

## EEO PUBLIC FILE REPORT

For the reporting period of 4/1/2010 through 3/31/2011

**This report covers the following station employment unit (SEU):**

Licensee / Permittee Name	Call Sign and Type	Community of License (City, State)	FCC Facility ID Number	LMA
Pennsylvania Media Associates	WFIL(AM)	Philadelphia, PA	52193	N/A
Pennsylvania Media Associates	WNTP(AM)	Philadelphia, PA	52194	N/A

**I. VACANCY LIST**

The following is a list of all vacancies for full-time jobs filled during the reporting period and the recruitment source ("RS") that referred the person hired for each vacancy:

Job No.	Job Vacancy Title	Recruitment Source that Referred Hired Person	Date Filled	RS's Contacted to Fill Vacancy
1	None			

**II. RECRUITMENT SOURCE LIST**

During the reporting period, the following recruitment sources ("RS") were contacted as vacancies for full-time SEU jobs opened. There were a total of 0 people interviewed for full-time positions.

RS No.	Recruitment Source	(*)	Address, Telephone and Contact Person of RS	Number of Interviewees referred by RS
<b>* Denotes those organizations that requested notification of vacancy information</b>				
1	Academy of Radio & TV Broadcasting		4914 E. McDowell Rd., Suite 107, Phoenix, AZ 85008 602-267-8001 Contact: Ms. Mary Jo Conniff	0
2	Academy of Radio Broadcasting		16052 Beach Blvd., #263-N, Huntington Beach, CA 92647 714-842-0100 Contact: Placement Director,	0
3	Accion Comunal Latino Americana		512 W. Marshall St., Norristown, PA 19401 610-277-2570 Contact: Eddie Cruz	0
4	ACLU of Pennsylvania		Employment Office, PO Box 40008, Philadelphia, PA 19106 215-592-1513 Contact: Janeya Hisle	0
5	Allaccess.com Website: allaccess.com		28955 Pacific Coast Hwy., St. 210, Malibu, CA 90265 310-457-6616 Contact: Joel Denver	0
6	Alvernia College		1355 W. Cheltenham Ave., Melrose Park, PA 19027 215-276-9067 Contact: Melinda Czyzewski	0
7	Arcadia University		Career Services, 450 E. Easton Rd., Glenside, PA 19038 215-572-2939 Contact: Kate McGlinchey	0
8	Asociacion Puertorriquenos		The Marcha, Inc., 800 W. Diamond St., Philadelphia, PA 19140 215-235-6788 Contact: Dr. Jesus M. Sierra	0
9	Broadcast Employment Services Website: amfmjobs.com		PO Box 4116, Oceanside, CA 92052 800-374-0119 Contact: Mark Holloway	0

10	Bucks County Community College		Career Center, 275 Swamp Rd., Newtown, PA 18940 215-504-8500 Contact: Kate Esposito	0
11	Cabrini College		Co-Op & Career Services, 610 King of Prussia Rd., Radnor, PA 19087 610-902-8305 Contact: Nancy Hutchison	0
12	California Chicano News Media Association		3800 S. Figueroa St., Los Angeles, CA 90037 213-437-4408 Contact: Sylvia Wells	0
13	Calvary Chapel		13500 Philmont Ave., Philadelphia, PA 19116 215-969-1520 Contact: Teresa Desiato	0
14	Cambodian Association of Greater Philadelphia		5412 N. 5 <sup>th</sup> Street, Philadelphia, PA 19120 215-324-4070 Contact: Cindy Suy	0
15	Catholic Social Services		277 N. 18 <sup>th</sup> St., Philadelphia, PA 19103 215-854-7047 Contact: Pauline Williams	0
16	Central PA College Website: centralpenn.edu		College Hill Rd., Sommerdale, PA17093 800-759-2727 Contact: Steve Hassinger	0
17	Chestnut Hill College		9601 Germantown Ave., Philadelphia, PA 19118 215-248-7109 Contact: Eileen Kirby-Webb	0
18	Christianjobs.com		4880 Santa Rosa Rd., #300, Camarillo, CA 93012 805-987-0400 Contact: Audrey Pillow	0
19	Church of the Good Samaritan		Job Network, 212 W. Lancaster Pike, Paoli, PA 19301 610-644-4040 Contacts: Betsy Wolford and Richard Hanscom	0
20	Community College of Philadelphia website www.collegecentral.com/ccp		Center for Business & Industry, 1700 Spring Garden, Rm. C1-34, Philadelphia, PA 19130 215-496-6176 Contact: Career Services Center	0
21	Concerned Women for America		Job Posting, PO Box 67000, Washington, DC 20035 202-488-7000	0
22	Congresso De Latinos Unidos, Inc.		216 Somerset St., Philadelphia, PA 19133 215-763-8870 Contact: Norma Sanchez	0
23	Council of Spanish Speaking Organizations		705-709 N. Franklin St., Philadelphia, PA 19123 215-627-3100 Contact: Irina Valentin	0
24	CSB-r School of Broadcasting		Career Services, 1 Mall Dr., Suite 203, Cherry Hill, NJ 08002 856-755-1200 Contact: Daniel J. Fritz, Jr.	0
25	Deliverance Evangelical Church		Human Resources, 2001 W. Lehigh Ave., Philadelphia, PA 19079 215-226-7600 Contact: Martha Addison	0
26	Devry University		501 Office Center Dr., Suite 420, Ft. Washington, PA 19034 215-591-5900 Contact: Sid Holms	0
27	Drexel University		Alumni Center, 3141 Chestnut St., Philadelphia, PA 19104 215-895-2604 Contact: Andi Bricklin	0
28	East Stroudsburg University		Career Services, 200 Prospect St., 2 <sup>nd</sup> Floor, University Center, E. Stroudsburg, PA 18301 570-422-3219 Contact: Dr. Dennis Steigerwalt	0
29	Eastern University		Careers & Calling, 1300 Eagle Rd., St. Davids, PA 19355 610-341-5827	0

		Contact: Jeannie Leaman	
30	Emma L. Bowen Foundation for Minority Interests in Media	524 W. 57 <sup>th</sup> St., New York, NY 10019 212-975-2545 Contact: Sandra Dorsey Rice	0
31	Ethiopian Community Association	4400 Chestnut St., 1 <sup>st</sup> Floor, Philadelphia, PA 19104 215-222-8917	0
32	First Presbyterian Church of Philadelphia	201 S. 21 <sup>st</sup> Street, Philadelphia, PA 19103 215-567-0532	0
33	Foundation for Minority Interests in Media, Inc.	825 7 <sup>th</sup> Ave., New York, NY 10019 212-456-1995 Contact: Cary J. Williams	0
34	Greater Philadelphia Urban Affairs Coalition	Career Exploration Pgm, 1207 Chestnut St., 7 <sup>th</sup> Floor, Philadelphia, PA 19107 215-851-1772 Contact: Karen Harvey	0
35	Greater Philadelphia Urban Affairs Coalition	Project TANF, 1207 Chestnut St., Suite 400, Philadelphia, PA 19107 215-851-1743 Contact: Rudy Johnson	0
36	Jewish Community Relations Council of Greater Philadelphia	Job Posting, 2100 Arch St., 3 <sup>rd</sup> Floor, Philadelphia, PA 19103 215-832-0650	0
37	Jewish Employment & Vocational Service	Job Development, 990 Spring Garden St., Philadelphia, PA 19123 215-560-5465 Contact: Robert Santiago	0
38	Job Spider Website: thejobspider.com		0
39	Kutztown University Website: collegecentral.com/Kutztown	Career Services, PO Box 730, Kutztown, PA 19530 610-683-4000	0
40	Laotian Family Community Organization of Greater Philadelphia	2136 S. 6 <sup>th</sup> St., Philadelphia, PA 19148 215-465-9202 Contact: Zaythong Chanthakoun	0
41	LaSalle University	1900 W. Olney Ave., Philadelphia, PA 19141 215-951-1000 Contact: Lou Lamorte	0
42	Lutheran Settlement House Women's Program	1340 Frankford Ave., Philadelphia, PA 19125 215-426-8610 Contact: Lila Brunson	0
43	Montgomery County CC Job Placement Office website collegecentral.com/mc3	340 DeKalb Pike, Blue Bell, PA 19422 215-641-6548 Contact: Jennifer Grodiski	0
44	NAACP	Career Services, PO Box 863, Chester, PA 19016 610-872-3664	0
45	NAB Minority Referral Service	Employment Clearing House, 1771 N Street, NW, Washington, DC 20036 202-429-5497 Contact: Michael McKinley	0
46	National Association of Hispanic Journalists	Job Bank, 34 National Press Bldg. Washington, DC 20045 202-662-7145	0
47	National Hispanic Media Coalition	2514 S. Grand Ave., Los Angeles, CA 90007 213-746-6988 Contact: Alex Nogales	0
48	National Religious Broadcasters Website: nrb.org	9510 Technology Dr., Manassas, VA 20110 703-330-7000 Contact: J. Sebastian Traegar	0
49	Nationalities Service Center	1300 Spruce St., Philadelphia, PA 19107 215-893-8400 Contact: Beverly Mallard	0
50	Nueva Esperanza Betances	Job Training Program, 4261 N. 5 <sup>th</sup> St., Philadelphia, PA 19140 215-324-0746	0
51	Opportunities	Human Resources, 1231 North Broad	0

	Industrialization Center		Street, Philadelphia, PA 19116 215-236-7700 Contact: Aubrey Smith	
52	Organization of Chinese Americans		1001 Connecticut Ave., NW, Suite 601, Washington, DC 20036 202-223-5500 Contact: Dorothy Wong	0
53	PA Career Link, Montgomery County		Dept. of Labor, 1855 New Hope St., Norristown, PA 19401 610-270-3429 Contact: Melinda Onchitta	0
54	PA Career Link, North Philadelphia		990 Spring Garden St., Philadelphia, PA 19123 215-560-5465 Contact: Nicki Woods	0
55	Pan Asian Association of Greater Philadelphia		Public Relations, 101 Ellsworth St., Philadelphia, PA 19147 215-605-8436	0
56	Penn State University Career Placement		Career Services, 101 Bank of America Career Services Bldg., University Park, PA16802 814-863-4674 Contact: Jack Raymond	0
57	Pennsylvania Association of Broadcasters		8501 Paxton Street Hummelstown, PA 17036 717-482-4820 Contact: Gail Ponti	0
58	Philadelphia Advertising Club		308 E. Lancaster Ave., Suite 110, Wynnewood, PA 19096 610-642-2306	0
59	Philadelphia Biblical University Website: pbu.edu/life/career/recruit.cfm		Career Center, 200 Manor Ave., Langhorne, PA 19041 215-702-4224	0
60	Philadelphia University Website: ecampusrecruiter.com/philau		W. School House Lane & Henry Ave., Philadelphia, PA 19144 215-951-2700 Contact: Trish Shafer	0
61	Rowan University Website: rowan.edu/CAP		CAP Center, 201 Mullica Hill, Glassboro, NJ 08028 856-256-4456 Contact: Joan Guston	0
62	Salem Communications Website: salem.cc		4880 Santa Rosa Rd., Suite 300, Camarillo, CA 93012 805-987-0400 Contact: Audrey Pillow	0
63	St. Joseph's University		5600 City Ave. Philadelphia, PA 19131 610- 660-3100 Contact: Terry Barth	0
64	Suburban Station Career Link		1617 JFK Blvd., 2 <sup>nd</sup> Floor, Philadelphia, PA 19103 215-557-2625 Contact: Marina Barnett	0
65	Taller Puertorriqueno, Inc.		Job Posting, 2721 N. 5 <sup>th</sup> St., Philadelphia, PA 19133 215-426-3311	0
66	Temple University Career Development Services		Career Development Services, Mitten Hall, 2 <sup>nd</sup> Flr., 1913 N Broad St., Philadelphia, PA 19122 215-204-7981	0
67	Tenth Presbyterian Church		17 <sup>th</sup> & Spruce Streets, Philadelphia, PA 19104 215-735-7688 Contact: Dorothy Boersma	0
68	University of Pennsylvania		34 E. Walnut Lane, Philadelphia, PA 19104 215-898-4827 Contact: Sue Russoniello	0
69	University of the Arts, College of Media & Communications		320 S. Broad Street, Philadelphia, PA 19102 215-717-6585 Contacts: Angela Dowdy and Chris Garvin	0
70	Urban League of Philadelphia		121 S. Broad St, 9 <sup>th</sup> Floor. Philadelphia, PA 19107 215-985-3220 Contact: Diane Murray	0

71	Ursinus College Website: uccareernet.com		PO Box 1000, Collegeville, PA 19426 610-409-3599 Contact: Carla Rinde	0
72	VA Regional Office		Employment Division, 500 Wissahickon Ave., Philadelphia, PA 19144 215-842-2000 Contact: Mindy Lubeck	0
73	Villanova University		Career Service, 800 Lancaster Ave., Villanova, PA 19085 610-519-4065 Contact: Betty Jane Cornell	0
74	West Chester University Website: collegecentral.com/wcupa		106 Lawrence Center, West Chester, PA 19383 610-436-2501 Contact: Elizabeth Giangiuolo	0
75	West Oak Lane Church of God		7401 Limekiln Pike, Philadelphia, PA 19138 215-549-8559 Contact: Lucie Benson-Turner	0
78	Westminster College		Career Center, 319 Market St., New Wilmington, PA 16172 724-946-7339 Contact: Katy DeMedal	0
79	Widener University		1 University Place, Chester, PA 19013 610-499-4435 Contact: Ashley Padmore-Baker	0
80	Women in Transition		21 S. 12 <sup>th</sup> Street, 6 <sup>th</sup> Floor, Philadelphia, PA 19107 215-564-5301 Contact: Irene Lindsay Brantley	0
81	Women's Alternative Center		519 Station Road, Wawa, PA 19063 610-543-5022 Contact: Erica Loperbey	0
82	Women's Center of Montgomery County		Court House Plaza, 18 W. Airy St., Suite 400, Norristown, PA 19401 610-279-7740 Contact: Denise Flynn	0
83	Women's Center, Pottstown Office		555 High Street, 2 <sup>nd</sup> Floor, Pottstown, PA 19464 610-970-7363 Contact: Kristine Wickward	0
84	Women's Resource Center		Job Bank, PO Box 596, Wayne, PA 19087 610-687-6391 Contact: Sarah Gifford	0
85	Women's Way		1233 Locust Street, Philadelphia, PA 19107 215-985-3322 Contact: Laura Hoogland	0
86	You Have the Keys to Work		PO Box 2112, Philadelphia, PA 19103 215-618-1572 Contact: Uda Bartholomew	0

**OTHER SOURCES OF INTERVIEWEES**

No.	Description of Other Sources	Number of Interviewees
87	Radio Ad – WFIL/WNTP	0
88	WFIL/WNTP Radio websites – wfil.com and wntp.com	0
89	Employee referral	0
<b>Total Number of Interviewees</b>		<b>0</b>

### **III. OUTREACH INITIATIVES**

**The following outreach initiatives were completed by the SEU during the reporting period:**

#### **A. Job Fairs**

1. The SEU's General Sales Manager and Business Manager participated in the National Career Fair in Philadelphia, PA on June 15, 2010. Participation in the career fair included staffing a booth, providing information about current job openings at the SEU, handing out applications and collecting resumes.
2. The SEU's Programming Manager and General Sales Manager participated in the Philadelphia Biblical University Career Fair on November 17, 2010. Participation in the career fair included staffing a booth, providing information about current job openings at the SEU, handing out applications and collecting resumes.

#### **B. Training**

The Salem Director of Human Resources conducts monthly HR Network Training Sessions via teleconference and PowerPoint presentations, which includes review of EEO policies and compliance. The SEU's Business Manager participates in these training sessions each month and then routinely communicates with the SEU's General Manager and other management team members to keep all employees apprised of the company and SEU's policy on equal employment.

#### **C. Internship Program**

The objective of this program is to provide students the opportunity to work with a major market media group. Through this experience the student is able to learn about careers in the broadcasting industry. The intern works with each department of the SEU to gain a broad knowledge of the broadcasting industry. 1 student from Arcadia University interned at the SEU from January 26, 2011 to February 10, 2011.

#### **D. Other Outreach Activities**

Information about employment opportunities are displayed by the SEU at various community events the SEU attends. Employment applications are made available for attendees to take. During this reporting period, the SEU was at the following community events:

1. April 28, 2010. 50+ Senior Expo, Downingtown, Pennsylvania.
2. May 12, 2010. Greater Northeast Philadelphia Chamber of Commerce Business Expo, Philadelphia, Pennsylvania.
3. June 10, 2010. Jeffrey Gitomer Sales Seminar, Valley Forge, Pennsylvania.
4. September 23, 2010. WNTF Reclaiming America, Philadelphia, Pennsylvania.

5. October 15, 2010. Suburban Home & Garden Show, Oaks, Pennsylvania.
6. February 22, 2011. *The Grace Card* movie screening, King of Prussia, Pennsylvania.
7. February 24, 2011. Suburban Home & Garden Show, Oaks, Pennsylvania.
8. March 17, 2011. Senior Expo, Exton, Pennsylvania.
9. March 30, 2011. Bill Bennett lunch/book signing, Philadelphia, Pennsylvania.