

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period: March 23, 2010 – March 22, 2011.

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

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

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

Job Title	Recruitment Source Referring Hiree
1. Membership Benefits Coordinator	Internal Candidate
2. Local Music Website Producer/Blogger	Penn Employee
3. Sales Representative	Division of Human Resources (Penn website)
4. Member Services Assistant	Unique Advantage

**5) Job Title: Local Music Website Producer/Blogger Referral Source(s) Penn Employee
of Hiree:**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Mayor's Office of Community Services	David Lacy	1231 N. Broad Street, 5 th Floor Philadelphia PA 19122 EMAIL: souplacy@yahoo.com	215-685-3911		No
Metropolitan Career Center	Christine Harris	162 W. Chelton Avenue Philadelphia, PA 19144 charris@mcc2000.org	215-568-9215		No
University of Pennsylvania Website	John Carlin	University of Pennsylvania HR Division, 3401 Walnut Street Philadelphia, PA 19104-6228	215-898-1363	2	No
WXPB Website	Jeanne Griffin	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402 www.xpb.org	215-898-6677	2	No
WXPB on-air announcements	Debby Seitz	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677		No
Penn Employee	Bruce Warren	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677	2	No

- 6) **Total # of Interviewees Referred:** For the period from March 23, 2010, through March 22, 2011, this Employment Unit interviewed 25 interviewees for full-time job vacancies.
- 7) **Supplemental Recruitment Initiatives.** List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

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

1) **WXPB Radio Station Tours. Ongoing. WXPB 3025 Walnut Street, Philadelphia PA.** "Behind the scenes" tours at WXPB show visitors various aspects of a high-tech media organization, from administrative support, to membership management, to business support, and to marketing, as well as actual on-air operations and live broadcasts. School-age children, community groups, and listeners interested in public radio engage with staff members in a variety of job classifications within the organization. Tour participants learn about careers in radio, they learn that there are opportunities to volunteer their time toward their career goals, and are afforded the opportunity to meet and speak with the staff. WXPB is widely involved with the physical community. Interested visitors come in to find out about our community outreach programs such as Kids Care as well as the station's collaboration with the Musicians On Call program and to extend their personal involvement with these initiatives.

2) **WXPB Radio Station Family Tours. Monthly. 3025 Walnut Street, Philadelphia PA.** In addition to the WXPB Radio Station Tours noted above, Kids Corner host and Kids Corner producer lead 2 family-biased tours to illustrate the concept of acoustics and sound effects. The host calls these tours, "The Science of Sound." The concept is to expose children and their families to the science that turns sound into radio broadcasts. WXPB invites families, school and community groups to these very specialized tours. The Scouts are frequent visitors! Specifically these tours included:

Cub Scout Tour of WXPB. May 8 and April 10, 2010. Kids Corner Host led 2 groups of Cub Scouts on Family Tours of WXPB, demonstrating sound effects board in the studio. She discussed her career at WXPB and job history in radio.

HMS School for Children with Cerebral Palsy, Philadelphia, PA. May 6, 2010. WXPB Kids Corner Host led 2 groups from HMS School on a tour of WXPB. She spoke about technology and how communications has changed due to interventions like SKYPE, which students use to communicate with their families.

3) **Winterfest at Briar Bush Nature Center, Abington, PA. December 18, 2010.** WXPB Kids Corner Host met with listeners and talked about Kids Corner nature segments with Kids Corner science show guests, Jane Kirkland and Mike Weilbacher. The host led a discussion of careers in both fields and how they can interface.

4) **Franklin Institute, 21st & The Benjamin Franklin Parkway, Philadelphia, PA. June 29, 2010.** WXPB Kids Corner Host hosted "Go Forth and Learn!" activities at the FI as part of Philadelphia's Welcome America Independence Day activities. She spoke with a group of young school children about science and broadcasting careers.

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

University of Pennsylvania, WXPB-FM, 3025 Walnut Street, Philadelphia, PA. Ongoing. WXPB welcomes students from, but not limited to, the University of Pennsylvania, as well as other non-student members of the community with an opportunity to participate and work in unpaid internships. Interns assist in several departments by providing administrative support which can include web research and sports reporting. Intern applicants need to be available Monday through Friday between the hours of 9 a.m. and 5

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p.m. Most internship positions require a minimum commitment of 10 hours per week. The following departments enlisted the assistance of 37 unpaid interns during the reporting period.

Marketing – 5
Membership – 2
News (including Arts & Culture) – 4
Programming – 15
Sports – 6
High School Senior Project – 5

(c) Initiative: #6 Participation in jobs banks, 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) Internship program, volunteer program and online job sites and community access.

University of Pennsylvania, WXPB, 3025 Walnut Street, Philadelphia PA. On www.xpn.org, WXPB provides general information to the public about various job opportunities, volunteer opportunities, and internship positions. To see what's happening inside WXPB, visitors to the website are invited to view complete descriptions of the internship positions available. These positions are posted along with the corresponding downloadable internship application which must be completed for job placement. The site is accessed at xpn.org/inside-xpn/internships.

2) Greater Philadelphia Cultural Alliance website www.philaculture.org. Greater Philadelphia Cultural Alliance (GPCA), 1616 Walnut Street, Philadelphia, PA. The site includes features that help the user to find professional development opportunities from around the greater Philadelphia region. Via the *Job Bank* at www.philaculture.org, users find job postings. Postings are viewed an average of 900 times per month. The Pro Calendar Events Page displays events in categories including WXPB's *Arts Crawl* page, the WXPB *Welcomes* events, Free At Noon concerts, and *XPN Presents*. GPCA's job bank is a powerful driver for web traffic, generating the bulk of the *philaculture* traffic; on average, 15,000 unique visitors visit the job bank every month. The site also provides planning tools to help schedule fundraising events. GPCA publishes an online newsletter and special alerts in areas of professional interest.

3) Philly Ad News news@philadelphiaadclub.com. This site is sponsored by the Philly Ad Club, a professional organization which includes and involves students and young professionals in the greater Philadelphia communications industry.

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

1) Public Media Development & Marketing Conference (PMDMC). July 7-10, 2010. Omni Fort Worth Hotel, 1300 Houston Street, Fort Worth, TX. The conference was attended by four of XPN's upper management staff including the general manager, associate general manager, member services coordinator, and sales director. This was a four day conference focusing on all areas of sales, fund raising and marketing for public radio, including major giving and successful campaign planning. The focus at this year's event was audience building and broadening through connecting with listeners. The broad and diverse roster of educational sessions included strategies to increase web traffic; high performance sales using emotional intelligence, and the sustainer revolution: valuing those who value us most.

The Mid Project Conference for Leadership for Philanthropy (LFP) was held at PMDMC July 9 and 10, 2010. This session was attended by WXPB General Manager, WXPB Associate General Manager, WXPB World Café Host, and one WXPB Policy Board Member. The sessions are offered to CEO's and Community Leaders and there was a strong focus to include development staff to attend sessions on sustainer programs and philanthropic support and working with community group, and a session titled, "A Nationwide Look at Public Radio's Community Impact."

- 2) **2010 Public Radio Engineering Conference (PREC) April 8 – 10, MGM Grand, Las Vegas, NV.** WXPB Technical Director attended the annual PREC. PREC session topics included the FM IBOC power increase, EAS, NPR Labs projects and updates from the Public Radio Satellite System on NPR's upcoming move and how that will impact PRSS.
- 3) **National Association of Broadcasters Show. April 10-15, 2010. Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, NV.** WXPB Technical Director attended the annual NAB Show. More than 85,000 audio, video and film content professionals are members, representing 157 countries. 1,300+ are members of the press. 1,500+ exhibitors showcased the latest innovations in electronic media technology. The education program featured 500 conferences and training sessions. Targeted conferences included thought-provoking sessions, panels and keynotes on today's most important digital media trends across all industries. PostProduction World – now in its 7th year – offers a complete training experience for media professionals looking for the latest in technical training and certification. With exciting exhibits and education programs focused on 3D, broadband, mobile, online video, workflow, editing and more, this year's event spotlights the future of broader-casting like never before. The NAB Show is described as “**An essential destination** that is synonymous with next-generation technology, education and insight.” On Wednesday, April 14, NAB Show hosted Career Day. This was an opportunity for media companies to network with experienced professionals, college students and entry-level job seekers interested in a career in the broadcast industry. In addition to a variety of media recruiters, Career Day includes a series of informative sessions, one-on-one career coaching and a new segment, *Dressing for Success* for first time broadcasting job applicants.
- 4) **National Association of Broadcasters Show, September 29 – October 1. Grand Hyatt Washington, Washington, DC.** WXPB Technical Director and WXPB Broadcast Engineer attended the conference focused on strengthening business strategies. Features included an exploration of strategies to help radio flourish in the digital age. These sessions are designed for engineers to help provide correct advice that relates to current technical needs, investments in technology to consider, and the technology developments that will affect the future of the career of the radio engineer.
- 5) **Elliot Schrieber, Marketing Consultant. Marketing and Messaging Workshop. WXPB, 3025 Walnut Street, Philadelphia, PA. February 10, 2011.** Attended by members of the WXPB Staff. The presentation and workshop focused on strengthening WXPB's on-air fundraising messages.
- 6) **Cultural Alliance Workshop. “It's How We Grow” at WXPB, 3025 Walnut Street, Philadelphia, PA. October 21, 2010.** WXPB Staff attended this workshop on the topic of Philadelphia business partnerships' combined messaging campaign: personal community and economic growth and how partnerships reach throughout the community and neighborhoods.
- 7) **Cultural Alliance Annual Meeting. September 27, 2010. Temple University, Philadelphia PA.** WXPB Director of Individual Giving attended the annual review and report of the Cultural Alliance's activities and creative economy research from 1010 and preview of new campaign for 2011.
- 8) **Delaware Valley Grantmakers “Promise on the Parkway” Moore College of Art, Philadelphia, PA. November 17, 2010.** WXPB Director of Individual Giving and WXPB Director of Major Gifts attended this panel discussion and Q&A with presidents/directors of the Philadelphia Museum of Art, the Barnes Foundation, The Philadelphia Library and the Natural History Museum.
- 9) **Public Media/CPB Webinar. November 19, 2010.** WXPB Director of Individual Giving was a panelist for the Innovation Grant Awareness Presentations. She spoke about what was learned about the Text-To-Give campaigns and text messaging.
- 10) Member Benefits Coordinator participated in 2 online webinars presented by Development Exchange Inc.

- **Testing Tales for E-Appeals. Webinar on testing and using email appeals. June 22, 2010** presented by Carrie Banasky, Director of Membership, KUSC; Rob Risko, Membership Coordinator for On-Air/Online Giving, KPCC; and Melanie Coulson, Online Giving Advisor, DEI.
- **E-Newsletters: From Alright to Awesome. September 23, 2010** presented by Michelle Jeffery, Coordinator of Marketing & Communications, Vermont Public Radio; and Melanie Coulson, DEI Online Membership Coordinator.

11) Membership Roundtable Meeting. Philadelphia Museum of Art. October 27, 2010. WXPB Fund Raising Operations Manager participated in a direct mail presentation from *DMW Direct*, VP for Fundraising, “Direct Mail that Drives an Online Response – How a Push Strategy Can Raise Your Average Gift and Your ROI for premium based campaigns, multi-part campaigns.

12) Development Exchange, Inc. (DEI) Webinar, November 11, 2011. Intelligent Mail Barcode Online Webinar. WXPB Fund Raising Operations Manager participated in a training webinar for new postal regulations and systems.

13) WXPB Assistant General Manager and Director of Finance attended the following seminar:

- SmartView Introduction to Budget Applications. University of Pennsylvania, Budget Office, Franklin Building, Philadelphia, PA

WXPB Assistant General Manager and Director of Finance Participated in the following webinars through the University of Pennsylvania, Division of Finance, on site at WXPB:

- 3/7/11 Webi Migration Seminar. Accounting – Web Intelligence/Business Objects
- 1/31/11 PennWorks Additional Pay Training for Submitters; Training for Approvers
- 10/29/10 Payment Card Industry – Data Security Standards Workforce Education
- 7/8/10 BEN Balances: Journal Entry – Grant and Contract Cost Transfers
- 6/29/10 BEN Balances: Journal Entry – Grant & Contract Cost Transfers
 - Journal Entry Grant & Contract Cost Transfers Application Training
 - Journal Entry Grant & Contract Cost Transfers Knowledge Building
- 6/25/10 Ben Balances: Journal Entry – Grant & Contract Cost Transfers

14) WXPB Senior Staff Accountant participated the following webinars through the University of Pennsylvania, Division of Finance on site at WXPB:

- 2/18/11 PennWorks Additional Pay Application Training for Submitters
 - PennWorks Additional Pay Knowledge Building for Submitters
 - PennWorks Additional Pay Training for Submitters
- 1/4/11 PennWorks Training for Payroll Applications
- 7/8/10 BEN Balances: Journal Entry – Grant and Contract Cost Transfers
- 6/29/10 BEN Balances: Journal Entry – Grant & Contract Cost Transfers
 - Journal Entry Grant & Contract Cost Transfers Application Training
 - Journal Entry Grant & Contract Cost Transfers Knowledge Building

15) WXPB Accounting Clerk attended the following seminars at the University of Pennsylvania, Franklin Building Annex, Philadelphia, PA:

- 3/8/11 ATLAS Reports, Instructor: Catherine Edmiston
- 2/15&16 ATLAS Navigation and Inquiry, Instructor: Leanne Garry
ATLAS is Penn’s web-based gateway to tolls and data designed to meet the current and future needs of the Development & Alumni Relations community.

WXPB Accounting Clerk participated in 2 webinars through the University of Pennsylvania, Division of Finance:

- 1/10/11. Wachovia Global Connect: Moving to the Wells Fargo Commercial Electronic Office (CEO) portal. Presented by **Wholesale Customer Training** to learn systems changes from Wachovia to Wells Fargo.
- 2/18/11 ATLAS Intro Navigation & Portal.

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- 16) XPN Financial Analyst attended the following seminars:
- 12/21/10 Risk Management: Internal Controls & Fraud Prevention. Radisson Hotel Valley Forge, King of Prussia, PA
 - 12/1/10 Compilations and Reviews: A Practical Approach. Sheraton Philadelphia City Center
 - 7/29/10 Tax Planning for Individuals: A Review & Update. Sheraton Philadelphia City Center

XPN Financial Analyst participated in the following webinars through the University of Pennsylvania, Division of Finance on site at WXPB:

- 3/7/11 Webi Migration Seminar
- 2/15/11 PennWorks Additional Pay Application Training for Submitters
 - PennWorks Additional Pay Knowledge Building for Submitters
 - PennWorks Additional Pay Training for Approvers
 - PennWorks Additional Pay Training for Submitters
 - PennWorks Additional pay for Approvers
- 10/29/10 Payment Card Industry – Data Security Standards Workforce Education – 2010
 - Payment Card Industry – Data Security Standards Workforce Education – UPHS
- 7/8/10 Ben Balances: Journal Entry – Grant & Contract Cost Transfers
- 7/29/10 Journal Entry & Contract Cost Transfers Application Training
- 6/25/10 Ben Balances: Journal Entry – Grant & Contract Cost Transfers
- Journal Entry Grant & Contract Cost Transfers Knowledge Building

- 17) **Target Analytics FY2010 Single Station donorCentrics Webinar. March 17, 2011.** WXPB Membership Director of Individual Giving, Fund Raising Operations Manager, Membership Benefits Coordinator, two Member Services Assistant(s) participated in a consultant lead review of the memberships fund raising results, comparing trends in the industry and potential methods to improve.

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

1) **Mastery Charter School, Shoemaker Campus, 5301 Media Street, Philadelphia. February 2011 – June 2011.** WXPB Marketing Manager worked with Mastery Charter School – Shoemaker Campus in Philadelphia to develop a special marketing position high school internship position for one 10th grade student. By assisting WXPB Marketing and Promotion responsibilities, the student is on site to become acquainted with the professional workplace gaining insight to public radio specifically. Skills emphasized are observation, communication, time management, resume development, interviewing and self-awareness. The student who is performing these responsibilities was chosen after completing an interview with WXPB.

2) **Science Leadership Academy ILP (Individualized Internship Program), Philadelphia. November 2010 – June 2011.** WXPB Marketing Manager worked with Science Leadership Academy, a partnership high school between the School District of Philadelphia and The Franklin Institute to develop an internship in the marketing department in keeping with the high school's rigorous, college-preparatory curriculum with a focus on science, technology, mathematics and entrepreneurship. Students at SLA learn in a project-based environment where the core values of inquiry, research, collaboration, presentation and reflection are emphasized. The marketing intern assists with preparing and participating in radio station events. She helps with administrative and event- site duties, including entering data.

3) **Penn's College Achievement Program (PENNCAP), University of Pennsylvania, Philadelphia PA. February 4, 2011.** WXPB Member Benefits Coordinator participated in the PennCAP program to develop a one day workshop at WXPB for career/academic advising for a select group of 15 Penn undergraduates. WXPB member benefits coordinator spoke to the students about their interest in public broadcasting and the field of communications. WXPB General Manager addressed the students on his path to public radio from the commercial media sector. The students were also provided a tour of the office and broadcast and performance studios.

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4) Radio Management. Drexel University, College Hall, Philadelphia PA. January – March 2010 and 2011. Radio Management is taught by WXPB Program Director to undergraduates at Drexel University. The course covers all aspects of radio and internet broadcasting including programming, formats, formatics, marketing, branding, and audience research.

5) St. Francis de Sales School, 47th and Springfield Avenues, West Philadelphia, PA. January 12, 2011. WXPB Kids Corner Host visited the elementary school to host a discussion of the Kids Corner Mural and the collaborative role of visual arts in an audio medium like radio. She spoke with the kids about careers in broadcasting and ways that interest in visual media can be translated into other art forms.

6) H. C. Lea Elementary School, 47th & Spruce Sts, Philadelphia, PA. February 3, 2011. WXPB Kids Corner Host visited the 2nd grade class to read to the kids and to talk about her early career as a child performer and how it led to her on air adult career.

7) Shady Grove Elementary School, 351 W. Skippack Pike, Ambler, PA. March 4, 2011. WXPB Kids Corner Host spoke with 2 groups of 3rd grade children about her career in public broadcasting and the role of flexibility in making career choices.

8) Colonial Middle School, 716 Belvoir Road, Plymouth Meeting, PA. April 22, 2010. WXPB Kids Corner Host participated in Colonial Middle School Science Night speaking about WXPB's Kids Corner program relationship with scientists (e.g., Astronomer Derrick Pitts).

(f) Initiative: #11 Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.

1) Take Our Daughters and Sons to Work Day. April 22, 2010. WXPB 3025 Walnut Street, Philadelphia, PA. Take Our Daughters and Sons to Work Day (TOD&STWD) is an event sponsored by the University of Pennsylvania for boys and girls ages 9-15. The children attend the event with their parents and/or sponsors who are on the University staff. WXPB, the University's public radio station offers a tour of the station with in-depth discussion and interactive demonstrations with on-air hosts, producers and a volunteer tour guide.

On April 22, 2010, WXPB hosted 16 children and their parents or guardians in a one-hour tour and demonstration of our studios. The tour was led by an experienced WXPB volunteer. Visitors were led to Control Room "B" for hands-on equipment and sound demonstrations by the Kids Corner Producer and the Kids Corner Host. The visitors also participated in a Q&A session with our Volunteer and Student Coordinator. Students learned that many of the personalities and staff started their careers in radio with an internship or by volunteering when they realized their passion for music and interest in exploring careers in radio. WXPB continues to support TOD&STWD annually in collaboration with the University of Pennsylvania's Division of Human Resources, Quality of Work Life Department. The University of Pennsylvania tracks attendance to the program and retains this information to monitor the success of this annual initiative.

2) Music Technology and Production Class, Sacred Heart High School, Vineland, NJ. April 23, 2010. On Friday, April 23, 2010, ten students from the Music Technology and Production class at Sacred Heart High School experienced a tour and live concert event. The tour at WXPB allowed the students to see how the information they have learned over the past year in relation to audio production is applied in a "real-world" scenario. During the "Free At Noon" Concert, the students were encouraged to observe the various elements of "live sound" including microphone placement, equipment used, and the acoustic design elements of the performance space. Following the concert, the students were lead through the various facilities at the radio station including production rooms, a live recording studio, music libraries, and the station's office facilities. They were able to learn how mixing for a radio broadcast can differ from that of a live performance venue. The students were also given insight into how radio is broadcasted and how remote feeds using ISDN can be used for recording live events.

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The Broadcast Engineer for WXPN provided the tour, a very thorough explanation of the day-to-day operations of the radio stations, and encouraged the students to ask questions. This was a very rare and informative experience for the students that allowed them to gain a better understanding of how the music they listen to makes it to a radio broadcast.

- (g) **Initiative: (#7 / #16) Work Study Program. Participation in scholarship programs designed to assist members of the community to acquire skills needed for broadcast employment; Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.**

1) **University of Pennsylvania, WXPN-FM, 3025 Walnut Street, Philadelphia, PA. Ongoing.** WXPN continues to work in conjunction with the Office of Student Employment at the University of Pennsylvania allow students to acquire experience in a public radio environment before graduating, and to earn wages. Work Study students are permitted to work 20 hours/week during the academic year and up to 40 hours/week during the summer break. By benefit of the experience WXPN provides, students earn money and are provided with references for their post-college careers. These students assisted WXPN staff with a variety of responsibilities including customer service via email, phone, data entry, donor mailings, web research and reception. The music, news, and sports heard on WXPN are made possible with assistance from a large team of work-study students. WXPN is a remarkable work environment for motivated and independent individuals. The following departments engaged the assistance of 19 work study students during the reporting period:

Internet – 3
Marketing – 6
Membership – 5
News (Sport and Arts & Culture) – 3
Programming – 2

Most students spend a minimum of one semester at WXPN. Many spend their entire college careers at the station contributing to the station's goals while gaining in knowledge and experience.

2) **Y-Rock on XPN, WXPN-FM, 3025 Walnut Street, Philadelphia, PA. Ongoing.** Important to the growth and development of the radio station and audience is delivery of music content from the volunteer staff of YRock on www.yrockonxpn.org. Internet hosts, bring the national sound as well as YRock Philly Local to the webstream, 24/7. Non-professional, volunteer DJs comprise the online staff. The YRock production staff develops a list of concerts, CDs and talking points to guide the volunteer hosts as they hone their burgeoning careers. The staff receives training on state of the art equipment including RCS. Adhering to FCC and station guideline, they develop their own set lists. Urging Penn students to "take musical chances" Y-Rock On XPN, offers the University's students to compete for a day at the mic. By submitting his or her top 5 favorite alternative/modern/indie rock bands or artists, students win the opportunity to host the **Penn Rocks Y-Rock** hour which airs online **Thursdays 5 - 6pm** on yrockonxpn.org.

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

1) **Career, Internship & Community Service Fair 2010. April 7, 2010 from 11AM – 2PM, Sponsored by the Career Services Office in Hamilton Hall, CBS Auditorium and Solmssen Court, The University of the Arts, 320 South Broad Street, Philadelphia PA.** WXPN Volunteer & Student Coordinator participated in the fair by hosting a recruiter table. She spoke with and distributed materials to approximately 50 UARTS students. These students had the opportunity to meet a variety of employers to discuss jobs offered in the arts and other fields. Internships, summer and full and part-time jobs, freelance projects and community service positions were highlighted.

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