

EEO PUBLIC FILE REPORT – WBBR-AM (New York, NY)

A. Employment Unit Covered: WBBR-AM

B. Reporting Period: February 1, 2012 – January 31, 2013

C. Full-time Vacancies Filled and Recruitment Source to Fill Vacancy:

Vacancy Filled	Hire Source	Recruitment Source
Ad Sales Representative – Bloomberg Radio	Bloomberg.com Career Website	See chart below
Radio Producer and News Writer - Bloomberg Radio	Current Employee (internal transfer) *	See chart below

* A current employee was hired for this position after a full recruitment process was undertaken.

D. Additional Recruitment Sources Used By Bloomberg:

Recruitment Source	Contact Info	Referrals	Interviews
Ad Week	**	1	0
Aftercollege.com	www.aftercollege.com Account Representative (individual not specified by company) 98 Battery Street, Suite 502 San Francisco, CA 94111 877-725-7721 x281 sales@aftercollege.com	1	0
Amsterdam Newspaper	Barbara Williams 2340 Fredrick Douglas Blvd. New York, NY 10027 212-932-7425	0	0
Asian American Journalist Association (“AAJA”)	Antonio Salas 1182 Market St., Suite 320 San Francisco, CA 94102 415-346-2051 ext. 105	0	0
BAT (Bloomberg Assessment Test)	Cindy Stamer 731 Lexington Avenue New York, NY 10022 212-318-2000	1	0
BilingualCareer.com	**	1	0
Bloomberg.com	Cindy Stamer 731 Lexington Avenue New York, NY 10022 212-318-2000	59	4

** WBBR did not conduct affirmative recruitment activity with these sources during the time period covered by this report. However, these sources circulated information about WBBR job postings without obtaining the information directly from WBBR personnel.

Bloomberg Jobs Go (Bloomberg Professional service@ job search functionality)	Stephen Buszka 731 Lexington Avenue New York, NY 10022 212-318-2000	1	0
Careerbuilder.com	**	5	1
El Diario	Miriam Nieto 1 Metrotech Center, 18th Floor Brooklyn, NY 11201 (212) 807-4762	0	0
Employee Referrals	Cindy Stamer 731 Lexington Avenue New York, NY 10022 212-318-2000	17	5
Google	**	1	0
IHireHR	**	1	0
Indeed.com	Tom Kelly 177 Broad St. 6 th floor Stamford, CT 06091 203-564-2432	17	1
Inside Radio	Gene McKay genemckay@insideradio.com PO Box 567925. Atlanta GA 31156 800-248-4242	3	1
Bloomberg PATH (internal Bloomberg intranet site for employee career information and applications)	Cindy Stamer 731 Lexington Avenue New York, NY 10022 212-318-2000	3	3
JournalismJobs.com	**	1	0
LinkedIn	www.linkedin.com Chanel Spellman cspellman@linkedin.com 2029 Stierlin Court Mountain View, CA 94043 (402) 452-2383	29	2
MediaBistro	www.mediabistro.com Carrie Rons carrie@mediabistro.com 475 Park Avenue South, 4th Floor New York, New York 10016 212 547 7899	15	0
Monster.com	Pam Seales 622 Third Avenue, 39th Floor New York, NY 10017 646-945-9233	8	0
National Association of Black Journalists ("NABJ")	Irving Washington 1100 Knight Hall, Suite 3100 College Park, MD 20742 301-405-0248	0	0
National Association of Hispanic Journalists ("NAHJ")	Kevin Olivas 529 14th St Nw Ste 1000, Washington, DC 20045. (202) 662-7168 kolivas@nahj.org	0	0

New York Times	Jack Byrnes 500 Seventh Avenue – 8 th Floor New York, NY 10018 888-800-1123	7	1
NY Times Scholarship Fund	**	1	0
Other	+	2	0
Sing Tao Daily	Jenny Wong, NY Ltd. 188 Lafayette Street New York, NY 10013 212-699-3800	0	0
Twitter	**	1	0

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+ Applicants selected this general category of recruitment source and did not provide further detail on the application.

E. Recruitment Initiatives Implemented During the Reporting Period:

During the reporting period, personnel with substantial responsibility for hiring decisions at WBBR participated in two job fairs: one sponsored by UNITY for the Asian American Journalist Association (“AAJA”), National Association of Hispanic Journalists (“NAHJ”), National Lesbian Gay Journalists Association (“NLGJA”) and Native American Journalists Association, and one sponsored by National Black Journalist Association (“NABJ”).

A variety of training programs are offered to enable WBBR personnel to acquire news skills that may qualify them for higher level positions, including a variety of training programs in management development and reporting on the financial markets. In addition, WBBR offers one-on-one mentoring and voice coaching.

WBBR hired 3 students as paid interns: one college student as part of the 2012 Summer Intern Program; one high school student during the Fall/Winter 2012; and one college student during Winter 2012.

In March 2012, one of WBBR’s managers presented a seminar on “Getting it Right: Writing, Delivery, Voicing and Using Sound to Communicate Well in Radio Broadcasting” at the College Media Advisors (CMA) convention in New York. Also in March 2012, 10 students from the CMA came to WBBR for a tour of its facilities, including the studio.

In March 2012, one of WBBR’s managers hosted a tour for a group of Curry College students and faculty looking at opportunities for internships and jobs in the New York area, detailed how WBBR reports news and gathers data, and detailed the types of skills WBBR looks for when hiring team members.

In July 2012, one of WBBR’s managers hosted a tour for a group of University of Miami School of Communications summer interns.