**FCC EEO Prong 3 Report**

**April 2020 to March 2021**

**Participate in general outreach efforts through job banks and internet programs.**

* Significant use of a broad range of channels, including general and industry-specific sites, and organizations, such as universities, colleges and professional networking groups, designed to attract a diverse pool of candidates are used.
* WHYY also posts all job vacancies on their social media accounts.

**Participate in at least four jobs fairs by station personnel who have substantial responsibility in the making of hiring decisions.**

* Since April 2020, WHYY representatives have attended or submitted information to the following career, job and internship fairs. At each event attended, human resources personnel or representatives from WHYY discussed relevant information about employment, internship opportunities, and/or volunteer opportunities; provided attendees with information about WHYY and collected resumes from interested attendees:
  + On October 14, 2020, the Specialist, Staffing & Human Resources attended Temple University’s Virtual Career Fair at Klein College, meeting with approximately 60 students.
  + On March 31, 2021, the Specialist, Staffing & HR attended Current ‘s (Public Media) Virtual Career Fair meeting with approximately 600 attendees.

**Participate in at least four events over two years relating to career opportunities sponsored by educational institutions.**

* WHYY’s Media Labs teach youth programs throughout the year to students in grades kindergarten through 12th. These programs teach students to produce audio and video stories both in the classroom and in after-school programs.
  + During April 2020 to March 2021, WHYY reached 2,386 students through virtual projects. Note classes do occur June 2020 – August 2020.
  + During April 2020 to March 2021, WHYY held over 100 sessions of after-school programming, serving a total of approximately 99 students through after-school programs.
  + WHYY hosted a virtual showcase highlighting work produced by high school student interns participating in the Pathways to Career Program.
* WHYY staff speak frequently to students and/or civic groups about careers in public media.
  + On June 3, 2020, Host/Creative Director of “The Pulse” and the Executive Producer of “Radio Times” spoke at a WHYY member event where they discussed the challenges and opportunities of producing audio content during the pandemic. They also discussed their career pathways into broadcasting.
  + On October 14, 2020, the Specialist, Staffing & Human Resources attended Temple University’s Virtual Career Fair at Klein College, meeting with approximately 60 students.
  + On March 31, 2021, the Specialist, Staffing & HR attended Current ‘s (Public Media) Virtual Career Fair meeting with approximately 600 attendees.

**Establishment of an internship program designed to develop skills needed for broadcast employment.**

* For the period of April 1, 2020 through March 31, 2021, 23 students participated in WHYY’s paid program, in departments throughout the organization. The spring internship program was paid (18 students), however, due to COVID, the sessions after were credit based (5 students).
* Starting in September 2020, WHYY partnered with Temple University and the Philadelphia Association of Black Journalists to recruit interns for our virtual internship program.

**Establish training or mentoring programs designed to enable employees to acquire skills to qualify for higher level positions.**

* Education Assistance Program available for a discounted tuition rate to all staff members at all levels of the organization through Rosemont College. However, during this timeframe (April 2020 – March 2021), no employees took advantage of this benefit.
* Through WHYY’s tuition reimbursement benefit, regular, full-time employees, (upon successful completion of the course), can apply for tuition reimbursement for courses taken at accredited institutions related to professional advancement. However, during this timeframe (April 2020 – March 2021), no employees took advantage of this benefit.
* In 2019, WHYY hired a Youth Employment Specialist and initiated our Pathways to Media Careers Program. To date, we have supported 67 paid work experiences for students in the WHYY Media Arts Education Program. These opportunities were made possible through partnerships both within WHYY and other partner organizations in the media field. Students received resume, job skills, interview training, and had the opportunity to exercise their media skills at prominent work places.  Despite the COVID-19 pandemic, students were still able to partner with our employers and successfully navigated the virtual business workforce during the summer of 2020.

**Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.**

Digital Membership Director was posted/shared on/with…

* National Association of Black Journalists

Associate Producer, Fresh Air, was posted/shared on/with…

* National Association of Black Journalists, National Association of Hispanic Journalists

Radio Times Producer was posted/shared on/with…

* National Association of Black Journalists, National Association of Asian Journalists, Air Media

**Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.**

* All employees had to complete an online course, “Harassment and Discrimination Prevention” by September 30, 2020.

**Participated 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.**

From April 2020 to March 2021, the Specialist, Staffing & Human Resources, met virtually with leaders from the following organizations to create a partnership to help reach extended networks regarding job vacancies…

* National Urban League – Philadelphia Chapter
* Philadelphia Association of Black Journalists
* National Association of Black Journalists
* National Association of Hispanic Journalists – Philadelphia Chapter
* Hispanic Chamber of Commerce – Philadelphia Chapter
* African American Chamber of Commerce – Philadelphia Chapter
* Association of Latino Professionals for America – Philadelphia Chapter
* National Association of Black Accountants – Philadelphia Chapter
* National Association of Asian American Professionals – Philadelphia Chapter
* Black Barristers – Philadelphia Chapter
* Black MBAs – Philadelphia Chapter
* Next Philadelphia
* PHL Diversity