

**EEO PUBLIC FILE REPORT  
MARCH 21, 2022 - MARCH 20, 2023**

**1. I. Employment Unit: WURD (AM), Philadelphia, PA**

**2. II. Vacancies filled in period:**

Job Title	Hire Date	Recruitment Sources [Listed by #]	Referred By
Promotions & Social Media Coordinator	06/06/2022	6	6
General Manager	07/18/2022	6,9,14	14
Content Coordinator	08/01/2022	6	6
Junior Sales Account Executive	09/19/2022	4,6,11	6
Senior Sales Account Executive	12/12/2022	4,6,7,9,11,14	6
Program & News Director	01/09/2023	4,6,7,11,14	14
Director of Marketing & Growth	03/06/2023	3,4,5,7,14	Internal Promotion

**3. III. Recruitment Sources**

Number	Name and information	Entitled to Notification (Y/N)	No. of Interviewees
1	WURD Radio Website		
2	On-air announcements		
3	WURD Radio Job Portal		
4	Indeed		
5	Philly Ad News		
6	Word of Mouth		11

7	Phila. Assoc. of Black Journalists		
8	Diversity Pledge Recruitment Service		
9	NABOB Network (Nat. Assoc. of Black Owned Broadcasters)		
10	LinkedIn		
11	ZipRecruiter		
12	Journalismjobs.com		
13	Career Fairs [name]		
14	URL Media Recruiting		2
		Total Interviewees	8

**4. IV. Recruitment Initiatives**

In 2022-23, we were intentional and strategic about marketing our open roles. We sought help from several partner organizations to promote these opportunities on their platforms: Resolve Philly, News Revenue Hub, Racial Equity in Journalism, and the Philadelphia Association of Black Journalists. We worked with a BIPOC-owned and centered recruitment service, URL Media to identify executive leadership candidates. We have also posted our open roles on our own job board at [wurdworks.com](http://wurdworks.com), and have significantly increased the promotion of these positions on social media and on the radio. This has enabled us to reach a broader audience than relying solely on online job boards. We had a virtual booth at the PA Conference for Women event and career fair in October, and spoke to attendees about WURD opportunities at our annual Founder's Day event job fair. Our General Manager has engaged in networking with regional organizations including the Greater Philadelphia Chamber of Commerce to raise the visibility of WURD Radio's job opportunities.