

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2021 – March 22, 2022.

1) **Employment Unit:** The Board of Trustees of the University of Pennsylvania

2) **Unit Members (Stations and Communities of License):** WXPB(FM), Philadelphia, PA (FIN 68229)
WXPB(FM), Middletown, PA (FIN 87834)
WXPJ(FM), Hackettstown, NJ (FIN 9759)

3) **EEO Contact Information for Employment Unit:**

| | |
|----------------------------------------------------------------------------------------|-----------------------------------------------------|
| Mailing Address: 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) Marketing Manager | Careers@Penn - Univ of Pennsylvania HR website |
| (b) Director of Finance and Accounting | Careers@Penn -Univ. of Pennsylvania HR website |

Full-time job vacancy filled during the reporting period: 2

5.1) Job Title: Marketing Manager **Referral Source(s) of Hiree:** Careers@Penn – the 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) |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------|----------------------------------------------------------|
| Careers@ Penn – the University of Pennsylvania HR Website | Julie Garcia, SHRM-CP, Recruiter/Source Recruitment & Staffing / Penn HR | University of Pennsylvania HR Div., 3401 Walnut Street Philadelphia, PA 19104-6228 julietag@upenn.edu | 215-898-1303 | 3 | Yes |
| Other Internet Advertisement/ WXPB Website: | Brian Divver, Website Production Specialist | WXPB-FM, 3025 Walnut St. Philadelphia, PA 19104-3402 https://www.xpb.org https://xpb.org/about-xpb/jobs | 215-898-6677 | 1 | Yes |
| XPB On-Air | Debby Seitz/Erica Zito | 3025 Walnut Street Philadelphia, PA 19104 https://xpb.org dseitz@xpb.org ezito@xpb.org | Ph: 215-898-6677 | | |
| Other Internet Advertisement/ Greater Philadelphia Cultural Alliance Job Bank | Lauren Gilmore, Manager of Membership & Administration | 1315 Walnut St., St 732 Philadelphia, PA 19103 https://www.philaculture.org/what-we-do/job-bank laureng@philaculture.org | 215-399-3530 | | No |

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|---------------------------------------------------------------------------|---------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---|----|
| Other Internet Advertisement/ Corporation for Public Broadcasting | Carole Mah, Web Developer, CPB | 401 9th Street NW Washington, DC 20004-2129 https://www.cpb.org/jobline/cmah@cpb.org | 202-879-9600 | | No |
| Other Internet Advertisement/ All Access Music Group | | 24955 Pacific Coast Highway, Suite C303 Malibu, CA 90265 www.allaccess.com | 310-457-6616 | | No |
| Other Internet Advertisement/ PMBA – Public Media Business Association | Alisa Jackson Member Services Specialist | 1300 Piccard Drive, Suite LL 14, Rockville, MD 20850 info@pmbaonline.org ajackson@pmbaonline.org | P 240-844-3612 Direct 240.404.6491 | | No |
| Other Internet Advertisement/ PRPD website | Mollie Pollack, Business and Operations Manager | PO Box 82560 Pittsburgh, PA 15218 https://prpd.org/jobs mpollack@prpd.org | Ph: 412-243-4602 | | No |
| Other Internet Advertisement/ LinkedIn – WXPB | Posted by Kim Winnick, WXPB Marketing Director | www.linkedin.com https://www.linkedin.com/jobs/ | Ph: 215-898-6677 | 5 | No |
| Other Internet Advertisement/ Indeed | Aggregator | Indeed.com | | 1 | |
| Referred by Penn Employee | Debby Seitz, Marketing Manager and Suzy Swartz, Senior Sales Rep | WXPB, 3025 Walnut Street Philadelphia, PA 19104 | 215-898-6677 | 1 | No |
| Referred by Penn Employee | Self | Current Penn employee | 856-761-2649 | 1 | No |
| Referred by friend or family member | N/A | N/A | | 1 | No |
| Other Social Media Site/ WXPB Facebook | Posted by Kim Winnick, WXPB Marketing Director | WXPB, 3025 Walnut Street Philadelphia, PA 19104 https://www.facebook.com/885wxpb/?ref=page_internal | 215-898-6677 | 1 | No |

5.2) Job Title: Director, Finance and
Accounting

Referral Source(s) of Hire: Careers@Penn – the 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) |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------|-------------------------------------------------------------------|
| Careers@ Penn – the University of Pennsylvania HR Website | Julie Garcia, SHRM- CP, Recruiter/Source Recruitment & Staffing / Penn HR | University of Pennsylvania HR Div., 3401 Walnut Street Philadelphia, PA 19104-6228 julietag@upenn.edu | 215-898-1303 | 2 | Yes |
| Other Internet Advertisement/ WXPB Website: | Brian Divver, Website Production Specialist | WXPB-FM, 3025 Walnut St. Philadelphia, PA 19104-3402 https://xpb.org/about-xpb/jobs | 215-898-6677 | | Yes |
| XPB On-Air | Rachel Barrish/Erica Zito | 3025 Walnut Street Philadelphia, PA 19104 ezito@xpb.org rbarrish@xpb.org | Ph: 215-898-6677 | | |
| Other Internet Advertisement/ Greater Philadelphia Cultural Alliance Job Bank | Lauren Gilmore, Manager of Membership & Administration | 1315 Walnut St., St 732 Philadelphia, PA 19103 https://www.philaculture.org/what-we-do/job-bank laureng@philaculture.org | 215-399-3530 | | No |
| Other Internet Advertisement/ Corporation for Public Broadcasting | Carole Mah, Web Developer, CPB | 401 9th Street NW Washington, DC 20004-2129 https://www.cpb.org/jobline/cmah@cpb.org | 202-879-9600 | | No |

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| Name of Organization Notified of Job Vacancy | Contact Person | Address | Telephone Number | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|------------------------------------------------------------------------|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|----------------------------|----------------------------------------------------------|
| Other Internet Advertisement/ All Access Music Group | | 24955 Pacific Coast Highway, Suite C303 Malibu, CA 90265 www.allaccess.com | 310-457-6616 / | | No |
| Other Internet Advertisement/ PMBA – Public Media Business Association | Alisa Jackson Member Services Specialist | 1300 Piccard Drive, Suite LL 14, Rockville, MD 20850 info@pmbaonline.org ajackson@pmbaonline.org | P 240-844-3612 Direct 240.404.6491 | | No |
| Other Internet Advertisement/ PRPD website | Mollie Pollack, Business and Operations Manager | PO Box 82560 Pittsburgh, PA 15218 https://prpd.org/jobs mpollack@prpd.org | Ph: 412-243-4602 | | No |
| Other Internet Advertisement/ Diverse Issues in Higher Educ. | Penn HR | Posted via Penn HR partnership w/JobElephant / JobElephant.com Andy Boom , Dir. Bus. Development andy@jobelephant.com | Ph: 800.311.0563 | | Yes |
| Other Internet Advertisement/ Inside Higher Education | Penn HR | Posted via Penn HR partnership w/JobElephant / JobElephant.com Andy Boom , Dir. Bus. Development andy@jobelephant.com | Ph: 800.311.0563 | | Yes |
| Other Internet Advertisement/ Blacks in Higher Education | Penn HR | Posted via Penn HR partnership w/JobElephant / JobElephant.com Andy Boom , Dir. Bus. Development andy@jobelephant.com | Ph: 800.311.0563 | | Yes |
| Other Internet Advertisement/ Hispanics in Higher Education. | Penn HR | Posted via Penn HR partnership w/JobElephant / JobElephant.com Andy Boom , Dir. Bus. Development andy@jobelephant.com | Ph: 800.311.0563 | | Yes |
| Other Internet Advertisement/ HBCU Career Ctr. | Penn HR | Posted via Penn HR partnership w/JobElephant / JobElephant.com Andy Boom , Dir. Bus. Development andy@jobelephant.com | Ph: 800.311.0563 | | Yes |
| Other Internet Advertisement/ Indeed.com. | Penn HR | Posted via Penn HR partnership w/JobElephant / JobElephant.com Andy Boom , Dir. Bus. Development andy@jobelephant.com | Ph: 800.311.0563 | | Yes |
| Other Internet Advertisement/ Higher Ed Jobs. | Penn HR | Posted via Penn HR partnership w/JobElephant / JobElephant.com Andy Boom , Dir. Bus. Development andy@jobelephant.com | Ph: 800.311.0563 | | Yes |
| Other Social Media Site / El Concilio Facebook | Waleska Martinez, Exec. Asst., Admin. | El Concilio, 141 E. Hunting Park, Philadelphia, PA 19124 Waleska.martinez@elconcilio.net | Ph: 215-627-3100 | | No |
| Referred by Penn Employee | C. Rhodes Financial Analyst | WXPB, 3025 Walnut Street Philadelphia, PA 19104 https://www.xpn.org | 215-898-6677 | 1 | No |
| Referred by Penn Employee | B. Bumbera News Director | WXPB, 3025 Walnut Street Philadelphia, PA 19104 https://www.xpn.org | 215-898-6677 | 1 | |
| Referred by Penn Employee | Unnamed | Current Penn employee | 215-898-5000 | 1 | No |
| Other Social Media Site/ | Unnamed | | | 2 | No |

6) **Total # of Interviewees Referred:** For the period from March 23, 2021 through March 22, 2022 this Employment Unit interviewed 21 interviewees for full-time job vacancies.

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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) 2021 Rutgers Camden Internship Fair, Rutgers-Camden University, Campus Center 326 Penn St., Camden, NJ 08102; Wednesday November 3, 2021, 11:30am - 1pm.

Organizers: Cheryl A. Hallman - Assistant Dean/Director of Rutgers Camden Career Services.

WXPB Community Outreach Coordinator Kerrin Lyons visited Rutgers Camden in person for the Internship Fair. This was an opportunity to share information with the college of arts and sciences students regarding WXPB internships which give practical enrichment toward careers in media sales, digital content writing, public relations, graphic design, and media production. Approximately 20 organizations participated. Flyers for each open internship position for spring 2022 were presented along with QR codes that directed students to the Handshake site where the official internship description was listed. There were a total of 12 students that visited Kerrin at WXPB's table. Kerrin also had the opportunity to meet the Director of the Music Department Stefan Arnarson who agreed to share information about production centered internships to students specializing in music studio practicums.

- 2) 2022 Virtual Spring Career & Internship Fair, University of Pennsylvania, Philadelphia, PA; Friday, February 11, 2022, 11am-4pm.

Organizers: Penn Career Services Celestina Anino, Career Services Coordinator.

Organizations present: Over 70 organizations were present; some of the participating organizations included: Epic, iD Tech, Urban Teachers, Capital One, Dalberg Advisors, Kaiser Associates, Small Girls PR, The Children's Law Center, U.S. Equal Employment Opportunity Commission.

WXPB Community Outreach Coordinator Kerrin Lyons facilitated two virtual group sessions with Penn undergraduate students. Kerrin shared the background of the station and available internship and professional roles. The 30-minute sessions included information on the station mission, operation, distribution, programming, and events. Ten participants attended 2 sessions. This was a great opportunity to connect Penn students to paid internships newly offered through WXPB for summer 2022. Kerrin informed students about WXPB's ongoing partnership with Penn's Center for Undergraduate Research Fellowships that allows several positions in the WXPB programming department to be funded through Summer Humanities Internship Program (SHIP) 2022. By providing paid internships, WXPB broadens the opportunity for first generation and lower income students, who are unable to take on unpaid internships, to participate in enriching career development experiences. Following the fair, two students who attended the sessions applied for the Media Sales internship position which supports our underwriting department and two students applied to the Editorial Content Writer and World Cafe Programming internships through SHIP.

- 3) Klein Internship and Career Fair - Session 1: Advertising and Public Relations (Virtual); Temple University, Philadelphia, PA; Wednesday, February 16, 2022 11am - 2pm.

Organizer: Lu Ann Cahn Director Career Services

Organizations present: Over 30 organizations including WHY, AL DIA, Small Girls PR, and WRTI. WXPB Community Outreach Coordinator Kerrin Lyons facilitated two virtual group sessions with Temple undergraduate communications students providing background of WXPB and open internships. There were a total of 9 participants between both sessions. Following the sessions, one student applied for the paid Media Sales internship position.

- 4) Klein Internship and Career Fair - Session 2: Journalism/Broadcast/Audio/Video Production (Virtual); Temple University, Philadelphia, PA; Wednesday, February 18, 2022 11am - 2pm.

Organizer: Lu Ann Cahn Director Career Services.

Organizations present: Over 50 organizations including AL DIA, Fox Television Stations, Univision, Warner Music Group, Universal Music Group.

WXPB Community Outreach Coordinator Kerrin Lyons facilitated one virtual group session with Temple undergraduate communications students providing background of WXPB and open internships. The session was well attended with 18 participants. In addition to connecting undergrads with paid internship opportunities, there were several recent graduates that Kerrin connected to available professional roles. Kerrin was grateful for two participants who stayed after the 30-minute session to gain advice on which WXPB positions best connected with their skill sets. Both went on to apply for separate opportunities

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within WXPB: the full-time World Cafe Field Producer position, Photography and Editorial Content Writing internships.

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

Children's Music Network: Virtual Panel on Pumping Up Publicity & Promotion, March 7, 2022 at 7pm ET online. <https://childrensmusic.org/event-4695766>

Format: Panel discussion and Q&A with industry Pros:

- Beth Blenz-Clucas, Sugar Mountain PR
- Kenny Curtis, FinInk Media, 8 Pound Gorilla Records, Creator of Sirius XM's "Kids Place Live"
- *Kathy O'Connell, Host of Kids Corner, WXPB; Philadelphia*
- Jeffrey Cohen, Reviewer/Blogger Geek Dad and Mr. Jeff 2000
- Aaron Nigel Smith, Grammy-Nominated Artist & Founder of 1 World Chorus

Participants learn what works and how best to develop your own media campaign to get your music out there! CMN is honored to have a stellar line-up of industry professionals who will discuss best practices and strategies for promoting your next single or album release in these ever-changing times.

This event was part of a series of online Workshops Produced by Children's Music Network. The target audience was musicians who create music for kids and families. There was emphasis on information and materials aimed at those artists who are new to the Kindie (Kids Independent) Music field. Attendees also included radio disc jockeys, bloggers, and publicists as well as people interested in entering the field of publicity for family music.

Veteran family music publicist Beth Blenz-Clucas started the conversation with an overview of the steps musicians new to the field can take toward getting the attention of media (especially radio and satellite radio outlets).

There was general discussion of changes in the distribution of music for kids, transitioning from a world of CDs to online musical delivery and the challenges inherent for the artist, the media outlets and working publicists. This changing distribution landscape has enormous economic impact on kids' artists, coupled with the loss of live performances during Covid. At the same time, the changing educational landscape may require new approaches to combining education and entertainment for families.

Panelist Aaron Nigel Smith presented his own career path to illustrate a way of approaching publicity for recorded music. He talked about the importance of knowing who you are and what your purpose is, and to stick to that. To that end, there was a discussion among the panel regarding maximizing the artists' family, friends and fan base as a free labor force to assist in building a career (and brand).

Panelists Kenny Curtis and Kathy O'Connell talked about their individual preferences for submitting music for airplay. This was a conversation that touched upon the previous discussion of new forms of musical distribution.

Panelist Jeffrey Cohen (blogger) touched upon the use of videos for promotion and the introduction of TikTok as a force for publicity. He gave guidance regarding the number of videos to produce, where to send them and what to expect from them. The conversation touched upon the difference between full videos and clip reels for promotional purposes.

Beth Blenz Clucas and Kathy O'Connell offered guidance based on their own experiences regarding submission of material from the views of the publicist and the radio person. A conversation followed regarding the calendar, holidays and how soon before a holiday is appropriate to send calendar-related music for airplay.

Attendees took away 2 important points regarding the calendar and holidays:

- Holidays are a good time to recycle music from old albums, so it's appropriate to contact radio programs as a reminder
- It's important to submit holiday-themed music as far ahead of time as possible. Kathy O'Connell pointed out that the Kids Corner schedule planning (per Producer Robert Drake) means that the next holiday starts as soon as this one ends.

Attendees took away points:

- While hiring a publicist who specializes in family music has benefits, it is not required. A kids' music publicist knows how to navigate the system, create contacts and respond to a changing musical, educational and media landscape. For newer artists, there are many resources available. There were also suggestions about maximizing artist family, friends and fan base.

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- Co and the lack of live performances has had an enormous effect on the family music field. Artists are navigating new business models. Aaron Nigel Smith talked about the importance of diversifying and expanding options for hiring as much as possible.
- The new technological landscape has presented new opportunities for new voices to be heard. Aaron Nigel Smith (Grammy-nominated for “All One Tribe”) spoke to ways of forming collaborations across the globe.

Attendee Jim Cosgrove asked if the emphasis on themed albums means that traditional light fare no longer has a market. Panelists agreed it would be wrong to stop creating fun, happy un-themed music for families.

- (c) **Initiative #5: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.** WXPN Internship Program. Ongoing during regular business hours. Program Coordinator: Kerrin Lyons Community Outreach Coordinator worked with WXPN department supervisors to determine their needs for interns. 13 Undergraduates from 5 Universities and Colleges: University of Pennsylvania, Temple University, Chestnut Hill College, Mount Holyoke and Queens College served as interns at WXPN through the reporting period in the following departments: Programming: Morning Show/News Writers-3; World Cafe Production-1; World Cafe Programming Assistants-5; Editorial Content Writers (The Key)-3; Marketing: Graphic Design-1. WXPN offers the opportunity for local students to gain meaningful, hands-on experience at a nationally recognized leader in Triple-A radio to students studying media, production, engineering, journalism, marketing, public relations, photography, design, business, non-profit management and related fields. The internship program provides a practical extension and enrichment of student coursework to students. 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 access to music streaming and community information.** University of Pennsylvania, WXPN, 3025 Walnut Street, Philadelphia PA. Ongoing. WXPN’s website is a place to find information about music and related news and events in the community. To see what’s happening inside WXPN, visitors to the website are invited to view complete descriptions of staff and internship positions available. Internship positions are posted along with the corresponding downloadable applications which must be completed prior to job placement at <http://xpn.org/about-xpn/internships> Station members, listeners and other visitors can link directly to XPN staff job opportunities in the About section Jobs at <http://www.xpn.org/about-xpn/jobs>
 - 2) **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. The Greater Philadelphia Cultural Alliance leads, strengthens and amplifies the voices of more than 400 member organizations who generate over \$4.1 billion in economic impact for the region. Members, as well as the cultural community as a whole, count on the Alliance for signature research reports on the health and growth of the sector; grantmaking in partnership with the Pennsylvania Council on the Arts; robust professional development and membership services; marketing and audience development through signature audience engagement programs, Phillyfunguide.com and Funsavers; and leadership in policy and community engagement through our advocacy initiatives. The site includes features that help the user to find professional development opportunities from around the Greater Philadelphia region. Job postings are located at <http://www.philaculture.org/jobbank>. Two fulltime job openings WXPN posted to the website have been filled during the reporting period.
 - 3) **Careers@Penn jobs website https://www.hr.upenn.edu/PennHR/careers-at-penn University of Pennsylvania, Philadelphia, PA 19104-6205.** The University of Pennsylvania attracts people from across the region and around the globe to work and study. More than 25,000 faculty and staff help to create a richly diverse and thriving community in one of Philadelphia’s most vibrant neighborhoods. While jobs may differ, the University is united by their mission of research, teaching, and service, celebrating traditions and embracing innovation. Penn serves communities around the world, the nation, and in the city. Penn’s website <https://www.upenn.edu/> includes community based information and offers visitors information so they may get to know the city of Philadelphia providing information on topics ranging from recreation and the arts to education, employment, and housing, as well as a travel guide, tourism blog, and information about the campus. Penn supports career mobility and offers many avenues to success for its

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full- and part-time staff members. Penn's compensation package and benefits options help employees reach personal and professional goals, with programs and resources to help in career development. In 2022, Forbes and Statista selected the America's Best Large Employers 2022 through an independent survey applied to a sample of more than 60,000 American employees working for companies with more than 1,000 employees in the United States. Penn's comprehensive job site offers visitors the opportunity to apply for open positions. Two fulltime job openings WXPJ posted to the website have been filled during the reporting period.

- 4) **Corporation for Public Broadcasting website** <https://www.cpb.org/>. CPB supports public media programs and services that inform, educate, and enlighten the public – for free and commercial free – and that helps to strengthen civil discourse essential to American society. CPB requires all CSG-qualified public radio and television stations to engage in practices designed to reflect the diversity of the populations they serve. Diversity includes the elements of gender, age, race, ethnicity, culture, religion, national origin, and economic status. CPB is a private, nonprofit corporation created by Congress in the Public Broadcasting Act of 1967. CPB is the steward of the federal government's investment in public broadcasting and the largest single source of funding for public radio, television, and related online and mobile services. CPB's mission is to ensure universal access to non-commercial, high-quality content and telecommunications services. CPB strives to support diverse programs and services that inform, educate, enlighten and enrich the public. Through grants, CPB encourages the development of content that addresses the needs of underserved audiences, especially children and minorities. CPB also funds multiple digital platforms used by thousands of public media producers and production companies throughout the country. CPB's core values of collaboration, innovation, engagement, and diversity, help to inform our program investments system-wide. The CPB Jobline only accepts public media-related job listing submissions from organizations in public media. Via CPB's job website, <https://www.cpb.org/jobline> Two fulltime job openings WXPJ posted to the website have been filled during the reporting period.
- 5) **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 provides member stations with access to public media business news and to training opportunities. Two fulltime job openings WXPJ posted to the website <http://pmbaonline.org/IndustryJobs> have been filled during the reporting period.
- 6) **Greater Public, 401 N. 3rd Street, Suite 370, Minneapolis, MN.** Greater Public <https://greaterpublic.org/> is a national leader that enables local communities to sustain high-quality public media initiatives by fostering integrated and innovative business practices. The organization's website provides information related to marketing, individual giving and other sources of support, events and training to member stations, in addition to providing a job website. Two fulltime job openings WXPJ posted to Greater Public's industry job listing webpage <https://greaterpublic.org/jobs/> have been filled during the reporting period.
- 7) **El Concilio, 141 East Hunting Park, Philadelphia, PA.** <https://www.elconcilio.net/> The oldest Latino non-profit in Philly, Concilio is registered as a non-profit, 501© 3 corporation organization. Concilio provides equitable social, educational, health, and cultural services and opportunities to the community, and has a well-established reputation as a leader for the Latino community family services. All of Concilio's program services are free to the community. Concilio is also an art and cultural convener for the community's most significant and historic events whose mission *is to cultivate the strength and resilience of children and families, improve the quality of life in our community, and maintain our community's heritage, history, and culture.* Concilio was founded to recognize and voice the needs of Philadelphia's Puerto Rican and Latino communities. Their core value to improve the quality of life in the community has meant working with local government, community agencies, educational institutions, and the private sector. During the reporting period, WXPJ submitted 1 full time job opening for a Director of Finance and Accounting, which was posted to El Concilio's Facebook page on 12/17/21 and filled in February 2022.

(e) **Initiative #8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.**

- 1) **WXPJ Staff Meeting/Unconscious Bias In The Media.** March 24, 2021, 2PM – 4:30PM. Led by Minal Bopaiah, Founder and Principal Consultant with Brevity & Wit. WXPJ staff participated in an interactive presentation and discussion on the subject of recognizing and responding to bias with a focus on the workplace and interdepartmental situations.

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In response to concerns raised during this session and previous sessions on this and similar subjects, a new committee comprised of staff from a cross section of departments was formed to work toward themes of improved communication, diversity and inclusion. One of several staff building topics emerged including resources available to University of Pennsylvania/WXPN staff. In response, on 6/14, WXPN staff met with University of Pennsylvania Senior Talent and Organization Development Consultant Amma Napier and Senior Human Resources Staff and Labor Specialist Paul Pritchett for a 90-minute HR discussion.

- 2) WXPN staff participated in **2021 Preventing Harassment and Discrimination Training** via the online Everfi harassment prevention training module made available by CPB free of charge to all Community Service Grant (CSG) recipients. As required, all WXPN full and part time staff, including station management as well as intern and work study students working at WXPN completed annual training individually online from May 2021 until September 30, 2021. The training program covered three important topics: what constitutes acceptable and unacceptable workplace behavior; how to recognize harassment and bias when it occurs; how to report and respond to violators. The certification process records an individual's completion of the training module. Fulfillment of the requirement for 100% compliance was achieved.
- 3) **2021 Virtual NON-COMMvention** (May 5 -7, 2021). WXPN produces and presents an annual live music and conference session event attended by non-commercial, contemporary music radio stations and music industry representatives for connection, collaboration, and discovering new music and emerging artists. The 2021 Virtual NON-COMMvention provided attendees the opportunity for discussion about current issues in the public radio sphere. Held on the Pathable.com platform, registered attendees participated in in-session polls and provided comments with panelists and one another during session discussions via chat. The platform also enabled them to reconnect for one-on-one conversation in virtual private conference rooms.

2021 Virtual NON-COMMvention – Conference Session panel discussions/breakout sessions:

Programming in a Streaming, Data Driven, and TikTok Obsessed World: Why It Matters, Or Not

1:30 PM - 2:30 PM EDT on Wednesday, May 5. **Panelists:** Jim McGuinn, Program Director - The Current, KCMP; Paul Marszalek, Principal, The Top 22; Daniel Glass, Founder/CEO, Glassnote Records; Margot Chobanian, Assistant Program Director, The Colorado Sound, KJAC; Amy Kaplan, Head of Radio Promotion, Mick Management & 7S Management; Bruce Warren, WXPN Program Director.

A panel discussion about “new realities” of making programming decisions including: how streaming is impacting the music decisions being made at radio, how “hits” are now being determined by streaming data and virality scores, what “consumption” is and why it matters, and how radio needs to redefine how it makes decisions to serve current and future listeners.

noncomMUSIC Alliance: Towards a National Music Station Strategy & Public Radio Music Day

5:00 PM - 6:15 PM EDT on Wednesday, May 5. **Panelists:** Roger Lamay, General Manager, WXPN; Bill Johnson, General Manager, WRTI; Joni Lupovitz, Senior Director, Public Policy, NPR.

The noncomMUSIC Alliance is an association of public radio music stations across genres which advocates on policy issues around music licensing and copyright laws and amplifies the national impact of the stations. This session, open to all, was a planning discussion for the second annual national Public Radio Music Day and consideration of key common threads for the Alliance's national music strategy.

Stories of Victories As We Strive for Inclusive Programming

1:30 PM - 2:30 PM EDT on Thursday, May 6. **Panelists:** Ayana Contreras, Content Director, Vocolo/WBEZ; Bruce Warren, WXPN Program Director; Stacy Owen, Program Director, WFPK; Christine Sanley, Director of AAA Radio Promo, Co-Sign; Russ Borris, Music Director, WFUV; Byron Gonzalez, Program Director, Latin Alternative; Matt Reilly, Program Director, KUTX.

Stories of success in our push towards producing increasingly inclusive, diverse, and equitable radio programming. Panelists shared small personal stories of change to broader organizational change that have led to positive transformation.

Public Radio Video Update with NPR Music and VuHaus Group stations

4:30 PM - 5:30 PM EDT on Thursday, May 6. **Panelists:** Mark Abuzzahab, Program Director, VuHaus; Keith Jenkins, Sr. Director of NPR Visuals, NPR; Deidre Gott, Live Music Booker/Producer, KUTX; J. Michael Harrison, Host/Producer, WRTI; Kara Frame, Video Producer, NPR Music.

The panel showcased Public radio's video landscape over the last year including the challenges, successes, innovations, and how stations will evolve with video post-pandemic.

The Current State and Future of Indie Venues

5:30 PM - 6:30 PM EDT on Thursday, May 6. **Panelists:** Dayna Frank, CEO, First Avenue Productions; Amy Madrigali, Talent Booker, The Troubadour; Tobi Parks, Owner/Artist Director, xBk; Rev. Moose, Managing Partner, NIVA.

America's independent venues first found their collective voice in April 2020 in response to the COVID-19 pandemic when they created the National Independent Venue Association (NIVA). While totally shutdown for more than a year, NIVA's membership grew to represent 3,000 stages nationwide and these small business owners organized the successful advocacy effort to #Save Our Stages. That effort led to passage by congress of the \$16.5 billion Shuttered Venue Operator Grants offering a desperately needed lifeline to independent performance venues, movie theatres, Broadway theatres, zoos, museums and other similarly devastated businesses. Now focused on safely re-opening, hear from NIVA's leaders about the organization's plans for the future and how Non-Comm stations and NIVA members can work together to promote each other and their local and regional music scene.

Also on Thursday, May 6 from 3:00-4:30, a number of WXPB's essential member supporters, major donors, station sponsors and long-time NON-COMM volunteers were invited to attend the music showcases and render the listeners' vote in the A.T.O. Records Music Meeting, hosted by Songlines, Sean Coakley. New songs were rated by these listeners and industry professionals in a packed virtual roomful of radio programmers, consultants, syndicators, record label personnel, and independent promoters. In all, approximately 700 radio and industry professionals and invited affiliates attended NON-COMM including WXPB staff from all departments.

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

- 1) Germantown Friends School (GFS), March 15, 2022. WXPB Digital Content Editor/Producer and Host of XPB Local and What's The Frequency John Vettese led a group of 20 students, grades 6-8 through the office space and WXPB studios as part of a new mini-class program the GFS is initiating. The class incorporated the trip to WXPB as part of their project on "Philly Music." Vettese along with World Cafe Live Education (formerly known as Live Connections) Board Member and renown Philadelphia musician, Andrew Lipke, and World Cafe Live Education Program Coordinator Jacinda Arellano spoke to the class about significant artists in Philadelphia's music history and spoke about their own career paths.
- 2) **Beyond The Bars: Using Music to Interrupt Cycles of Violence.** July 23, 2021. WXPB Digital Content Editor/Producer and Host of XPB Local and What's The Frequency John Vettese participated in a virtual presentation to program participants. Headquartered in the Community Education Center on Lancaster Avenue in Philadelphia, Beyond The Bars is a 501c3 music and career planning program that is dedicated to interrupting the cycles of violence and incarceration in Philadelphia. Beyond the Bars focuses on providing positive and safe spaces where youth who have been impacted by violence or the incarceration system can express themselves and work to create pathways into music throughout the city with community partners. Music programs are run with a number of anti-violence and trauma informed programs throughout the city where students have an opportunity to learn the basics of songwriting and recording. When students identify music as a passion, they are brought into the program's transition team to receive further supports and lessons as they prepare to join one of their additional programs, the Student Driven Music Academy or Practical Producer Program where they will have ongoing support along their musical journeys. Lastly students can join a Teacher Training Track where they can continue to grow into becoming paid teachers for the next generation.

Through the program, middle to high-school level students are taught to play instruments, as well as songwriting, recording, mixing and other elements of music industry careers in after school and summer workshops. John spoke with the participants via Zoom about *XPB Local* specifically, and WXPB station activity generally to give them the inside perspective about the best way to get their music heard and how to produce their own video/live sessions. John also dedicated time to listening to some of the songs they were writing and to offer constructive criticism. Through John's association with program leaders, he invited musicians from the program to WXPB studios the previous year to record "Live at XPB" by Retro Imperfections. Their name is written on the wall among the many artists that have recorded in WXPB's World Cafe Performance Studio.

(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.

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Black Music City. Current/Ongoing. Black Music City calls upon Black creatives in the greater Philadelphia area (PA, NJ, DE) working in any creative medium to submit their project ideas honoring Philly's Black music history and apply for a project grant. The applicants submitted projects to tell clear, significant and relevant stories that fit the theme of this program in a unique, innovative style. Recipients of the grants received \$1,000 to \$3,500 to bring their projects to life. WXPB partnered with Philadelphia's non-commercial Classical and Jazz radio station from Temple University, WRTI and with REC Philly to meaningfully assist young Black artists across multiple disciplines to develop their artistic career pursuits creating Black Music City. The grant applications were accepted 12/14/20-1/25/21. Twenty-three grant recipients were selected in February 2021 and worked on their projects with their grant funding, starting in March 2021 with a submission deadline of 5/27/2021. The awardees' projects were submitted to a committee of prominent Black Philadelphia professionals in the arts, media, and business who judged the final round of applicants who were given a total of \$49,000 in grant funding. The work was showcased and exhibited during African American Music Appreciation Month in June 2021 on Saturday, Juneteenth, at REC Philly, the coworking space for Philadelphia creatives with which WXPB partners. The next Black Music City awards presentation will take place in Philadelphia on June 19, 2022. Leading up to this second event, eligible applicants in the greater Philadelphia area applied for available grants by the deadline of 1/17/2022. A committee of Black Philadelphia professionals judged the final round of applications and announced 43 grant recipients working in a range of creative mediums on 2/15/22. The grantees and their completed projects will be featured in specially produced Black Music City videos and celebrated in a Juneteenth event on June 19, 2022 promoted by the project's partners to the broader Philadelphia arts community and beyond.

(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) **Careers@Penn jobs website** <https://www.hr.upenn.edu/PennHR/careers-at-penn> **University of Pennsylvania, Philadelphia, PA 19104-6205.** The University of Pennsylvania attracts people from across the region and around the globe to work and study. More than 25,000 faculty and staff help to create a richly diverse and thriving community in one of Philadelphia's most vibrant neighborhoods. While jobs may differ, the University is united by their mission of research, teaching, and service, celebrating traditions and embracing innovation. Penn supports career mobility and offers many avenues to success for its full- and part-time staff members. Penn's compensation package and benefits options help employees reach personal and professional goals, with programs and resources to help in career development. Through a partnership with advertising vendor, JobElephant, WXPB's open jobs are now uploaded and posted with [JobElephant](#) to expand recruitment advertising at an array of online publications as part of Penn's ongoing effort to attract a diverse and talented applicant pool. JobElephant has automation in place to pull all [newly posted jobs](#) in Penn's Workday system and post them to [Inside Higher Ed \(IHE\)](#), [Diverse Issues in Higher Education](#), and [Indeed.com \(free/organic\)](#) and more recently is also administering Penn's job advertising subscriptions with the following publications and services: [BlacksInHigherEd.com](#); [DiverseEducation.com](#); [TheHBCUCareerCenter.com](#); [HigherEdJobs.com](#); [HispanicsinHigherEd.com](#); [Women in Higher Education \(www.wihe.com\)](#). During the reporting period, WXPB submitted 2 fulltime upper-level job openings to Careers@Penn: Marketing Manager and Director of Finance and Accounting. The Director of Finance and Accounting job was also listed in each of the online publications noted in this description.
- 2) **Corporation for Public Broadcasting website** <https://www.cpb.org/>. CPB supports public media programs and services that inform, educate, and enlighten the public – for free and commercial free – and that helps to strengthen civil discourse essential to American society. CPB requires all CSG-qualified public radio and television stations to engage in practices designed to reflect the diversity of the populations they serve. Diversity includes the elements of gender, age, race, ethnicity, culture, religion, national origin, and economic status. CPB's mission is to ensure universal access to non-commercial, high-quality content and telecommunications services. CPB strives to support diverse programs and services that inform, educate, enlighten and enrich the public. CPB's core values of collaboration, innovation, engagement, and diversity, help to inform our program investments system-wide. The CPB Jobline only accepts public media-related job listing submissions from organizations in public media. Via CPB's job website, <https://www.cpb.org/jobline> WXPB submitted 2 fulltime upper-level jobs in the reporting period for a Marketing Manager and for Director of Finance and Accounting.

- 3) **El Concilio, 141 East Hunting Park, Philadelphia, PA.** <https://www.elconcilio.net/> The oldest Latino non-profit in Philly, Concilio is registered as a non-profit, 501© 3 corporation organization. Concilio provides equitable social, educational, health, and cultural services and opportunities to the community, and has a well-established reputation as a leader for the Latino community family services. All of Concilio's program services are free to the community. Concilio is also an art and cultural convener for the community's most significant and historic events whose mission *is to cultivate the strength and resilience of children and families, improve the quality of life in our community, and maintain our community's heritage, history, and culture.* Concilio was founded to recognize and voice the needs of Philadelphia's Puerto Rican and Latino communities. Their core value to improve the quality of life in the community has meant working with local government, community agencies, educational institutions, and the private sector. During the reporting period, WXPB submitted 1 fulltime upper-level job opening for a Director of Finance and Accounting, posted to El Concilio's Facebook page on 12/17/21.

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

- 1) WXPB staff participated in **2021 Preventing Harassment and Discrimination Training** via the online Everfi harassment prevention training module made available by CPB free of charge to all Community Service Grant (CSG) recipients. As required, all WXPB full and part time staff, including station management as well as intern and work study students working at WXPB completed the annual training individually from May 2021 until September 30, 2021. The training program covered three important topics: what constitutes acceptable and unacceptable workplace behavior; how to recognize harassment and bias when it occurs; how to report and respond to violators. The certification process records an individual's completion of the training module. Fulfillment of the requirement for 100% compliance was achieved.
- 2) DEI Forums for Members and National Leaders – April 2021 – September 2021.
In June 2020 SRG set out a multi-part plan to improve the quality and impact of members' journalism by better reflecting the diversity of our communities based on discussions at SRG retreats and board meetings, member surveys, commentaries from the field, and audience data. SRG has since expanded its diversity and inclusion efforts to members' music stations, which both share some challenges with news operations, but also have their own paths and opportunities by convening forums for "what comes next" in members' work to advance diversity, equity, and inclusion:
 - Peer-to-peer exchanges that are especially and uniquely germane to SRG members
 - Specific actions that can be applied across local public media organizations
 - Concrete results as members achieve them.

During the reporting period, WXPB GM Roger LaMay and Associate GM Quyen Shanahan participated in the forums including:

Launching the Race & Justice Unit at WNYC New York, 9.30.21: Jami Floyd, Senior Editor, and Arun Venugopal, Host and Senior Reporter, Race & Justice Unit, WNYC

A Business Case for Diversity and Blueprinting the Needed Change - APM | MPR, 9.23.21: Morris Goodwin, SVP and CFO; Craig Helmstetter, Managing Partner, APM Research Lab; Nam Provost, Director, Diversity & Inclusion – with Dave Kansas, EVP and COO, and Duchesne Drew, President, MPR Black Music City Showcase, Philadelphia Inquirer, Inclusive Talent Strategies | Bush Foundation 5.27.21: Stephanie Andrews, Talent, Learning, and Evaluation Director

KPCC | LAist Los Angeles, 4.15.21: Ashley Alvarado, Director of Community Engagement, Kristen Muller, Chief Content Officer, and Herb Scannell, President and CEO

The forum titled, Collaborations to Support Black Music on 6.3.21 was presented by Bill Johnson, WRTI Station Manager, and **WXPB General Manager Roger LaMay**. This forum was directly connected to the station collaboration underway to support new projects that “recognize and honor the influence of Philadelphia's Black Music history” also known as Black Music City. The powerful intersections across rebuilding pandemic disrupted local music and supporting Black artists was the focus. The work of Black Music City provides cash rewards to black creatives for their projects in music and other arts to reflect the City's Black music heritage and to support their goals in the arts.

(j) ***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 Kerrin Lyons and Marketing Manager Rachel Barrish. 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 1 Penn student in the Marketing Department as a Promotions Assistant during the reporting period.
- 2) **Sound Check Advisory Board.** Ongoing, 3rd Wednesday of each month, one hour, virtually. Sound Check Advisory Board is a collective of 12 locally based WXPB enthusiasts that represent the younger demographic of WXPB's membership and listening audience. Moderated by Community Outreach Coordinator Kerrin Lyons and Membership Manager Emily Pavie, this group convenes virtually for one hour each month to discuss ways to support station promotions, initiatives, and events. Whenever employment and internship opportunities are available, they are shared with the advisory board. Recently, we had one advisory member apply for a temporary position vacancy in summer 2021. Although the advisory member was not selected for the position, their expression of interest was a positive indicator of how this advisory board can be leveraged for broader recruitment efforts.
- 3) **Live at the Writers House.** (In light of COVID-19 restrictions the series' hosts, performers and bands recorded their performances remotely in Spring 2021. By fall, 2021 performances were held before live, limited audiences. Kelly Writers House (KWH), Locust Walk, University of Pennsylvania. *Live* is a collaboration between the Writers House and WXPB and include organizations in the community. Six episodes were recorded between the months of March 2021 and March 2022 and scheduled for broadcast on WXPB. Kelly Writers House coordinator, Alli Katz and the KWH staff book guests; Alli hosts and produces the episodes and delivers them to WXPB News Director Bob Bumbera, Executive Director for *Live*. During this reporting period, the pre-recorded audio was edited for pre-produced shows. The partnership provides the platform for these performances to be heard by WXPB's radio audience, and provides an experience for student assistants to work with WXPB to air the series. The production enriches the local creative community, live audience and listeners. In addition to student performances, Philadelphia and regional writers from a variety of backgrounds are represented. Musical guests are part of the series' production. During the reporting period the following sessions were recorded and produced:
 - April 2021: "Undergraduate Writers" Produced by Alli Katz and hosted by Jamie-Lee Josselyn. Recorded remotely by each of the performers to help prevent the spread of COVID. Performers: Wes Matthews, Sof Sears, Devon Inman, Lizzy Lemieux, Ollie Kim Dupuy. With Musical Guest, Karen Kim. Recorded 3/29/21- WXPB On-Air 4/1/21.
 - October 2021: "The Cannery Reading Series (a West Philly based reading series)" Organized by Matt Jakubowski and Christine Kendall. Recorded live with a limited audience. Featured Readers: Christine Kendall, Elaine Kauder, Vichet Ou, Athena Dixon, Matt Jakubowski. Musical Guest: Emily Bate. Recorded 9/27/21-WXPB On-Air 10/7/2021.
 - November 2021: "West Philly Community Poem" a community writers project using a collection of typewriters set up at the LaPearl Beauty Emporium, Lancaster Ave, Philadelphia. Produced and hosted by Alli Katz. Recorded before a live, limited audience. Readers: Marshall James Kavanaugh (reading community poems); Carlos Jose Perez Samano (reading community poems from a project in North Philly), LindoYes, Cashmere Harper, Christopher KP Brown. Musical Guest, Karen Smith. Recorded 10/25/21-WXPB On-Air 11/4/21.
 - December 2021: "Sci-Fi, Fantasy, and Speculative fiction" Produced and hosted by Alli Katz. Recorded before a live, limited audience featuring Alex Butler, Hector Cruz, Fran Wilde, Elektra Hammond, Raven Green, Gerard St. George. Musical Guest: Janel. Recorded 11/29/21 – WXPB On-Air 12/16/21.
 - January 2022: "You Can't Kill A Poet" trans and gender non-conforming poets, co-organized by Boston Gordon, produced by Alli Katz before a live, limited audience, featuring Boston Gordon, Quinn Rodriguez, Prakash Mishra, Laren Yates, Alina Pleskova. Musical Guest: Foster Longo. Recorded 12/14/21; On-air 1/20/22
 - March 2022: "Comedy Writers" co-organized by Yvonne Jones, produced by Alli Katz before a live, limited audience featuring Yvonne Jones (performing as) Yvie Rocks, Leigh Hopkins, Mike

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Ingram, Brandon Vincent Jackson, Martha Cooney. Musical Guest, Jillian Markowitz. Recorded 12/15/21; On-Air 3/10/22.

- March 2022 (recorded): “Penn Undergrad Live” Hosted by Zach Carduner. This taping featured six writers from Penn’s Class of 2022 — Jamie Albrecht, Jessica Bao, Mehek Boparai, Rowana Miller, Erinda Sheno, and Chelsey Zhu. With musical guest Grant Pavol. Recorded 3/21/2022-scheduled air date: 4/7/22.