

5a) Job Title: Account Executive**Referral Source(s) of Hiree: Employee Referral**

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Internal Posting	Michele Kazian	555 City Ave, Bala Cynwyd PA 19004	610-667-9000	3	No
Station Website	Michael Lucia	555 City Ave, Bala Cynwyd PA 19004	610-667-9000	2	No
Main Line Times/Germantown Times	Mary DeNatale	311 E. Lancaster Ave., Ardmore, PA 19003	610-642-4300	0	No
Employee Referral	N/A	555 City Ave, Bala Cynwyd, PA 19004	610-667-9000	1	No
A Women's Place	Susan Hauser	P.O. Box 299, Doylestown, PA 18901	215-343-6375	0	No
Arcadia University	Kate McGlinchey	450 S. Easton Rd., Glenside, PA 19038	215-572-2939	0	No
Cheyney University	Marcia Robinson	1837 University Circle, Cheyney, PA 19319	610-399-2000	0	No
Community College of Philadelphia	Tarsha Scovens	Job Placement Ctr., Rm. S3-03, 1700 Spring Garden St., Phila., PA 19130-3991	215-751-8494	2	No
Delaware County Community College	Jane Lang	901 S. Media Line Rd., Media, PA 19063	610-359-5331	0	No
Drexel University	Becky Ross	3201 Arch St., Ste. 250, Phila., PA 19104	215-895-2183	0	No
Immaculata University	Diane Massey	1145 King Rd., Immaculata, PA 19345	610-647-4400 x3501	0	No
Indo Chinese American Council	Vuong G. Thuy	4936 Old York Rd., Phila., PA 19141	215-457-0272	0	No
Montgomery County Community College	Igor Parfeniuk	Student Success Ctr., College Hall, 340 DeKalb Pk., Blue Bell, PA 19422	215-641-6548	0	No
Pennco Tech	Career Services	Erial Rd., P.O. Box 1427, Blackwood, NJ 08012	1-800-575-9399	0	No
Philly Lesbian and Gay Task Force	Rita Addressa	1501 Cherry St., Phila., PA 19102-1429	215-772-2000	0	No
Philadelphia Now	Cindy Bass	1211 Chestnut St., Phila., PA 19107	215-496-1294	0	No
Philadelphia University	Trish Shafer	Career Services Center, School House Lane & Henry Ave., Phila., PA 19144	215-951-2930	0	No
St. Joseph's University Career Dev.	Jennifer Rossi	5600 City Line Ave., Phila., PA 19131	610-660-3100	3	No
University of Pennsylvania	Marlene Cohen	Suite 20, McNeil Bldg., 3718 Locust Walk, Phila., PA 19104-6209	215-898-4379	0	No
Women Against Abuse	Heather Keafer	P.O. Box 13758, Phila., PA 19101	215-386-1280	0	No

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5b) Job Title: Account Executive**Referral Source(s) of Hiree: Employee Referral**

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Employee Referral	N/A	555 City Ave, Bala Cynwyd, PA 19004	610-667-9000	1	No
A Women's Place	Susan Hauser	P.O. Box 299, Doylestown, PA 18901	215-343-6375	0	No
Arcadia University	Kate McGlinchey	450 S. Easton Rd., Glenside, PA 19038	215-572-2939	0	No
Cheyney University	Marcia Robinson	1837 University Circle, Cheyney, PA 19319	610-399-2000	1	No
Community College of Philadelphia	Tarsha Scovens	Job Placement Ctr., Rm. S3-03, 1700 Spring Garden St., Phila., PA 19130-3991	215-751-8494	0	No
Delaware County Community College	Jane Lang	901 S. Media Line Rd., Media, PA 19063	610-359-5331	0	No
Drexel University	Becky Ross	3201 Arch St., Ste. 250, Phila., PA 19104	215-895-2183	0	No
Immaculata University	Diane Massey	1145 King Rd., Immaculata, PA 19345	610-647-4400 x3501	0	No
Indo Chinese American Council	Vuong G. Thuy	4936 Old York Rd., Phila., PA 19141	215-457-0272	0	No
Montgomery County Community College	Igor Parfeniuk	Student Success Ctr., College Hall, 340 DeKalb Pk., Blue Bell, PA 19422	215-641-6548	0	No
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Philly Lesbian and Gay Task Force	Rita Addressa	1501 Cherry St., Phila., PA 19102-1429	215-772-2000	0	No
Philadelphia Now	Cindy Bass	1211 Chestnut St., Phila., PA 19107	215-496-1294	0	No
Philadelphia University	Trish Shafer	Career Services Center, School House Lane & Henry Ave., Phila., PA 19144	215-951-2930	2	No
St. Joseph's University Career Dev.	Jennifer Rossi	5600 City Line Ave., Phila., PA 19131	610-660-3100	4	No
University of Pennsylvania	Marlene Cohen	Suite 20, McNeil Bldg., 3718 Locust Walk, Phila., PA 19104-6209	215-898-4379	0	No
Women Against Abuse	Heather Keafer	P.O. Box 13758, Phila., PA 19101	215-386-1280	0	No

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5c) Job Title: WXTU Program Director**Referral Source(s) of Hiree: Employee Referral**

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Station Website	Michael Lucia	555 City Ave, Bala Cynwyd PA 19004	610-667-9000	0	No
Employee Referral	N/A	555 City Ave, Bala Cynwyd, PA 19004	610-667-9000	6	No
A Women's Place	Susan Hauser	P.O. Box 299, Doylestown, PA 18901	215-343-6375	0	No
Arcadia University	Kate McGlinchey	450 S. Easton Rd., Glenside, PA 19038	215-572-2939	0	No
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Montgomery County Community College	Igor Parfeniuk	Student Success Ctr., College Hall, 340 DeKalb Pk., Blue Bell, PA 19422	215-641-6548	0	No
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Philadelphia University	Trish Shafer	Career Services Center, School House Lane & Henry Ave., Phila., PA 19144	215-951-2930	0	No
St. Joseph's University Career Dev.	Jennifer Rossi	5600 City Line Ave., Phila., PA 19131	610-660-3100	0	No
University of Pennsylvania	Marlene Cohen	Suite 20, McNeil Bldg., 3718 Locust Walk, Phila., PA 19104-6209	215-898-4379	0	No
Women Against Abuse	Heather Keafer	P.O. Box 13758, Phila., PA 19101	215-386-1280	0	No

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A Women's Place	Susan Hauser	P.O. Box 299, Doylestown, PA 18901	215-343-6375	0	No
Arcadia University	Kate McGlinchey	450 S. Easton Rd., Glenside, PA 19038	215-572-2939	0	No
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Immaculata University	Diane Massey	1145 King Rd., Immaculata, PA 19345	610-647-4400 x3501	0	No
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St. Joseph's University Career Dev.	Jennifer Rossi	5600 City Line Ave., Phila., PA 19131	610-660-3100	0	No
University of Pennsylvania	Marlene Cohen	Suite 20, McNeil Bldg., 3718 Locust Walk, Phila., PA 19104-6209	215-898-4379	0	No
Women Against Abuse	Heather Keafer	P.O. Box 13758, Phila., PA 19101	215-386-1280	0	No

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5e) Job Title: WXTU Morning Show Co-Host**Referral Source(s) of Hiree: Employee Referral**

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Station Website	Michael Lucia	555 City Ave, Bala Cynwyd PA 19004	610-667-9000	1	No
Employee Referral	N/A	555 City Ave, Bala Cynwyd, PA 19004	610-667-9000	1	No
A Women's Place	Susan Hauser	P.O. Box 299, Doylestown, PA 18901	215-343-6375	0	No
Arcadia University	Kate McGlinchey	450 S. Easton Rd., Glenside, PA 19038	215-572-2939	0	No
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Immaculata University	Diane Massey	1145 King Rd., Immaculata, PA 19345	610-647-4400 x3501	0	No
Indo Chinese American Council	Vuong G. Thuy	4936 Old York Rd., Phila., PA 19141	215-457-0272	0	No
Montgomery County Community College	Igor Parfeniuk	Student Success Ctr., College Hall, 340 DeKalb Pk., Blue Bell, PA 19422	215-641-6548	0	No
Pennco Tech	Career Services	Erial Rd., P.O. Box 1427, Blackwood, NJ 08012	1-800-575-9399	0	No
Philly Lesbian and Gay Task Force	Rita Addressa	1501 Cherry St., Phila., PA 19102-1429	215-772-2000	0	No
Philadelphia Now	Cindy Bass	1211 Chestnut St., Phila., PA 19107	215-496-1294	0	No
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St. Joseph's University Career Dev.	Jennifer Rossi	5600 City Line Ave., Phila., PA 19131	610-660-3100	0	No
University of Pennsylvania	Marlene Cohen	Suite 20, McNeil Bldg., 3718 Locust Walk, Phila., PA 19104-6209	215-898-4379	0	No
Women Against Abuse	Heather Keafer	P.O. Box 13758, Phila., PA 19101	215-386-1280	0	No

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6) Total # of Interviewees Referred: For the period from March 23, 2009 through March 22, 2010, this Employment Unit interviewed 38 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment

The Station Employment Unit (SEU) offers internships to local college students for academic credit, designed to assist them in acquiring the skills needed for broadcast employment. The internships are offered each semester and the SEU generally has as many as 100 interns each year. The internships are offered in one of three areas, each offering interns valuable hands-on experience in radio. The interns attend promotions and assist on-air talent during such appearances, collect newswire information, organize public service requests, complete production duties, and create topics, schedule guests and help produce a public affairs program. The SEU directly solicits students at the universities and colleges listed below. Positions were also posted at the student internship websites listed below. Furthermore, internships were advertised through on-air announcements, through e-blast emails directed to 99,000 station subscribers, and on all station websites in the SEU throughout the year. During the reporting period, the SEU had approximately 85 interns.

Colleges and universities:

Drexel University
3141 Chestnut Street
Philadelphia, PA 19104

Contact: Tiffany Burke
Email: tburke@drexel.edu
Phone: 215-895-6466

Holy Family University
9801 Frankford Ave
Philadelphia, PA 19114

Contact: Sr. M. Frances Veitz
Email: mfveitz@holyfamily.edu
Phone: 215-637-7700

Lehigh University
27 Memorial Drive West
Bethlehem, PA. 18015

Contact: James Maskulka
Email: jmm1@lehigh.edu
Phone: 610-861-9118

Contact: Ken Friedman
Email: kaf3@lehigh.edu
Phone: 610-758-4180.

Penn State University
201 Old Main
University Park, PA 16802

Contact: Gary Calore
Email: gsc1@psu.edu
Phone: 215-881-7548

Penn State Abington
1600 Woodland Rd
Abington, PA 19001

Contact: Carol DeBunda
Email: cad8@psu.edu
Phone: 215-881-7512

Penn State Delco
25 Yearsley Mill Road
Media, PA 19063

Contact: Robin Stokes
Email: ras322@psu.edu
Phone: (610) 892-1392

Contact: Bob Martin
Email: rpm163@psu.edu
Phone: (814) 863-4674

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Rowan University
201 Mullica Hi
Il Road
Glassboro, NJ 08028

Contact: Suzanne Sparks

Email: sparks@rowan.edu
Phone: 856-256-4265

Contact: Joseph Bierman
Email: bierman@rowan.edu
Phone: 856-256-4289

Saint Joseph's University
5600 City Avenue
Philadelphia, PA 19131-1395

Contact: M. Solom
Email: msolom01@sju.edu
Phone: 610-660-3411

Temple University
1801 N. Broad Street
Philadelphia, PA 19122

Contact: Dr. James Hunt
Email: hunt@temple.edu
Phone: 215-204-1620

Villanova University
800 Lancaster Avenue
Villanova, PA 19085-1603

Contact: Carol Lloyd
Email: www.villanova.edu/artsci/communications
Phone: 610-519-4061

West Chester University
100 Carter Drive
West Chester, PA 19383

Contact: Paul Arsenault
Email: Parсенault@wcupa.edu
Phone: 610-436-2208

Contact: Edward Lordan
Email: elordan@wcupa.edu
Phone: 610-436-2114

Widener University
One University Place
Chester, PA 19013

Contact: Dwight DeWerth-Pallmeyer
Email: dwdewerth-pallmeyer@widener.edu
Phone: 610-499-4632

Student and internship websites:

www.jerseyintern.com

www.experience.com

www.vpul.upenn.edu

www.usinterns.com

(b) Initiative: Participation in job fairs by station personnel who have substantial responsibility in the making of hiring decisions

Grand Slam Career Fair sponsored by JobCircle.com
Location: Citizens Bank Park, Philadelphia, PA
Date: July 15, 2009 (All Day)
Recruiting for: Sales Positions & Promotions Positions
Station personnel who have substantial responsibility in the making of hiring decisions in attendance:
WXTU / WRDW / WJBR Director of Sales & WRDW Regional Sales Manager

NAB Career Fair, 2009
Location: Las Vegas, NV
Date: April 22, 2009
Recruiting for: All available Sales positions
Station personnel who have substantial responsibility in the making of hiring decisions in attendance:
Corporate Director of Sales, Beasley Broadcast Corporate

NAB Career Fair, 2009
Location: Philadelphia, PA
Date: September 23, 2009
Recruiting for: All available positions
Station personnel who have substantial responsibility in the making of hiring decisions in attendance:
Communications Director, Beasley Broadcast Corporate; Regional Sales Manager,
Philadelphia/Wilmington; Director of Engineering, Beasley Broadcast Corporate

Lincoln University Career Fair, 2009
Location: Lincoln University, PA
Date: Wednesday, November 4, 2009
Recruiting for: All available positions
Station personnel who have substantial responsibility in the making of hiring decisions in attendance:
WXTU / WRDW / WJBR Director of Sales

(c) Initiative: Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting

CW Lewis Middle School
Date: May 22, 2009
Spoke to: Eighth Grade Students
Speaker: A Senior Account Manager spoke to students about communications as a study path and future careers in broadcasting.

Richard Stockton College of New Jersey
Date: September 15, 2009
Spoke to: Radio and Communications Majors
Speaker: An On-Air Personality addressed the students regarding careers in on-air programming and in the production department.

Temple University
Date: September 21, 2009
Spoke to: Communications Majors
Speaker: The Production Director spoke to students in the Broadcast Telecommunications and Mass Marketing programs about career opportunities in radio including sales, programming and production.

Rowan University Career Night Panel
Date: October 15, 2009

Spoke to: Senior Students from university radio station WGLS and the Radio Television Film Department
Speaker: Senior Account Manager discussed radio career opportunities in sales, production and promotions.

Villanova University

Date: November 14, 2009

Spoke to: Communications Majors and incoming students

Speaker: On-Air Personality spoke with declared majors and prospective majors and participated in panel discussions at the AFTRA-sponsored Broadcast and Entertainment Industry Career Day, discussing careers in programming.

St. Joseph's University Career Day

Date: December 3, 2009

Spoke to: Communications and Marketing Students/All Students

Speaker: An On-Air Personality and Producer participated in a college-sponsored Career/Educational Opportunities Night, speaking with declared majors about job opportunities and with incoming students about broadcasting careers and internship opportunities in the Programming Department.

Philadelphia University Masters Program

Date: February 17, 2010

Spoke to: Students in MBA Programs

Speaker: The VP / General Manager spoke with MBA Program students about the business of radio broadcasting, jobs and career paths in all areas including Business and Sales.

St. Joseph's University Communications Career Panel

Date: February 18, 2010

Spoke to: Communications and Marketing Students/All Students

Speaker: The Creative Services Director participated in a college-sponsored Career/Educational Opportunities Night, speaking with declared majors about job opportunities and with incoming students about broadcasting careers and internship opportunities in the Public Affairs, Programming, Promotions and Sales Departments.