

**WBEB - EEO Public File Report  
April 1, 2015 to March 31, 2016**

**A. Full-Time Vacancies Filled During Past Year**

Job Title	Date Filled
1. Local Sales Assistant	1/26/2016
2. Director of Sales	2/16/2016
3. Afternoon On-Air Talent	3/15/2016

**B. Recruitment / Referral Sources used to Seek Candidates for Each Vacancy**

\* Requested Information

\*\* Hired

n/a - general mailing not completed due to specialty nature of the position

Source	Contact Person	Address	Telephone #	Referred Person Interviewed					
				Job					
				1	2	3			
Career Builders.com	*	*		3	0	n/a			
Monster.com	*	*		0	0	n/a			
Courier Post	Want Ads	P. O. Box 5300 Cherry Hill, NJ 08034	856-663-7100	0	0	n/a			
Inquirer	Want Ads	400 N. Broad Street	215-854-5866	0	0	n/a			
Philadelphia Ad Club website	Job Listings			0	0	n/a			
WBEB On-Air	WBEB Manager	225 E City Ave Bala Cynwyd, PA 19004	610-667-8400	1	n/a	n/a			
WBEB Website	"	"	"	0	0	0			
WBEB In-House Posting**	"	"	"	1	1	4			
WBEB Employee Referrals	"	"	"	0	0	0			
Industry Referrals	"	"	"	0	0	1			
Word of Mouth	"	"	"	0	1	1			
Inside Radio**	Gene McKay		fax: 877-270-3998	n/a	3	n/a			
Tom Taylor Newsletter	Kristy Scott		fax: 818.337.2259	n/a	1	n/a			
All Access**	Want Ads	28955 Pacific Coast Highway Suite 210-5 Malibu, CA 90265		n/a	0	7			
40 Plus of Philadelphia*	President	P.O.Box 36640 Philadelphia, PA 19107		0	0	0			
A.P.M.*	Jesus Sierra	600 West Diamond Street Philadelphia, PA 19121		0	0	0			
ABE Program*	Vilma Lopez	Christ Church, 3554 N 6th St Philadelphia, PA 19140		0	0	0			
African Amer Chamber of Comm*	Jameel Akome	701 Market Street Philadelphia, PA 19102		0	0	0			
American Legion*		Post 840, 4319 N 5th Street Philadelphia, PA 19140		0	0	0			
American Women in Radio & TV*		8405 Greensboro Drive, Ste 800 McLean, VA 22102		0	0	0			
Asia Center*		6055 North Fifth Street Philadelphia, PA 19120		0	0	0			
Asian Amer Women Coalition*		c/o Design Service, 123 Chestnut Philadelphia, PA 19106		0	0	0			
Asian Americans United Inc*		801 Arch Street Philadelphia, PA 19107		0	0	0			
ASPIRA of Pennsylvania *		4322 N 5th Street Philadelphia, PA 19140		0	0	0			
Assn Nat'l Personas Mayores*		3150 N Mascher Street Philadelphia, PA 19133		0	0	0			
Assn Puertorriquenos En Marcha*		2147 N 6th Street Philadelphia, PA 19122		0	0	0			
Black Aged*		511 N Broad Street Philadelphia, PA 19123		0	0	0			

Source	Contact Person	Address	Telephone #	Referred Person Interviewed				
				Job				
				1	2	3		
Camden County College *	Jacqueline R. Tenuto	P. O. Box 200 Blackwood, NJ 08012	856-227-7200	0	0	0		
Camden OEO Urban Women's Center*		530 Cooper Street Camden, NJ 08102		0	0	0		
Career Strategies of 50+*		1845 Walnut Street, 7th Fl Philadelphia, PA 19103		0	0	0		
CASA Practice*		511 Grape Street Vineland, NJ 08360		0	0	0		
Catholic Social Services of Philadelphia*	Rev. Timothy C. Senior	222 N. 17th Street Philadelphia, PA 19103	215-587-3903	0	0	0		
Center for New Americans *	Amy Hong	1211 Chestnut Street, R 206 Philadelphia, PA 19107	215-569-8150	0	0	0		
Chinese Cultural & Community Center*		125 N 10th Street Philadelphia, PA 19107		0	0	0		
Community College of Philadelphia*	Tarsha Scoven	1700 Spring Garden St. Philadelphia, PA 19130	215-496-6174	0	0	0		
Congresso de Latinos Unidos*	Mary Drake	216 W. Somerset Street Philadelphia, PA 19133	215-599-2700	0	0	0		
Connecticut School of * Broadcasting	Hope L. Willis	One Cherry Hill, Ste 203 Cherry Hill, NJ 08002	856-755-1200	0	0	0		
Delaware Co. Services * for the Aging	Marilyn Mahan	206 Eddystone Avenue Eddystone, PA 19022	610-499-1942	0	0	0		
Delaware Technical & Community College *		333 Shipley Wilmington, DE 19801		0	0	0		
Dept. of Labor and Industry * CareerLink	James Gertz	1855 New Hope Street Norristown, PA 19401	610-270-3429	0	0	0		
Dept. of Public Assistance *	John Pasquariello	1400 Spring Garden St. Philadelphia, PA 19133	215-560-1015	0	0	0		
Diversified Community Svcs*		101 Ellsworth St Philadelphia, PA 19147		0	0	0		
Employment Outreach Project Corp*		901 E Street, NW Washington, DC 20004		0	0	0		
Experience Works *	Susanne Valencia	P. O. Box 2783 West Lawn, PA 19609	610-670-7705	0	0	0		
Federation of Jewish Agencies*		22 S 16th Street Philadelphia, PA 19102		0	0	0		
Fellowship Commission*		1300 Spruce Street Philadelphia, PA 19107		0	0	0		
Fellowship Farm *	Debbie Mason	RD 3 Pottstown, PA 19464	610-326-3008	0	0	0		
First State Project with * Industry	Merrie G. Bailey	1007 N. Market Street Du Pont Building D-2062 Wilmington, DE 19801	302-774-4550	0	0	0		
Freedom Ministries*		888 Foulkrod Street Philadelphia, PA 19124		0	0	0		
Friends Neighborhood Guild *	Margaret Giron	704 W. Girard Avenue Philadelphia, PA 19123	215-923-1544	0	0	0		
Gateway Employment * Resources	Tina Richards	115 W. Germantown Pike Suite 300 Norristown, PA 19401	610-272-1411	0	0	0		
Greater Philadelphia Urban * Affairs Coalition	Bonnie Morgan	714 Market Street Philadelphia, PA 19102	215-851-1702	0	0	0		
Hire Ability *	Richard Massaro	6 Franklin Plaza Philadelphia, PA 19102	215-587-3439	0	0	0		
Latina MOMobile *	Maria Rosa	100 E. Lehigh Ave. #107A Philadelphia, PA 19125	215-427-7067	0	0	0		
Lincoln University *	Ralph .Simpson	MSC #186, P. O. Box 179 Lincoln University, PA 19352	610-932-8300	0	0	0		

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				1	2	3			
Lutheran Settlement House *	Kate Hyzer	1340 Frankford Avenue	215-426-8610	0	0	0			
	Jim Wilder	Philadelphia, PA 19125							
Mayor's Commission on * Services to the Aging	Larry Kovnat	100 S. Broad St., Ste 401	215-686-8466	0	0	0			
Muhlenberg College *	Linda Garrow	400 Chew Street	484-664-3170	0	0	0			
		Allentown, PA 18104							
National Association of Broadcasters	Website	1771 N Street, NW	202-429-5300	0	0	0			
		Washington, DC 20036							
National Assn. of Hispanic * Journalists	Michele Vignoli	1000 National Press Building	202-662-7483	0	0	0			
		529 14th Street, NW							
		Washington, DC 20045							
New Directions & Training * Program	Jeffrey Blumberg	Broad & Spring Garden Sts.	215-560-3283	0	0	0			
		Rm 901, State Office Building							
		Philadelphia, PA 19130							
New Jersey Dept of Labor *	Maria Capagna	Bureau of Employment Service	856-614-3154	0	0	0			
		2600 Mt. Ephraim Avenue							
		Camden, NJ 08104							
North Hudson Community * Action Corp.	Noel Gaston	5301 Broadway	201-866-9320	0	0	0			
		West New York, NJ 07093							
North Light Community Center*	Irene M. Madrak	175 Green Lane	215-483-6728	0	0	0			
		Philadelphia, PA 19127							
OVR *	Lee Wendkos	1875 New Hope Street	484-250-4340	0	0	0			
		Norristown, PA 19401							
Pennco Tech *	Gina Pendleton	99 Erial Rd., PO Box 1427	856-232-0310	0	0	0			
		Blackwood, NJ 08012							
People's Emergency Center *	Diane Crouthamel	315 N. 39th Street	215-382-7523	0	0	0			
		Philadelphia, PA 19104							
Philadelphia County Assis- tance Office	Carol Ramchandani	State Office Bldg., Rm 901	215-560-3275	0	0	0			
		1400 Spring Garden Street							
		Philadelphia, PA 19130							
Philadelphia Workforce * Development Corp.	Denise Prescod	One Penn Center	215-854-1990	0	0	0			
		1617 J.F.K. Blvd., 13th Floor							
		Philadelphia, PA 19103							
Puerto Rican Action * Board, Inc.	Ann Hilda Merced	53 Joyce Kilmer Avenue	732-828-4555	0	0	0			
		P. O. Box 25							
		New Brunswick, NJ 08903							
Puerto Ricans Unity for * Progress, Inc.	Maria Dresher	427 Broadway	856-541-1418	0	0	0			
		Camden, NJ 08104							
S.O.C.C.A. *	Employment Placement	6000 Baltimore Avenue	215-476-8702	0	0	0			
		Philadelphia, PA 19143							
Salvation Army - Tabernacle *	Aracelis Rosario	Mascher & Allegheny Ave.	215-423-9300	0	0	0			
		Philadelphia, PA 19133							
Seniors at Work *	G. Williams	1211 Chestnut Street	215-864-7950	0	0	0			
		Philadelphia, PA 19107							
Temple University *	Nancy Vann	2nd Floor, Mitten Hall	215-204-7981	0	0	0			
		Broad and Berks Mall							
		Philadelphia, PA 19122							

Source	Contact Person	Address	Telephone #	Referred Person Interviewed				
				Job				
				1	2	3		
Hon. Anna C. Verna *	Diana Candelora	President, City Council Room 405 City Hall Philadelphia, PA 19107	215-686-3412	0	0	0		
Hon. Blondell Reynolds Brown *	Beth Strain Berry	City Council Room 580 City Hall Philadelphia, PA 19107	215-686-3438	0	0	0		
Hon. Chaka Fattah *	Tia Watson	United States Congress 4104 Walnut Street Philadelphia, PA 19104	215-387-6404	0	0	0		
Hon. Christine M. Tartaglione *	Connie DeLury	Pennsylvania Senate 1061 Bridge Street Philadelphia, PA 19124	215-533-0440	0	0	0		
Hon. Darrell Clarke *	Teri Comer	City Council Room 484 City Hall Philadelphia, PA 19107	215-686-3442	0	0	0		
Hon. Frank DiCiccio *	Kite	City Council Room 322 City Hall Philadelphia, PA 19107	215-686-1981	0	0	0		
Hon. Frank Rizzo *	Donald Tippett	City Council City Hall Philadelphia, PA 19107	215-686-2076	0	0	0		
Hon. Harold James *	Willow Rhoades	PA House of Representatives 1423 Point Breeze Avenue Philadelphia, PA 19143	215-462-3308	0	0	0		
Hon. James R. Roebuck, Jr. *	Curtis Jones	PA House of Representatives 4800 Baltimore Avenue Philadelphia, PA 19143	215-724-2277	0	0	0		
Hon. Jannie Blackwell *	Harry Way	City Council City Hall Philadelphia, PA 19107	215-686-3418	0	0	0		
Hon. Jewell Williams *	Ruth Robinson	PA House of Representatives 2224 N. Broad Street Philadelphia, PA 19132	215-763-2559	0	0	0		
Hon. Marian B. Tasco *	Deborah Johnson	City Council Room 577 City Hall Philadelphia, PA 19107	215-686-3454	0	0	0		
Hon. Ronald Raymond *	Charles Hollenden	PA House of Representatives 1337 Chester Pike Sharon Hill, PA 19079	610-534-1002	0	0	0		
Hon. Ronald G. Waters *	Bette Gaston	PA House of Representatives 6027 Ludlow Street, Unit A Philadelphia, PA 19139	215-748-6712	0	0	0		
Hon. Rosita C. Youngblood *	Keith Hill	PA House of Representatives 5319 Greene Street Philadelphia, PA 19144	215-849-6426	0	0	0		
Hon. Shirley Kitchen *	Gwendolyn Murray	Pennsylvania Senate 1701 W. Lehigh Avenue Philadelphia, PA 19132	215-227-6161	0	0	0		
Hon. Thaddeus Kirkland *	Joan Neal	PA House of Representatives 20 East Fifth Street Chester, PA 19103	610-876-6420	0	0	0		
Hon. W. Curtis Thomas *	Barbara Peek	PA House of Representatives 1348 W. Girard Avenue Philadelphia, PA 19123	215-232-1210	0	0	0		
The Lighthouse *	Job Resource Center	152 West Lehigh Avenue Philadelphia, PA 19133	215-425-7802	0	0	0		
Urban League of Lancaster County *	Lesley Anderson	502 South Duke Street Lancaster, PA 17602	717-394-1966	0	0	0		
Ursinus College *	Carla Mollins Rinde	P. O. Box 1000 Collegeville, PA 19426	610-409-3599	0	0	0		
Women's Community Revitalization Project *	Irene M. Dougherty	407-11 Fairmount Avenue Philadelphia, PA 19123	215-627-5550	0	0	0		
WORC *	Ana C. Rodriguez	2010 Chestnut Street Philadelphia, PA 19103	215-564-5500	0	0	0		

**C. Total Number of Persons Interviewed for All Full-Time Vacancies Filled during the Past Year** 7

**Total Number of Persons Interviewed for All Full-Time Vacancies filled during the Past Year, by Referral Source:**

	Total # Interviewed	Female	Minority
CareerBuilder.com	3	3	1
WBEB On-Air Announcements	1	0	0
WBEB In-House Posting	6	4	0
Word of Mouth	2	1	0
Industry Referrals	1	1	0
Inside Radio	3	1	1
Tom Taylor Newsletter	1	1	0
All Access	7	3	3
<b>Totals:</b>	<b>21</b>	<b>11</b>	<b>4</b>

The station is satisfied with the results of its efforts to recruit a diversified pool of applicants.

**D. Outreach Activities**

**1. Job Fairs**

Listed personnel attending have hiring capabilities

Date	Description	Personnel Attended
10/1/2015	LaSalle University	Christian D'Antonio - Event Manager Tiffany Bryant - Marketing Coordinator
3/30/2016	Temple University	Bonnie Hoffman - Marketing Director Christian D'Antonio - Event Manager
3/31/2016	LaSalle University	Chris Sarris - Chief Engineer Christian D'Antonio - Event Manager

**2. Additional Recruiting Efforts**

Date	Description	Personnel Attended
3/14/2016	Guest Speaking Engagement - Temple University Broadcast Journalism Class Topic: "Broadcasting - It's Not Just About Reading" This 45 minute session included discussion of the various careers available within the Broadcasting Industry and allowed time for students to ask questions.	Jim Loftus - President/CEO

**3. Internship Program**

See Attachments I and II for a description of the programs.

Attachment I

D. Outreach Activities (con't)

2. Internship Programs

a. Unpaid Internships

**Purpose / General Description**

The purpose of the WBEB-FM internship program is to provide college students (or college age young people - school enrollment is not necessary) with a fully functional, comprehensive knowledge of station operations and the radio industry at large. Internships must be a minimum of one semester and can be a maximum of two semesters. No interns under the age of 18 will be accepted.

**Requirements**

**In-House**

Interns are required to work at WBEB-FM between 10 and 30 hours per week between the hours of 10 am to 4 pm. They function as Support Personnel/Students of Radio - through a variety of weekly responsibilities, management introduction meetings and project assignments from each department at the station.

On a daily basis the interns work directly with the Event Coordinating Manager and Assistant Event Coordinator on tasks to facilitate event organization, marketing and promotions. These tasks range from department maintenance functions (answering phones, filing, faxing, downloading digital pictures) to long/short term research projects. The interns are encouraged to suggest and implement original ideas to improve processes as they relate to both daily activities and research projects

**On-Site**

Interns also work on-site at events as a member of the part-time promotions team - conducting games and contests while acting as a public relations liaison. Specifically event staff is called on to load, execute and break down WBEB-FM activities at client appearances, interact with the public and client as a staff member/station representative. On-site activities include the WBEB-FM Plinko, kick ball, enter to wins, face painting, balloon animals Tshirt trivia, etc.

**Compensation**

Interns are not compensated for in-office work or event activities performed during the hours of 10 am to 4 pm Monday through Friday. When scheduled to perform event activities outside of these hours the intern will be paid \$8.50 / hour - this is the standard compensation for WBEB-FM promotion assistants.

**Results**

The Intern will cultivate broad-based radio industry knowledge as well as a detailed knowledge of the inner-workings of Philadelphia's top-rated adult contemporary radio station

Attachment II

**D. Outreach Activities (con't)**

**2. Internship Programs (con't)**

**b. Promotional Assistant - "Paid Internship"**

**Purpose / General Description**

The purpose of the Promotional Assistant or "Paid Internship" program is to provide college students (or college age young people - school enrollment is not necessary) with a fully functional, comprehensive knowledge of station operations and the radio industry at large. No Promotional Assistants under the age of 18 will be accepted.

**Requirements**

**In-House**

Promotional Assistants are hired to work at WBEB-FM Monday - Friday between the hours of 9 am to 5 pm. They function as support Personnel/Students of Radio - through a variety of weekly responsibilities from various departments (as needed) at the station.

The Promotional Assistants work directly with the Event Coordinator on tasks to facilitate the sales process, event organization, marketing and promotions. These tasks range from department maintenance functions (answering phones, filing, faxing, downloading digital pictures) to long/short term projects.

**On-Site**

Promotional Assistants also work on-site at events as a member of the part-time promotions team - conducting games and contests while acting as a public relations liaison. Specifically, event staff is called on to load, execute and break down WBEB-FM activities at client appearances, interact with the public and client as a staff member/station representative. On-site activities include the WBEB-FM Plinko, kick ball, enter to wins, face painting, balloon animals Tshirt trivia, etc.

**Compensation**

Promotional Assistants are paid \$8.50 / hour - this is the standard compensation for WBEB-FM Promotions Assistants.

**Results**

The Promotional Assistant will cultivate broad-based radio industry knowledge as well as a detailed knowledge of the inner-workings of Philadelphia's top-rated adult contemporary radio station through:

- \* Proactive participation in the aforementioned on-site activities and projects.
- \* Daily interaction with and feedback from the Event Coordinator and various department managers.

**4. Activities sponsored by community groups active in broadcast employment issues.**

**a. Philadelphia Ad Club TEEN Mentorship Program**

Six members of WBEB's full-time staff participated in a volunteer program with the Philadelphia Ad Club. In this program, they mentored a seventh grade class at Conwell Magnet Middle School in Philadelphia and taught them about the various career opportunities available to them within the radio industry. The mentorship includes monthly interactive sessions with the class throughout the 2015-2016 school year, culminating in a presentation by the students to the Ad Club in June. Staff Members: Jeanne Behr (Sr. Account Executive), Heather Crosby (Business Manager), Bonnie Hoffman (Marketing Director), Jeff Stuewe (Chief Technology Officer), Bill Tafrow (On-Air Personality), Juan Varleta (Music Director)