

## EEO Public File Report 2007-08

| NAME OF ORGANIZATION NOTIFIED<br>OF VACANCY | CONTACT PERSON | ADDRESS   | TELEPHONE<br>NUMBER | # of<br>INTERVIEWEES<br>REFERRED | DID<br>RECRUITMENT<br>SOURCE<br>REQUEST<br>NOTIFICATION? |
|---|----------------|---|---------------------|----------------------------------|--|
| <b>CALENDAR YEAR 2007</b>                   |                |   |                     |                                  |  |
| <b>Member Services</b>                      |                |   |                     |                                  |  |
| <i>Hiring Source: Open Position</i>         |                |   |                     |                                  |  |
| Internal (WYBE) Website                     | (Internal)     | WYBE, 8200 Ridge Ave.,<br>Philadelphia PA 19128 | 215-483-3900        | 0                                | No   |
| Philly Ad Club                              | website        | website: www.phillyadclub.com                   | None                | 1                                | No   |
| Minority Professional Network               | website        | www.minorityprofessionalnetwork.com             | None                | 0                                | No   |
| LinkedIn                                    | website        | website: www.linkedin.com                       | None                | 0                                | No   |
| Assn of Professional FundRaisers            | website        | website: www.apf.org                            | None                | 0                                | No   |
| Non-Profit Job Scoop                        | website        | website: www.npjobs.org                         | None                | 1                                | No   |
| Career Builder                              | website        | website: www.careerbuilder.com                  | None                | 7                                | No   |
| Work Philly                                 | website        | website: www.workphilly.com                     | None                | 5                                | No   |
| Idealist                                    | website        | website: www.idealists.org                      | None                | 0                                | No   |
| LaSalle Non-Profit Center                   | website        | website: www.viewpoint.org                      | None                | 0                                | No   |
| <b>Broadcast Operations</b>                 |                |   |                     |                                  |  |
| <i>Hiring Source: WYBE web site</i>         |                |   |                     |                                  |  |
| Internal (WYBE) Website                     | (Internal)     | WYBE, 8200 Ridge Ave.,<br>Philadelphia PA 19128 | 215-483-3900        | 7                                | No   |
| Mandy                                       | website        | website: www.mandy.com                          | None                | 3                                | No   |
| Craig's List                                | (internet)     | www.craigslist.com                              | None                | 0                                | No   |
| Minority Professional Network               | website        | website: www.mpn.org                            | None                | 1                                | No   |

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During the period from April 1, 2007 to March 31, 2008, Independence Public Media/WYBE has pursued a variety of outreach efforts focused on recruitment of a diverse workforce.

This period began with the expansion of a student internship and community volunteer program involving Temple University, Ursinus College, the University of Pennsylvania, The University of the Arts, LaSalle University, Drexel University, and several other area colleges and universities, plus several area high schools. Since the start of this program two years ago, over one hundred interns and community volunteers have worked on a regular basis at WYBE, primarily in programming, marketing, design, and production roles. Many have received intensive training that has resulted in the development, production and completion of programs that will be shown on our new program service, MiND: Media Independence. Several of these interns and volunteers have been hired as full-time or part-time employees.

Several of the company's employees have lectured at area colleges (Drexel University, University of the Arts) and high schools (New Media Technology Charter School) discussing career opportunities at WYBE and Independence Media, and our new community-oriented learning service, MiND. In addition to visiting educational institutions to recruit new talent, we have also participated in several job and internship fairs (Innovation Philadelphia and CareerPhilly). We have found our internship programs and job fair presence to be an effective means of recruitment. This approach has encouraged a very diverse range of people to participate with us for projects, and for longer-term relationships.

MiND will launch within the next few months. During the development period, we have produced, or co-produced, hundreds of original programs featuring an extremely wide range of guests, presenters, producers, and ideas. MiND encourages submissions of 5-minute programs made by community members on topics of local and global interest. By opening our airwaves, with limited restrictions, to diverse ideas and a diverse population, we believe that **we** are truly fulfilling the intent and the mission of public media in the United States. Hundreds of these programs will be produced in the next year, many by and with community members.

Our ongoing independent film series, *Philadelphia Stories*, provides WYBE with a unique outreach event to the community of filmmakers. This series is now in its sixth season.

Our outreach efforts also include regular emails and web postings to advise the community of job openings. These job openings have also been promoted on air. In addition, we have advertised in a wide range of print and web publications, often with a focus on alternative readers, ethnic communities and more. In addition, we work with a Community Advisory Board, and regularly provide information about job openings to this group as well. Our Community Advisory Board has provided access to several individuals whom we hope to hire in the future.

We feel that there are several areas that require improvement. Historically, WYBE has attracted a relatively small audience of people of specific cultures. As a result, many people in the Philadelphia region are unaware of the station, and so, do not consider it as a possible place to work. As we build our profile in the community, with MiND and other new services, we believe that we will attract a larger number of candidates for each position from an ever-increasing group of diverse sources.