

## EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 22, 2008 – March 22, 2009.

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

2) **Unit Members (Stations and Communities of License):** WXPN, Philadelphia, PA  
WXPB, Middletown, PA

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

Mailing Address:  WXPB-FM 31025 Walnut Street Philadelphia, PA 19104-3402	Telephone Number: 215-898-0628
	Contact Person/Title: Roger LaMay/General Manager
	E-mail Address: roger@xpn.org

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

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. Volunteer & Student Coordinator	Penn Employee
2. On-Air Host	WXPB Website
3. Production Assistant and Part-Time Host	Penn Employee
4. Line Producer	Penn Employee

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**[PREPARE ONE COPY OF THIS PAGE FOR EVERY FULL-TIME JOB VACANCY FILLED DURING THE REPORTING PERIOD]**

**5) Job Title: Line Producer**

**Referral Source(s) of Hiree: Penn Employee**

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 <sup>th</sup> Floor, Philadelphia, PA 19122	215-685-3911 <a href="mailto:souplacy@yahoo.com">souplacy@yahoo.com</a>	0	No
Metropolitan Career Center	Christine Harris	162 W. Chelton Avenue Philadelphia, PA 19144	215-568-9215 <a href="mailto:charris@mcc2000.org">charris@mcc2000.org</a>	0	No
University of Pennsylvania Website	John Carlin	University of PA, HR Division 3401 Walnut Street, Phila., PA 19104-6228	215-898-1306 <a href="mailto:Carlin2@hr.upenn.edu">Carlin2@hr.upenn.edu</a>	1	No
WXPB Website	Jeanne Griffin	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677 <a href="http://www.xpb.org">www.xpb.org</a>	1	No
WXPB On-Air Announcements	Debby Seitz	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677 <a href="http://www.xpb.org">www.xpb.org</a>	2	No
Penn Employee	Kimberly Junod	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677 <a href="http://WWW.XPB.ORG">WWW.XPB.ORG</a>	5	No
Penn Employee	Bruce Warren	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677 <a href="http://www.xpb.org">www.xpb.org</a>	1	No
Other – word of mouth		Florida radio station staff (unnamed)	1	1	No
Penn Employee	Josh Landow	WXPB, 3025 Walnut Street Philadelphia, PA 19104-3402	215-898-6677 <a href="http://www.xpb.org">www.xpb.org</a>	1	No

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6) **Total # of Interviewees Referred:** For the period from March 22, 2008, through March 22, 2009, this Employment Unit interviewed 23 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: (#4) – Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities.**

Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.

1) **Girl Scout’s Silver Award Ceremony. May 28, 2008. Tulpehocken PA.** Kids Corner host spoke to the Scout community about what scouting teaches one for her adult life. WXPN’s host emphasized that the skills one learns as a girl scout, such as technical applications, communications, and getting along with people apply to careers in broadcasting. The girl scouts have an opportunity to earn Communications Badges.

2) **WXPN Radio Station Tours. Ongoing. WXPN 3025 Walnut Street, Philadelphia PA.**

"Behind the scenes" tours at WXPN 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. WXPN 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 Mural Arts Program and the Musicians On Call program and to extend their personal involvement with these initiatives.

3) **WXPN Radio Station Family Tours. Monthly September – June. 3025 Walnut Street, Philadelphia PA.**

In addition to the WXPN Radio Station Tours noted above, Kids Corner host and Kids Corner producer lead 3 family-based tours on the 2<sup>nd</sup> Saturday of the month to illustrate the concept of acoustics and sound effects demonstrations. 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. WXPN invites families, school and community groups to these very specialized tours. The Scouts are frequent visitors!

4) **Take Our Daughters and Sons to Work Day. April 24, 2008. WXPN 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. WXPN, 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 24, 2008, WXPN hosted 30 children and their parents and/or sponsors in one hour long session. The session began with a tour of the station which was provided by an experienced WXPN 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. WXPN 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.

5) **Mural Palooza. October 11, 2008. Philadelphia, PA.** Kids Corner host conducted a bus tour of murals throughout the City of Philadelphia. WXPN collaborated with the Mural Arts Program to create *the Sounds of Philadelphia: The Power of Music* mural series. This series was designed to celebrate Philadelphia’s diverse music

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legacy. A Kids Corner mural will be installed in West Philadelphia to complete the series. The tour was a unique way for attendees to this event to experience the diverse ways that careers in broadcasting interact with other areas in the arts to directly affect the community, bringing radio right into their neighborhoods with a uniquely tangible and interactive presence.

**6) Chester County Hospital's May Fair. May 17, 2008. Goshen Country Fairgrounds, 1320 Park Ave, West Chester PA.** Kids Corner host spoke to community members about broadcasting and music for kids.

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

*Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.*

**University of Pennsylvania, WXPN-FM, 3025 Walnut Street, Philadelphia, PA. Ongoing.** WXPN welcomes students, particularly, 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 p.m. Most internship positions require a minimum commitment of 10 hours per week. The following departments enlisted the assistance of 43 unpaid interns during the reporting period.

Marketing – 6

Membership – 4

News (including Arts & Culture) – 2

Programming – 25

Sports – 4

Finance – 1\*

Non-Commvention 2008 – 1†

\* One senior student from Mali, West Africa completed the following classes while interning for WXPN (2/12/08 – 6/30/08) in order to better understand and assist the work of the Finance Office. WXPN enrolled the student and encourages him to pursue his interests in finance and public radio:

- o Ben Financials Chart of Accounts
- o Ben Financials General Ledger Reporting
- o Ben Financials General Ledger Inquiry
- o Ben Financials Manual Journal Entry
- o Ben Financials Special Journal Entry
- o Ben Financials Cash Journal Entry

† One area High School Senior participated in the registration process for WXPN's annual recording industry event, 2008 AAA Non-Commvention. This 3 day conference features sessions designed to discuss and discover current trends in public radio. Local and national artists perform throughout the conference. In May, 2008, a senior from Germantown Academy was invited to participate in the registration process as part of his (high school) senior project. He was dedicated only to the process, which made the position unique among WXPN's internships and work study projects. He worked independently to laminate credentials, and he worked in teams to load-in performing artists. He was involved in the most physical aspects of preparing for the convention, to the follow-up process where we proved our fiscal accountability for the number of registrants and receipts collected. When all was said and done and the convention finished, he took part of restoring the radio station to its pre-convention state, i.e., restoring conference room and work spaces, discarding and organizing unused materials.

**(c) Initiative: (#6) - Participates in job 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).**

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*Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.*

**1) Internship program, volunteer program and online job sites and community access. University of Pennsylvania, WXPB, 3025 Walnut Street, Philadelphia PA.** On [www.xpb.org](http://www.xpb.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 same is true for all full-time paid positions at WXPB. Job seekers are able to gather information about jobs as they become available online at [xpb.org/jobs@xpb](http://xpb.org/jobs@xpb). The link provides a description of these positions along with a link to jobs at Penn. All full-time job applicants to WXPB are required to complete online applications to the University of Pennsylvania.

In addition, WXPB through their website provides a calendar of events happening in the Philadelphia metropolitan area. These events include listings of live arts and entertainment calendars and concerts. The service is provided free of charge to the public. In October 2008, WXPB completed an upgrade of our website. This upgrade included both backend architecture and front end user interface. The redesign made the site easier for users to access.

**2) Greater Philadelphia Cultural Alliance website [www.philaculture.org](http://www.philaculture.org). Greater Philadelphia Cultural Alliance (GPCA), 1616 Walnut Street, Philadelphia, PA.** WXPB has posted open job positions with the GPCA's Job Bank, but this newly redesigned site also includes features that help the user to find professional development opportunities from around the greater Philadelphia region. On [philaculture.org](http://philaculture.org), users can track individual traffic to job postings. The average job posting gets viewed between 800-1000 times per month. There were 34,000 page views from the period from January 1, 2008 to January 1, 2009 for pages that included events in all WXPB categories including WXPB's *Arts Crawl* page, the WXPB *Welcomes* events, Free At Noon concerts, etc. 'XPB presents' pages received 16,000 page views. GPCA's job bank is a powerful driver for web traffic, generating the bulk of the *philaculture* traffic; about 15,000 unique visitors visit the job bank every month. The site also provides planning tools to help schedule fundraising events, and Action Center to act of important advocacy issues. GPCA publishes an online newsletter and special alerts in areas of professional interest.

**3) Association of Fundraising Professionals – Greater Philadelphia Chapter (AFP –GPC), 4520 City Line Avenue, Suite 301, Philadelphia, PA. [www.afpgpc.org](http://www.afpgpc.org).** WXPB posted open job positions with the AFP-GPC's Job Bank. This site, designed for the fundraising professional's reference and use, also provides individuals and businesses in the region with information on educational and informational sessions presented throughout the area. These sessions are offered on topics of immediate concern such as the economic downturn and redesign forums for nonprofit organizations. The organization also informs the user about traditional professional sessions, workshops and breakfast meetings. It's a valuable and insightful resource for fundraisers at non-profits.

**4) Society of Broadcast Engineers, Chapter 18. [www.sbe18.org](http://www.sbe18.org).**

The WXPB technical director is a member of the Society of Broadcast Engineers (SBE), Chapter 18. website and job bank. The website provides information, meeting schedules and the latest chapter news. It is a resource where radio broadcast engineers may obtain useful technical information that can help them solve a thorny issue or learn a new skill. The job bank provides information on job search tips and job availability in the broadcasting industry on both the national and local levels.

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

*Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.*

**1) Public Radio Development / Marketing Conference (PRDMC). July 17-19, 2008. Omni Orlando Champions Gate, 1500 Masters Blvd, Champions Gate, FL.** The conference was attended by upper management staff including the general manager, associate general manager, director for individual gifts, director for major gifts, fundraising operations manager, sales director, two sales representatives, and marketing director. This is a three day

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conference focusing on all areas of fund raising and marketing for public radio, including training on direct mail, telemarketing, major giving solicitation and cultivation, online and email fund raising, and on-air fundraising from peers and industry professionals. The management team was exposed to a number of key initiatives related to marketing and promoting the station. Sessions included measuring program effectiveness in grant writing, Arbitron and the assessment of the pros and cons of public radio stations measuring audience listening, fundraising around election coverage.

**2) *Crafting web friendly press releases.* Business Wire. September 17, 2008. Webinar.** This session was related to direct marketing. Participation was by the WXPN Marketing Director.

**3) *Lost In My Space.* Business Wire. September 10, 2008. Webinar.** This session was related to new media interfaces. Participation was by the WXPN Marketing Director.

**4) *Television in the 1950's.* University of Pennsylvania, School of Arts & Science. William S. Buddy, Instructor. Fall Session, 2008.** Kids Corner host attended a credited class on television in the 1950s focused on how this media captured the imagination and changed and enlarged broadcasting. The student learned the concept of reaching and influencing the larger audience which applies to her current position. In the curriculum the role of women in broadcasting was studied. WXPN's host parlayed this learning into a feature on the Kids Corner program, "List of 20 Interesting Women."

**5) *Public Broadcasting Management Association Conference (PBMA).* May 27-30, 2008. Las Vegas, NV Hotel & Casino.** Director of Finance and Finance Manager of WXPN attended the *PBMA annual conference*. Among the topics covered during the conference were: preparation of the CPB AFR, update on the CPB's financial reporting guidelines, managing multiple priorities for yourself and your team, ensuring compliance with CPB grant requirement, new & proposed accounting pronouncements, keeping up to date using ISIS (a network systems device).

**6) *Business Objects Training.* June 23, 2008. University of Pennsylvania, Sansom Place East computer lab, 36<sup>th</sup> & Sansom Streets, Philadelphia PA.** Director of Finance and Finance Manager attended a class hosted by ONLC Training Centers. This class was attended by finance professionals.

**7) *How to Get Anyone to Do Anything You Want.* September 25, 2008. University of Pennsylvania, Huntsman Hall, 38<sup>th</sup> & Walnut Streets, Philadelphia PA by Dr. Charles Dwyer.** Director of Finance and Finance Manager. The class was attended by finance professionals.

**8- 11)** Director of Finance and Finance Manager participated in a series of Webinars hosted by PBMA for finance professionals. They are listed below

- *Best Practices from the Panel on Nonprofit Sector.* August 21, 2008.
- *Annual Financial Report (AFR) Schedules A&E.* October 30, 2008
- *Introduction to ISIS.* February 10, 2009
- *What is NFFS?* February 12, 2009.

**12) *Employee Fraud.* WXPN, 3025 Walnut Street, Philadelphia, PA December 24, 2008.** Finance Manager participated in a Webinar hosted by the Professional Education Series for accounting professionals.

**13) *Fleet Card Management.* WXPN, 3025 Walnut Street, Philadelphia, PA January 14, 2009.** Finance Manager participated in a Webinar hosted by Wright Express: WEX Online Training for accounting professionals.

**14) *BEN Deposits Training.* WXPN, 3025 Walnut Street, Philadelphia, PA January 14, 2009.** Finance Manager participated in an online training session hosted by the University of Pennsylvania for accounting staff.

**15 – 17)** Director of Finance, Finance Manager, Finance and Development Coordinator and Accounting Clerk participated in the following online training sessions hosted by the University of Pennsylvania for accounting staff:

- *Travel and Entertainment Policy Update Training* September 10, 2008
- *BEN Buys and PENN Marketplace Upgrades Knowledge Training.* September 10, 2008

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- ***BEN Pays Imaging Upgrade Knowledge Building.*** November 18, 2008

**18) *Fundraising Analysis & Recommendations for Growth. September 2008. WXPB, 3025 Walnut Street, Philadelphia, PA.*** The seminar was attended by membership staff including the Director of Individual Gifts, Fundraising Operations Manager, Director of Major Gifts, Member Benefits Coordinator, and Member Services Administrative Assistant. The seminar was conducted by consultant, Jay Clayton dealing with ways to run more effective fund raising drives and a comparison of WXPB's revenue with other non-profit radio and triple A radio stations.

**19) *Major Giving Self-Tutorials. Ongoing. WXPB, 3025 Walnut Street, Philadelphia, PA.*** The Director of Individual Gifts participates in this 10-part [online program](#) from [MajorGivingNow.org](#) offering robust tutorials for all aspects of major giving including planning, case development, volunteer engagement, research, cultivation, stewardship and solicitation.

**20) *Benchmarks for Public Radio Fundraising. Webinar. September 2008. WXPB, 3025 Walnut Street, Philadelphia, PA.*** This webinar was given to review a summary of trends in triple A radio and in public radio fundraising. The sessions was attended by the membership staff including the Director of Individual Gifts, Fundraising Operations Manager, Director of Major Gifts, Member Benefits Coordinator, and Member Services Administrative Assistant.

**21) *DEI Three Million Givers Project. Webinar. October 2008. WXPB, 3025 Walnut Street, Philadelphia, PA.*** This webinar was presented by Doug Eichten, DEI President. The goal of this national public radio initiative is to attain "three million givers by 2012." The webinar was attended by Director of Major Gifts, Member Benefits Coordinator, and Member Services Administrative Assistant.

**22) *Non-Profit Internet Strategies. Efficient Operations & Raising More Money Online. Webinar. November 2008. WXPB, 3025 Walnut Street, Philadelphia, PA.*** The webinar was presented by Ted Hart, e-Philanthropist. This course concerned bringing more people to websites to raise money. WXPB Member Benefits Coordinator, and Member Services Administrative Assistant participated in the webinar.

**23) *Convio – Optimizing Your Website. Webinar. December 2008. WXPB, 3025 Walnut Street, Philadelphia, PA.*** This 2-part webinar focused on essential web analytics for understanding visitors and solidifying individual brands online. WXPB Member Benefits Coordinator, and Member Services Administrative Assistant participated in the webinar.

**24) *Atlas Software training: Advanced Super Users. October 2008. University of Pennsylvania, Franklin Building Annex, Philadelphia, PA.*** WXPB Director of Major Gifts attended this session designed for users with higher permission levels to access the database for specific biographic and demographic information on individual constituents.

**25) *Atlas Software training: Templates and Proposals. October 2008. University of Pennsylvania, Franklin Building Annex, Philadelphia, PA.*** WXPB Director of Major Gifts attended this instruction session regarding the proper method to process capital gifts over \$25,000.

**26) *DEI – Raising Major Gifts in Times of Economic Crisis. October 2008. Webinar. WXPB, 3025 Walnut Street, Philadelphia, PA.*** WXPB Director of Major Gifts participated in this webinar which took place at the inception of the current financial downturn. The national session was designed to help fundraisers work with clients in a new economic climate.

**27) *PennERA: Proposal Development System Training – Basic & Advanced classes. February 2009. University of Pennsylvania, Franklin Building, Philadelphia, PA.*** WXPB Director of Major Gifts attended this 2-day session designed to provide software training and pre-and-post award instruction regarding the administrative and regulatory aspects of grant writing for national and for private foundations.

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**28) PBMA Toolkit: *Your Public File and New FCC Regulations*. April 24, 2008. WXPB, 3025 Walnut Street, Philadelphia, PA.** WXPB Administrative Assistant participated in this [audio seminar](#) of the FCC's public file rules applicable to both radio and television non-commercial educational broadcast stations presented by John Bagwell and Katrina Gleber, Associates at Lerman Senter PLLC.

**29) 2008 Public Radio Engineering Conference. April 11-13, 2008. Las Vegas Convention Center, Las Vegas, NV.** Technical Director attended this national, annually held meeting. Panelists spoke on current technical advancements influencing broadcasting. Among the topics were HD Radio, multicasting systems, audio quality issues, public radio satellite systems update. The conference is attended by engineers in the public broadcasting field.

**30) NAB Show 2008. April 14-17, 2008. Las Vegas Convention Center, Las Vegas, NV.** WXPB'S Technical Director and Chief Engineer attended the national, annually held conference where content and production are showcased. The conference was attended by a global community of professional engineers involved in radio and television production. The number of attendees was over 105,000 people. The Show's international body of presenters exhibited new methods that unite the creative process with converging technologies, harnessing state of the art concepts and equipment to power the future of content, including creation, management, commerce distribution and delivery. Nearly every step in the production process is represented at the conference from software vendors to satellite technologies.

**31) Pennsylvania Association of Broadcasters 24<sup>th</sup> Annual Engineering Conference. June 5, 2008, Hershey Lodge & Convention Center, Hershey, PA.** WXPB'S Technical Director and Broadcast Engineer attended this annual meeting where 25 exhibitors displayed the most up to date engineering equipment and information technologies. Among the topics included in the presentation was a review of FCC rules and enforcement by the FCC's David Dombrowski.

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

*Description of the initiative, including the [nature of the activity](#), the [scope of participation](#) by the station (include station personnel involved by title) and specific [date/time/place information](#).*

**1) Science Stump-O-Rama, The Center School, March 29, 2008, 2450 Hamilton Avenue, Abington, PA.** WXPB Kids Corner host and Kids Corner producer spoke and hosted a Kids Corner Feature, "Science Stump-O-Rama" competition at The Center School, a nonprofit, co-educational independent day school for children ages six to fourteen who have experienced difficulties with [reading and language development](#). The event was held during school assembly. This unique event was also attended by Mike Weilbacher and Derrick Pitts, monthly appearing guests on WXPB's Kids Corner feature, *Science Thursday*. This event showed kids and their teachers the many ways that occupations vary on public radio. They were exposed to the varying work of the on air host, producer and even scientist heard regularly on radio!

**2) Chester County Concert Series. Owen J. Roberts High School, September 6, 2008, 901 Ridge Road, Pottstown, PA.** Kids Corner host appeared at this event to speak to kids about the art of combining science and music for broadcasts and in the arts. Musical guests were the band, *Milkshake*, and science guest was John Hatfield, the host of *Science is Everywhere*.

**3) Brownie Speaks Symposium. The University of the Arts, October 30, 2008, 320 South Broad Street Philadelphia, PA.** During a week of activities dedicated to jazz trumpeter Clifford Brown, WXPB Kids Corner host was a speaker at a presentation on his life and work. Her presentation was about Soupy Sales' late-night jazz show in Detroit at which time she took questions from students & participants on the role of broadcasting in jazz history and the role of the broadcaster in preserving jazz history. The presentation was especially unique since kids show star from the early days of broadcasting, Soupy Sales is the sole possessor of live footage of Clifford Brown performing. Soupy Sales was given an award from the University for his work in preserving jazz history.

**4) Arts & Culture Writing for Radio-WRIT 125 311. School of Arts & Sciences, University of Pennsylvania, WXPB, 3025 Walnut Street, Philadelphia PA. Date: Fall 2008.** WXPB completed its 4<sup>th</sup> year of teaching "Arts

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& Culture Writing for Radio” for the fall semester 2008. The class is offered through the University of Pennsylvania’s School of Arts and Sciences. The class focuses on writing, production and narrating reports on music and the arts for broadcast on WXPN. The class meets twice weekly at the radio station. The course is ideal for training writers, as the approach combines learning to analyze, interpret, write about and present cultural events on air. For the student, the audience extends beyond the University to the stations listeners. The General Manager is the class instructor and has assembled talented WXPN staff members who share in teaching the class. Along with the GM, the instructors include the News & Sports Director, Morning Show Host, Programming Director, Special Creative Operations Director and Line Producer.

**5) *Music in the Digital Age.* University of Pennsylvania Preceptorial. WXPN, 3025 Walnut Street, Philadelphia, PA.** WXPN’s Program Director led 20 University of Pennsylvania students in a seminar on the subject of social media and music blogs. The classes focused on the way that sites such as Facebook, Pandora, Last FM and Hype Machine have significantly changed the way that consumers discover music. The preceptorial looked at the current state of musical discovery on the web. Participants were asked to evaluate and discuss the best sites and talk about some of the new bands they’d discovered. Using WXPN’s state of the art recording equipment, each student created a unique CD compilation of music at the end of the 2<sup>nd</sup> session.

**(e) 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.**

*Description of the initiative, including the nature of the activity, the scope of participation by the station (include station personnel involved by title) and specific date/time/place information.*

**1) Shiloh Nurseries Fall Festival. October 5, 2008. York, PA.** Kids Corner host and Kids Corner producer, along with naturalists Jane Kirkland met and spoke with visitors from the community at this WXPN sponsored community event. The hosts shared their career experiences and discussed a wide range of careers in broadcasting including that of mixing nature and broadcasting.

**2) To Our Children’s Future With Health, Inc. (TOCFWH) – Career Exploration Program. January 27, 2009. WXPN, 3025 Walnut Street, Philadelphia, PA.** WXPN staff members: Program Director, and Volunteer and Student Coordinator, met with students participating in TOCFWH’s Career Exploration Program. The program is designed to help expose youth from West Philadelphia to a variety of educational and career options that exist both inside and outside of their immediate community. The group consisted of twelve (12) students aged 9-14 years. The Program Director gave the children an overview of careers in radio, discussed the differences between commercial and non-commercial radio and led a discussion with the group members about their career interests. Afterwards, The Volunteer & Student Coordinator led the group on a tour of the radio station’s studios and offices.

**3) Eastern Association of Colleges and Employers (EACE) - Road Trips to the Real World. January 9, 2009. WXPN, 3025 Walnut Street, Philadelphia, PA.** WXPN staff members: Program Director, and Volunteer and Student Coordinator, met with students participating in EACE’s *Road Trips to the Real World* program which brings together students from colleges and universities across the Northeastern US in a series of site visits. Site visits are an opportunity for students to learn first-hand about various career fields, network with employers, and explore internship and job opportunities. The group consisted of six (6) students aged 18-21 years. The Program Director gave the students an overview of careers in radio, discussed the differences between commercial and non-commercial radio and led a discussion with the group members about their career interests. Afterwards, the Volunteer and Student Coordinator led the group on a tour of the radio station’s studios and offices.

**(f) 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.**

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University of Pennsylvania, WXPB-FM, 3025 Walnut Street, Philadelphia, PA. Ongoing. WXPB 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 WXPB provides, students earn money and are provided with references for their post-college careers. These students assisted WXPB 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 WXPB are made possible with assistance from a large team of work-study students. WXPB is a remarkable work environment for motivated and independent individuals. The following departments engaged the assistance of 24 work study students during the reporting period.

- a. Internet – 4
- b. Marketing – 4
- c. Membership – 4
- d. News (including Arts & Culture) – 1
- e. Sports - 1
- f. Programming – 10

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

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