicians' signatures from those who have performed for World Cafe, Free at Noon, The Key Studio Sessions and other XPN produced events and programs. After the tour, the group enjoyed Bailen's performance for FAN at World Cafe Live.

- 2) Mainland Regional High School (MRHS) Songwriting Class – WXPB Radio Station Tour and Free At Noon (FAN) attendance by students from MRHS, Linwood, NJ Friday, 4/5/19, 10:30AM – 1:00PM. Students from Mainland Regional High School visited WXPB to tour the studios and attend FAN. WXPB Community Outreach Coordinator Meggie Shaeffer greeted MRHS Songwriting Class teacher Charles Penza and 15 students with an overview of the station including staff and departments. She explained some of the differences between commercial and public radio stations, including XPN's AAA format and she talked about XPN's efforts to support local artists. She described her role as coordinator for volunteers and XPN's intern program. Station volunteer Louis Landro provided a tour and spoke about XPN's history and brought attention to station artwork and memorabilia. In Studio Paul, Louis introduced the class to WXPB News Director Bob Bumbera. Bob spoke about his 25-year career at XPN and the station's approach to sharing the news with listeners, incorporating the days' events into the broadcast, often with a "lighter approach than news outlets," he said. He also informed the group that underwriting/ business support helps to fund the station, and that in his role on The Morning Show and as an announcer he is the voice for clients' on-air spots. Bob said that he also guest DJ's when needed and enjoys on-air fundraising during fund drives through the year. He spoke to the group about measuring listening, describing weekly cume. He talked about public radio station's involvement in the radio community, citing national annual events like the NON-COMMvention with multiple bands attended by radio station staff and people working in the music industry. Louis addressed the group about the importance of volunteering at public radio events and said that it is important for young people to become involved with something they are passionate about and enjoy. Bob's advice to students was "even though it may take longer than you expect, follow your passion first and the rest will follow." In XPN's World Cafe Performance Studio, Bob and Louis spoke about the acoustics and the range of notable artists that have been interviewed in the space for World Cafe and other programs. The students were enthusiastic and asked questions throughout the tour, including, "What would happen if the power went out and a band was recording a session?" Meggie explained that back-up generators are in place as part of being prepared for such emergencies. "How can artists get booked for a show and have their music played on-air?" Meggie shared that XPN hosts listen to music submissions from artists who submit their CDs or digital downloads to the Programming Department. Meggie also informed the students where they can find volunteer opportunities and internship opportunities for college students

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- on the website. After being led through the visually enjoyable and impressive hallway of musical guests' signatures, students attended FAN with artist, Ben Dickey.
- 3) Wardlaw and Hartridge School, Edison, NJ, 4/15/19. The Head of the Lower School, Sylvia Sollenberger Davis, M.S. Ed. contacted WXPN Associate Program Director and Dan & Dan Podcast Producer Mike Vasilikos to request a field trip for their students of WXPN's studios. Mike Vasilikos led the students joined by World Cafe Production Director Chris Williams and World Cafe Producer John Myers. Seventeen 5th grade students joined 3 students from the School's podcasting class to tour the studios where Mike demonstrated different types of recording equipment and spoke with them about recording audio and podcasting. John Myers covered tips about interview preparation including writing and structuring questions and editing and mixing audio. John noted that he was impressed with some of the student's questions. One asked about saying "um" and taking long pauses, wanting to know how much of that is edited out of interviews. They discussed the fine line between editing out "ums" and pauses while making sure that people weren't made to sound "so perfect that they sounded like robots."
 - 4) St. Mary's Nursery School, Philadelphia - WPXN Kids Corner Studio Tour, 7/9/19, 10:45 – Noon at World Cafe Live and WXPN Studios. WXPN Major Gifts Officer Kristina Dugan facilitated a connection between St. Mary's School teacher, Kevin Adickes and WXPN Community Outreach Coordinator Meggie Shaeffer to coordinate a visit for 11 K-4th grade students. St. Mary's Nursery School is located just 10 blocks from XPN and their visit would be part of that week's camp theme of music. They also visited other significant music sites in Philly that week, including The Mann Music Center and the Wanamaker Organ at Macy's. Meggie Shaeffer and Kids Corner Host Kathy O'Connell greeted the class. Kathy led the and introduced the theme, *The Science of Sound*, focusing their visit on acoustics. Kathy showed the class one of XPN's murals which begins on the top floor of World Cafe Live's Lobby and asked students to identify different objects in the colorful and eclectic piece of artwork. Moving downstairs, she showed them the "Tower of Babble" mural, a salute to music in Philadelphia. She asked them to pick out things they saw in the mural that related to music and spoke to how some of the featured images, like tapes and phonographs, were how music used to be played and transmitted to radio. She also pointed out the imagery of waves in the mural, which alluded to sound waves. Entering the downstairs area, Kathy pointed out artists' signatures on hallway walls of those who had performed at XPN. She led them into the soundproof World Cafe Performance Studio, where she split up the group so that half could stay inside and do a scream test for those outside. Kathy pointed out some features in the space that gave the music its great ambient sound. Lastly, the students visited Studio Paul where Kathy hosts Kids Corner. She talked about her volunteer experience at a public radio station in New York, WBAI and how her interests led to eventually hosting her own program. As a volunteer she learned about sound engineering and how to keep the station on-air, she said. In Studio Paul she demonstrated the use of sound effects for Kids Corner. Each student was invited to tell a story using their sound effects of choice, which all participated in. The class asked questions, were excellent participants, and several left saying, "I want to work here one day."
 - 5) The College of New Jersey, Pennington, NJ, 11/20/19, Noon-2PM. WXPN Senior Business Support Representative Suzy Swartz was invited by TCNJ Director of Marketing David Mudha to be a guest speaker at the College's American Marketing Association Charter Group. Suzy was then connected with Christopher Blum, the student leader of the association to speak to approximately 25 students at the monthly-scheduled meeting. Students were enrolled in various majors in the Business School: Marketing, Management, Communications, among them. Suzy provided a demographic overview of WXPN and how that information resonates with the station's underwriting partners. She described how the business support reps work to stimulate client support for XPN's marquee event, the XPoNential Music Festival. Her talk was followed by a Q&A period. Suzy described the attendees as engaged and interested to hear from someone in the radio segment and said that while this was not an internship fair, she directed students interested in internship and employment opportunities at XPN to the station's website. During Q&A, she was asked to describe an average day. After the session was completed, she remained to speak with individual students and shared her contact information.
 - 6) Upper Dublin High School, Music Industry program, Ft Washington PA – WXPN Studio Tour. Friday, 11/22/19, 10:30am-1:00pm at WXPN – Curren Conference Room and World Cafe Live Downstairs. Upper Dublin High School (UDHS) Music teacher Richard Smith and UDHS Educational Assistant Kathleen Szamboti brought the UDHS Guitar class and the Music Industry class to tour WXPN's studio and attend Free At Noon with local band, *Tommy Conwell and the Young Rumlbers*. WXPN Community Outreach Coordinator Meggie Shaeffer arranged for the visit of 50 high school students. WXPN's Kids Corner Producer and Host of the monthly Land of the Lost music program, Robert Drake led the group with long-

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time XPN volunteer, Louis Landro. Meggie, Robert and Louis greeted the group, providing an overview of Free At Noon (FAN) and shared that FAN is part of our non-profit radio programming initiative that provides the public, including XPN members, an opportunity to discover artists by attending free live performances which are also broadcast and available via live streaming. Robert discussed the importance for some smaller bands and artists of playing Free At Noon. XPN provides the opportunity for these bands to have greater audience exposure. Robert and Louis led 2 tours that included XPN's office space and studios describing the acoustical advantages of the World Cafe Performance Studio. The tour groups were led through XPN's studio hallways, packed with signatures many of the artists that have come to record sessions for World Cafe, Indie Rock Hit Parade or visited the station to perform for an event. Robert and Louis also explained the relationship between WXPB, a non-profit radio station and World Cafe Live, a for-profit venue and how we partner for Free at Noon and other events. Meggie Shaeffer spoke with the students in the Curren to share about her role as XPN's Community Outreach Coordinator and explain that XPN offered internship opportunities in Programming, Journalism, Marketing and other areas at the station for college students. Meggie discussed the Music Industry Class students' work to produce their own podcast. Katie Mower, Upper Dublin High School Special Education Assistant was also present to accompany the group. After the visit, Richard contacted Meggie to let her know that after the band's performance, Tommy Conwell handed his guitar to a student to let him play. He expressed his gratitude for the opportunity WXPB has extended to him and his students for the past several years and wrote, "we are looking forward to another informative tour and awesome concert." Mr. Smith also commented that the sound technician currently designing UDHS's new auditorium was a women-led business. He noted that more girls had joined the school's Music Industry program and observed that the program is growing and diversifying.

- 7) **WKHS - Kent County High School**, Worton, MD, 12/6/19. WXPB's broadcasts on WKHS, the student run radio station at Kent County High School. WXPB Broadcast Engineer Jared Styles, Director of Development Sachi Kobayashi and Program Director Bruce Warren participated in a workshop presentation at the high school for about 29 students. These students are enrolled in the "FM Broadcasting" pathway-- one of 9 CTE (Career Technology Education) programs at Kent County High School (KCHS). WKHS Station Manager, Chris Singleton stated that the KCHS Broadcasting program is the only one of its kind in the entire state of Maryland and is currently in their 46th year of operation. Students enter Level 1 as sophomores where they learn the basics of Communications, Sales & Marketing, Broadcast History and Technology. After the first quarter, they begin to learn station operations of running the board, news gathering & delivery, and digital audio production (Adobe Audition). As Juniors (Level 2), they are in the radio station every day on a rotational basis performing the various operations jobs. As Seniors (Level 3/4), they have class two periods per day and begin to focus on specific roles (news, music, production, and management level duties). Their website states that the school was founded in 1974 and is "one of the most powerful high school stations in the country. At 17,500 watts with flat terrain all around, the station's signal can be heard for up to 60 miles in any direction. In a time when many educational stations are being scuttled to divert funding elsewhere, we are proud to continue to inform and entertain our listening audience, while training the broadcasters of tomorrow. Primarily used as an educational training ground, WKHS trains high school students in broadcasting during the school day.

(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.

- 1) **Take Our Children To Work Day**. WXPB 3025 Walnut Street, Philadelphia and World Cafe Live Thursday, April 25, 2019, 10:00am – 11:45am. WXPB participated in the annual observance of Take Our Children To Work Day. It is notable that the yearly event, which has a long history as Take Our Daughters and Sons To Work Day, a 501(c)(3) non-profit educational program, changed to the title to show a unity between the genders renamed as Children. Equal opportunity is a hallmark of employment at The University of Pennsylvania. University staff were invited again to bring their children to work, but with an emphasis on exploring careers that grade school and high school students might embrace. It is not a day of xeroxing in the office where mom or dad work. While career options are emphasized, the embrace of the event as a family day is at its core. WXPB volunteer, Jim Piecara directed families through the station and came to meet with WXPB News and Sports Director Bob Bumbera. Bob greeted 19 children ages 5 through 17, and 10 parents in the studio hallway. He explained that there were 4 working studios named after John, Paul, George and Ringo. He asked if anyone knew who they were – the rowdy answer was proof that The Beatles will always be universal and timeless as their music. In XPN's Studio Paul, one of the parents

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asked how Bob got into broadcasting. Bob recounted his days in college, changing his major from Engineering at Drexel University to Communications where he found his love of the arts and he pursued the course of an English major. He found a place for himself on the air at Drexel's student station, WKDU and an internship on Philly's rock station, WMMR working with John DeBella on the morning show. Mornings suit Bob, and he explained that he leaves the house at 4:30AM without waking his family. He delights in the fact that at the end of his day, he has been able to share in his kids after-school activities because his schedule allows him to be home in the late afternoon with them. This is an important consideration when looking ahead to a career - a small piece of career advice that might get overlooked by kids who see before them the microphones and computers used to put his show on the air. Bob talked about mentoring interns from Penn and students from other Philadelphia area Universities. He noted that college students are a resource at WXPB who help with copy and getting Penn Basketball games on the air. He said that the interns sometimes get to hear what they sound like on air, too. With that in mind, 4 aspiring DJ's spoke into the mics while Bob recorded their voices for playback and to show which parts of the recording could be edited to make them tighter. Fifth grader, Analise spoke into the mic about dying her hair 7 times, red and purple are her favorite hues; Briaira is a high school senior ready to continue her education at West Chester University, she stated for the audience that she likes anything related to culture. Finn and his sister Hannah were next doing a great job of introducing themselves and love of sports. Nate is in 8th grade at Cynwyd Elementary School and said that he doesn't like his voice - "it's annoying!" Bob agreed that in the beginning everyone thinks his or her voice is annoying. He discussed with the kids how he used to tape his voice and listen to it in the car. One thing that he recalled from those early years was thinking, "I don't like this guy." He told them how he practiced, worked on his enunciation and developed a voice that sounded like his own, a voice and a guy he likes. After college he had mentors at his jobs. Those experiences, he said, were "as valuable as college. College is important and brings the academic experience to your life, but work experiences teaches valuable life lessons that you bring with you along your own path." He paraphrased the (former) Eagles quarterback, Nick Foles, when he spoke to a national audience about his Superbowl experience as a winning quarterback and shared that he had to fail first before succeeding. College, Bob said, was his first experience struggling at a subject, but that struggle led him to find a field he could succeed in. Listening and support from family was an important part of him recognizing that. These families were invited to stay and attend Session 2 WXPB's Kids Corner Live, a taping of a live radio segment with Kids Independent (Kindie) Artists, The Plants.

2) **Kids Corner Live**, World Cafe Live Philadelphia. Kids Corner Host Kathy O'Connell let the families know that she had been out sick so she stayed home to get well all week. She asked - what do you do when you are sick? Do you stay home? She explained that in her absence, Producer Robert Drake took over all the responsibilities of getting the broadcast on the air. Kathy said that since she was feeling a little better, she wanted to be present for Take Our Children to Work Day so that "you can see how totally cool my job is!" She instructed the families to applaud when she signaled because the show they were about to see was being taped for a Kids Corner episode that will be run during the week of Memorial Day (after May 27). She explained that each of them were participating in a live taping and they'd need to make some noise for the recording. Kathy introduced her audience of 22 adults and 33 children to her "friends and musicians who also had cool jobs making music, The Plants." The band talked about a new CD that would be released in the summer and played songs that had themes developed on creativity and imagination. The space at World Cafe Live Upstairs was full of the energy that coalesced between band and audience. Producer Robert Drake had clearly made great choice when he booked The Plants. Fans of The Plants from Penn who said they chose the live taping as a career day option. They had had The Plants CD playing in their car today. When they realized The Plants would be the guest band, and they were happy for their luck. Bob Bumbera, Kathy O'Connell, Robert Drake and others from XPN's programming department as well as the professional sound staff at World Cafe Live came together to give families a great career day experience. WXPB's professionals shared their own unique career experiences as they entertained and spoke honestly about career choices. We thank them for making it possible for XPN to participate in a family day. That's what Kids Corner show is all about and the day's sessions and taping were a living demonstration of that.

(g) 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 at 3025 Walnut Street, Philadelphia, PA 19104. Undergraduate students from the University of Pennsylvania are supervised by WXPB 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. WXPB hired 4 Penn

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students; 2 in the Marketing Department as Promotions Assistants, 1 Programming Assistant for World Cafe and 1 Membership Assistant.

- 2) WXPN FAN Volunteer program – The REAL Certificate program at Arcadia University. On May 2, 2019, WXPN Community Outreach Coordinator, Meggie Shaeffer received an email from Jessica Mattis the Director of The Raising Expectations for Academic Learning (REAL) Certificate School of Education at Arcadia University, Glenside PA. The REAL Certificate program at Arcadia University is a college program for students with intellectual and developmental disabilities. Ms. Mattis wrote regarding their student, Brian M. who had been at that time assisting as a volunteer at Free At Noon for several weeks. We are highlighting his support for WXPN because Ms. Mattis noted that Brian was enjoying his participation and looking forward to continuing over the summer. In fact he is still volunteering at FAN in March 2020. At Arcadia Brian takes classes, **hosts a radio show**, hangs out with peers, and is exploring different work options and ways to be involved with the community. She noted in her email that the other FAN volunteers have been very supportive of Brian and thanked Meggie and WXPN for making his volunteer experience such a positive one.
- 3) [Live at the Writers House](#) Recorded at Kelly Writers House (KWH), Locust Walk, University of Pennsylvania. *Live* is a collaboration between the Writers House and WXPN. Six episodes are recorded annually between the months of September and April at KWH in front of live audiences and scheduled for broadcast on WXPN. Kelly Writers House coordinator, Alli Katz and the KWH staff book guests; Alli and staff host and produce the episodes and delivers them to WXPN News Director Bob Bumbera. As Executive Director Live for *Live*, Bob listens in real time, filters, edits and schedules each session for on-air the following Thursday evening. The partnership provides a platform for these performances to be heard by XPN's radio audience, and also provides an experience for student assistants to air the series. The production enriches the local creative community and entertains a live audience. In addition to student performances, Philadelphia and regional poets, playwrights, and unique writers with unconventional backgrounds are represented. Musical guests are part of the series' production. During the reporting period the following sessions were recorded and produced: recorded **3/18/19-On-Air 4/4/19**: Student Writers featuring Carolyn Liu, Torinn Fennelly, Chelsey Zhu, Izzy Lopez, Christian Warrick, Musician: Earthboy; recorded **9/23/19-On-Air 9/26/19**: "Philly Game Mechanics" featuring game makers (Hosted by Jamie-Lee Josselyn) Jake O'Brien, Jessica Creane, Shawn Pierre, Corey Waite Arnold, Musician: Grant Bouvier; recorded **10/28/19-On-Air 10/31/19**: "Dead Parents Society " (Hosted by Jamie-Lee Josselyn) featuring Emily Harnett, Zoe Osbourne, Gianna DeMedio, Rachel Levy Lesser, Musicians: Ali Awan; recorded **11/18/19-On-air 11/21/19**: "The Word and the World" experimental poetry and sound (Hosted by Jamie-Lee Josselyn) featuring Eric Ruine, Myles Donovan, Eli Nixon, Izzy Sazak, Music: Persephone; recorded **10/27/20-On-Air 1/30/20**: Comedians, featuring Cassandra Dee, Dan Vertrano, Jillian Markowitz, John Deary, Nicole Phoenix, Musicians: Hannah & Josh; Recorded **2/24/20-On-Air 2/27/20**: One Book, One Philadelphia collaboration, featuring Native and Indigenous writers and performers, including: Herman Agoyo, Diente, Shelby Settles Harper.