

**WBEB - EEO Public File Report**  
**April 1, 2006 to March 31 2007**

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

Job Title	Date Filled
1. National Sales Assistant	5/2/2006
2. Local Sales Assistant	4/11/2006
The positions of National Sales Assistant and Local Sales Assistant became available at the same time. A complete outreach program was performed by the Statio simultaneously for both positions. The same pool of candidates was utilized for these positions, as the core job responsibilities and requirements were similar.	

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

\* Requested Information

\*\* Hired

Source	Contact Person	Address	Telephone #	Referred Person Interviewed		
				Job		
				1	2	
Career Builders.com				1	1	
Courier Post	Want Ads	P. O. Box 5300 Cherry Hill, NJ 08034	856-663-7100	0		
Inquirer	Want Ads	400 N. Broad Street Philadelphia, PA 19130	215-854-5866	1	1	
Monster.com				1	0	
Wilmington News	Want Ads	950 W. Basin Road New Castle, DE 19720	302-324-2500	0	0	
WBEB On-Air	WBEB Manager	10 Presidential Blvd. Bala Cynwyd, PA 19004	610-667-8400	0	1	
WBEB Website	"	"	"	0	1	
WBEB In-House Posting **	"	"	"	1	3	
WBEB Employee Referrals**	"	"	"	1	2	
Industry Referrals	"	"	"	1	0	
Camden County College *	Jacqueline R. Tenuto	P. O. Box 200 Blackwood, NJ 08012	856-227-7200	0	0	
Catholic Social Services of * Philadelphia	Rev. Timothy C. Senior	222 N. 17th Street Philadelphia, PA 19103	215-587-3903	0	0	
Center for New Americans *	Amy Hong	1211 Chestnut Street, R 206 Philadelphia, PA 19107	215-569-8150	0	0	
Community College of * Philadelphia	Tarsha Scoven	1700 Spring Garden St. Philadelphia, PA 19130	215-496-6174	0	0	
Congresso de Latinos Unidos*	Mary Drake	216 W. Somerset Street Philadelphia, PA 19133	215-599-2700	0	0	
Connecticut School of * Broadcasting	Hope L. Willis	One Cherry Hill, Ste 203 Cherry Hill, NJ 08002	856-755-1200	0	0	
Delaware Co. Services * for the Aging	Marilyn Mahan	206 Eddystone Avenue Eddystone, PA 19022	610-499-1942	0	0	
CWEP *	Dawn Williams	2801 Frankford Avenue Philadelphia, PA 19134	215-426-2200	0	0	
Dept. of Labor and Industry * CareerLink	James Gertz	1855 New Hope Street Norristown, PA 19401	610-270-3429	0	0	
Dept. of Public Assistance *	John Pasquariello	1400 Spring Garden St. Philadelphia, PA 19133	215-560-1015	0	0	
Experience Works *	Susanne Valencia	P. O. Box 2783 West Lawn, PA 19609	610-670-7705	0	0	

Source	Contact Person	Address	Telephone #	Referred Person Interviewed		
				Job		
				1	2	
Fellowship Farm *	Debbie Mason	RD 3 Pottstown, PA 19464	610-326-3008	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	
Forty Plus of Phila *	President	1218 Chestnut Street Lower Level Philadelphia, PA 19107	215-923-2074	0	0	
Friends Neighborhood Guild *	Margaret Giron	704 W. Girard Avenue Philadelphia, PA 19123	215-923-1544	0	0	
Gateway Employment Resources *	Tina Richards	115 W. Germantown Pike Suite 300 Norristown, PA 19401	610-272-1411	0	0	
Greater Philadelphia Urban Affairs Coalition *	Bonnie Morgan	714 Market Street Philadelphia, PA 19102	215-851-1702	0	0	
Hire Ability *	Richard Massaro	6 Franklin Plaza Philadelphia, PA 19102	215-587-3439	0	0	
Latina MOMobile *	Maria Rosa	100 E. Lehigh Ave. #107A Philadelphia, PA 19125	215-427-7067	0	0	
Lincoln University *	Ralph .Simpson	MSC #186, P. O. Box 179 Lincoln University, PA 19352	610-932-8300	0	0	
Lutheran Settlement House *	Kate Hyzer Jim Wilder	1340 Frankford Avenue Philadelphia, PA 19125	215-426-8610	0	0	
Mayor's Commission on Services to the Aging *	Larry Kovnat	100 S. Broad St., Ste 401 Philadelphia, PA 19110	215-686-8466	0	0	
Muhlenberg College *	Linda Garrow	400 Chew Street Allentown, PA 18104	484-664-3170	0	0	
National Assn. of Hispanic Journalists *	Michele Vignoli	1000 National Press Building 529 14th Street, NW Washington, DC 20045	202-662-7483	0	0	
New Directions & Training Program *	Jeffrey Blumberg	Broad & Spring Garden Sts. Rm 901, State Office Building Philadelphia, PA 19130	215-560-3283	0	0	
New Jersey Dept of Labor *	Maria Capagna	Bureau of Employment Service 2600 Mt. Ephraim Avenue Camden, NJ 08104	856-614-3154	0	0	
North Hudson Community Action Corp. *	Noel Gaston	5301 Broadway West New York, NJ 07093	201-866-9320	0	0	
North Light Community Center	Irene M. Madrak	175 Green Lane Philadelphia, PA 19127	215-483-6728	0	0	
OVR *	Kathy Canevari Lee Wendkos	1875 New Hope Street Norristown, PA 19401	484-250-4340	0	0	
Pennco Tech *	Gina Pendleton	99 Erial Rd., PO Box 1427 Blackwood, NJ 08012	856-232-0310	0	0	
People's Emergency Center *	Diane Crouthamel	315 N. 39th Street Philadelphia, PA 19104	215-382-7523	0	0	
Philadelphia County Assistance Office *	Carol Ramchandani	State Office Bldg., Rm 901 1400 Spring Garden Street Philadelphia, PA 19130	215-560-3275	0	0	
Philadelphia Workforce Development Corp. *	Denise Prescod	One Penn Center 1617 J.F.K. Blvd., 13th Floor Philadelphia, PA 19103	215-854-1990	0	0	

Source	Contact Person	Address	Telephone #	Referred Person Interviewed		
				Job		
				1	2	
Puerto Rican Action * Board, Inc.	Ann Hilda Merced	53 Joyce Kilmer Avenue P. O. Box 25 New Brunswick, NJ 08903	732-828-4555	0	0	
Puerto Ricans Unity for * Progress, Inc.	Maria Dresher	427 Broadway Camden, NJ 08104	856-541-1418	0	0	
S.O.C.C.A. *	Employment Placement	6000 Baltimore Avenue Philadelphia, PA 19143	215-476-8702	0	0	
Salvation Army - Tabernacle *	Aracelis Rosario	Mascher & Allegheny Ave. Philadelphia, PA 19133	215-423-9300	0	0	
Seniors at Work *	G. Williams	1211 Chestnut Street Philadelphia, PA 19107	215-864-7950	0	0	
Temple University *	Nancy Vann	2nd Floor, Mitten Hall Broad and Berks Mall Philadelphia, PA 19122	215-204-7981	0	0	
Hon. Angel Cruz *	Joseph Evangelista	PA House of Representatives 2749 N. 5th Street Philadelphia, PA 19133	215-291-5643	0	0	
Hon. Anna C. Verna *	Diana Candelora	President, City Council Room 405 City Hall Philadelphia, PA 19107	215-686-3412	0	0	
Hon. Blondell Reynolds Brown	Beth Strain Berry	City Council Room 580 City Hall Philadelphia, PA 19107	215-686-3438	0	0	
Hon. Chaka Fattah *	Tia Watson	United States Congress 4104 Walnut Street Philadelphia, PA 19104	215-387-6404	0	0	
Hon. Christine M. Tartaglione	Connie DeLury	Pennsylvania Senate 1061 Bridge Street Philadelphia, PA 19124	215-533-0440	0	0	
Hon. Darrell Clarke *	Teri Comer	City Council Room 484 City Hall Philadelphia, PA 19107	215-686-3442	0	0	
Hon. David Cohen *	Verna Tyler	City Council Room 588 City Hall Philadelphia, PA 19107	215-686-3446	0	0	
Hon. Frank DiCiccio *	Kite	City Council Room 322 City Hall Philadelphia, PA 19107	215-686-1981	0	0	
Hon. Frank Rizzo *	Donald Tippet	City Council City Hall Philadelphia, PA 19107	215-686-2076	0	0	
Hon. Harold James *	Willow Rhoades	PA House of Representatives 1423 Point Breeze Avenue Philadelphia, PA 19143	215-462-3308	0	0	
Hon. James R. Roebuck, Jr. *	Curtis Jones	PA House of Representatives 4800 Baltimore Avenue Philadelphia, PA 19143	215-724-2277	0	0	
Hon. Jannie Blackwell *	Harry Way	City Council City Hall Philadelphia, PA 19107	215-686-3418	0	0	
Hon. Jewell Williams *	Ruth Robinson	PA House of Representatives 2224 N. Broad Street Philadelphia, PA 19132	215-763-2559	0	0	

Source	Contact Person	Address	Telephone #	Referred Person Interviewed		
				Job		
				1	2	
Hon. Kathy M. Manderino *	Patricia T. Brennan	PA House of Representatives 6526 Ridge Avenue Philadelphia, PA 19128	215-482-8726	0	0	
Hon. Marian B. Tasco *	Deborah Johnson	City Council Room 577 City Hall Philadelphia, PA 19107	215-686-3454	0	0	
Hon. Michael Nutter *	Denise Dixon	City Council City Hall Philadelphia, PA 19107	215-686-3416	0	0	
Hon. Ronald Raymond *	Charles Hollenden	PA House of Representatives 1337 Chester Pike Sharon Hill, PA 19079	610-534-1002	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	
Hon. Rosita C. Youngblood *	Keith Hill	PA House of Representatives 5319 Greene Street Philadelphia, PA 19144	215-849-6426	0	0	
Hon. Shirley Kitchen *	Gwendolyn Murray	Pennsylvania Senate 1701 W. Lehigh Avenue Philadelphia, PA 19132	215-227-6161	0	0	
Hon. Thaddeus Kirkland *	Joan Neal	PA House of Representatives 20 East Fifth Street Chester, PA 19103	610-876-6420	0	0	
Hon. Vincent Hughes *	Pat Wells	Pennsylvania Senate 4601 Market Street, Floor 1 Philadelphia, PA 19139	215-471-0490	0	0	
Hon. Vincent J. Fumo *	Jonathan Rowan	Pennsylvania Senate 1208 Tasker Street Philadelphia, PA 19148	215-468-3866	0	0	
Hon. W. Curtis Thomas *	Barbara Peek	PA House of Representatives 1348 W. Girard Avenue Philadelphia, PA 19123	215-232-1210	0	0	
The Lighthouse *	Job Resource Center	152 West Lehigh Avenue Philadelphia, PA 19133	215-425-7802	0	0	
Urban League of Lancaster County *	Lesley Anderson	502 South Duke Street Lancaster, PA 17602	717-394-1966	0	0	
Ursinus College *	Carla Mollins Rinde	P. O. Box 1000 Collegeville, PA 19426	610-409-3599	0	0	
Women's Community Revitalization Project *	Irene M. Dougherty	407-11 Fairmount Avenue Philadelphia, PA 19123	215-627-5550	0	0	
WORC *	Ana C. Rodriquez	2010 Chestnut Street Philadelphia, PA 19103	215-564-5500	0	0	

**C. Total Number of Persons Interviewed for All Full-Time Vacancies Filled during the Past Year** **15**

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

	<b>Total # Interviewed</b>	<b>Female</b>	<b>Minority</b>
CareerBuilders.com	2	2	0
Philadelphia Inquirer	2	2	2
Monster.com	1	1	1
WBEB On Air	1	1	0
WBEB Website	1	0	0
WBEB In-house Posting	4	2	0
Employee Referrals	3	2	0
Industry Referrals	1	1	1
<b>Totals:</b>	<b>15</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

<b>Date</b>	<b>Description</b>	<b>Personnel Attended</b>
2/22/07	LaSalle University Experiential Education Fair	Tim Davis - Event Manager Chris Conley - Program Director
3/22/2007	St. Joseph's University	Tim Davis - Event Manager Agnes Fuller - Director of Local Sales Bonnie Hoffman - Marketing Director

**2. Internship Program**

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

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

See Attachment III and IV for a description of this activity.

## Attachment I

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

#### 2. Internship Programs

##### a. Unpaid Internships

**Purpose / General Description** The purpose of the B101.1 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 B101 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 (see department check list below).

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 B101 activities at client appearances, interact with the public and client as a staff member/station representative and in costume as the B101 mascot Buzzbee. On-site activities include the B101 Prize Wheel, Buzzbee kick ball, enter-to-wins, mascot appearances, face painting, balloon animals, T-shirt 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 and an additional \$12 fee (per 5 hour period) for being the B101 mascot Buzzbee - this is the standard compensation for B101 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 through:

## 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 B101 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 B101 activities at client appearances. Interact with the public and client as a staff member/station representative and in costume as the B101 mascot Buzzbee. On-site activities include the B101 Prize Wheel, Buzzbee kick ball, enter-to-wins, mascot appearances, face painting, balloon animals, T-shirt trivia, etc.

**Compensation** Promotional Assistants are paid 8.50 / hour and an additional \$12 fee (per 5-hour period) for being the B101 mascot Buzzbee - this is the standard compensation for B101 promotion 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 feedback from the Event Coordinator and various department managers.

##### c. News and Public Affairs Internship Program

WBEB-FM recruits interns from local Universities to train in the News and Public Affairs Department. Included in those who have participated in the program are interns from Temple University, Rowan University, Chestnut Hill College, University of Delaware and the Baldwin School.

The News and Public Affairs Intern functions as associate producer of the hour-long, award-winning program "The Women's File," booking guests, assisting feature contributors, researching program segments, writing introductions and segues, corresponding with listeners and assisting in the editing process. The interns also learn to cover news stories, conduct a journalistic interview, develop community outreach programs, write Public Service Announcements and produce a news documentary.

## Attachment III

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

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

##### d. Technology Internship

Intern will be exposed to all facets of technology used to run a business. B-101 staff will work with applicants in the areas below as their talents and time permit.

<b>Areas of Involvement</b>	Assist with maintaining network infrastructure, servers, switches, security Testing of new technologies - WiFi, Windows 2003 server, security devices, etc. Working with our system developer to programming of revision to our website and internal strategic management tools B-101 staff computer / technology problems and needs
<b>Requirements</b>	Knowledge of HTML, CSS, VBScript, JavaScript, ADO, and SQL in a combined environment (XML, ASP, net, ADO, net are a bonus) Understanding of Windows servers, TCP / IP and security models

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

##### a. WorkReady Philadelphia

WBEB's Community Affairs Director served on the Employer Engagement Committee of WorkReady Philadelphia a broad-based partnership dedicated to building the region's future workforce. Through strategic investments of public, private and foundation funds, WorkReady is a city-wide, year-round effort to provide 14 to 21 year old youth with the preparation they need to succeed in the world of work that includes several mentoring and internship initiatives. WBEB also participated in the judging of student projects for the annual WorkReady Student Awards to encourage young people to participate in mentoring programs.

##### b. Achievement in Radio Student Program

WBEB staff serves on the Board of Governors for the Achievement in Radio Student Program which provides education and support to area college students who plan on pursuing careers in radio. Student broadcasters are provided with feedback on their work from a panel of radio professionals. They compete in a number of categories: Radio News or Program, Public Affairs, Radio Sports Reporting or Play-By-Play, Editorial, Radio Commercial, Radio Documentary, Radio Entertainment. The top students in each category are offered internships at Philadelphia radio stations to help educate them about careers in broadcasting and to hone the skills they will need to work in the field. WBEB is also a sponsor of the annual awards luncheon.

##### c. Student Workshop

In conjunction with the Philadelphia Ad Club, WBEB staff participated in a seminar on the Communications Industry at Villanova University. The panel consisted of comers in the industry representing television, radio newspapers, emerging technology, advertising, and public relations. The panelists shared their experiences in breaking into the business, what their career path has been like, and what it takes to succeed. The Villanova School of Business hosted the event for all area college students considering a career in the communications industry.