

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

A. Employment Unit Covered: WBBR-AM

B. Reporting Period: February 1, 2013 – January 31, 2014¹

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

Vacancy Filled	Hire Source	Recruitment Source
Technical Producer	Mediabistro.com	See chart below
On-Air Host	Employee Referral	See chart below
Radio Sales Account Executive	Employee Referral	See chart below

D. Additional Recruitment Sources Used By Bloomberg:

Recruitment Source	Contact Info	Referrals	Interviews
All Access	**	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
Bloomberg Careers	Cindy Stamer	90	5
Careerbank	**	1	0
Careerbuilder	**	1	0
Career One	**	1	0
City Jobs	**	1	0
Contacted by WBBR Recruiter	Cindy Stamer 731 Lexington Avenue New York, NY 10022 212-318-2000	1	0
El Diario	Miriam Nieto 1 MetroTech Center -18 th Floor Brooklyn, NY 11201 212-807-4778	0	0

¹ To facilitate filing of WBBR's renewal application, this public file report will be posted to the Bloomberg.com website on January 28, 2014 and attached to FCC Form 396, Broadcast Equal Employment Opportunity Program Report, which will be submitted on the same day. If there are any changes between January 28, 2014 and January 31, 2014, an amended Form 396 will be filed with the Federal Communications Commission and an amended public file report will be posted on Bloomberg.com.

Employee Referrals	Cindy Stamer 731 Lexington Avenue New York, NY 10022 212-318-2000	10	6
Google	**	3	0
IHireHR	**	1	0
Indeed.com	Tom Kelly 177 Broad St. 6 th floor Stamford, CT 06091 203-564-2432	14	0
Internet/Other	+	3	0
Journalism Jobs	**	2	0
LinkedIn	www.linkedin.com Chanel Spellman cspellman@linkedin.com 2029 Stierlin Court Mountain View, CA 94043 (402) 452-2383	49	4
Lisa.org	**	1	0
MediaBistro	www.mediabistro.com Carrie Rons carrie@mediabistro.com 475 Park Avenue South, 4 th Floor New York, New York 10016 212 547 7899	24	1
Monster.com	Pam Seales 622 Third Avenue, 39 th Floor New York, NY 10017 646-945-9233	3	1
National Association of Black Journalists (“NABJ”)	Irving Washington 1100 Knight Hall Suite 3100 College Park, MD 20742 301-405-0248	2	0
National Association of Hispanic Journalists (“NAHJ”)	Azuree Salazar 1050 Connecticut Avenue NW 10 th Floor Washington, DC 20036 202-662-7145	0	0
New York Times	Jack Byrnes 500 Seventh Avenue – 8 th Floor New York, NY 10018 888-800-1123 ext 6637	2	0
Newspaper/Magazine	+	4	0
NTS Media Online Weekly “News.Talk.Sports”	Al Peterson Publisher/Editor-In-Chief al@ntsmediaonline.com 858.486.7559	0	0
School University Career Center	+	3	0

Sing Tao Daily	Jenny Wong NY Ltd.; 188 Lafayette Street New York, NY 10013 212-699-3800, ext. 107	0	0
Yahoo	**	1	0

** 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.

+ 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 three job fairs, one sponsored by the National Black Journalist Association (“NABJ”), one sponsored by the Asian American Journalist Association (“AAJA”), and one sponsored by the National Association of Hispanic Journalists (“NAHJ”).

A variety of training programs are offered to enable WBBR personnel to acquire new 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 2 students as paid interns: two college students as part of the 2013 Summer Intern Program.

In March 2013, one of WBBR’s managers hosted a tour for a group of College Media Association students, and shared information about the radio business and journalism.

In both May and August 2013, one of WBBR’s managers hosted a tour for a group of CUNY students (City University of New York), and shared information about the radio business and careers.

In August 2013, one of WBBR’s managers hosted a tour for a group of Bentley University students, and shared information about the radio business and careers.

In September, 2013 one of WBBR’s managers attended an open house at Bentley University to share information with students about a career in the radio field.

In the fall of 2013, one of WBBR’s managers taught a class at Bentley University’s Corporate Immersion Institute to educate students about business and the radio/media field.

WBBR makes an on-air announcement intermittently alerting organizations and schools that they may request to be added to a mailing list so that they can receive notifications of job opportunities at Bloomberg radio. An email including job listings is then sent to the organizations and schools.