

EEO PUBLIC FILE REPORT
MARCH 21, 2023 - MARCH 20, 2024

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

2. II. Vacancies filled in period:

Job Title	Hire Date	Recruitment Sources [Listed by #]	Referred By
Senior Sales Account Executive	10/30/2023	1,3,4,5,6,9,14	6
Membership Manager	06/12/2023	1,3,4,6,14	6
Morning Drive Producer	07/10/2023	1,3,4,6,7,9,12,14	4
Technical Producer	03/08/2023	1,3,4,6,7,9,12,14	6
Technical Producer	05/26/2023	1,3,4,6,7,9,14	6

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		2
5	Philly Ad News		
6	Word of Mouth		6
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		
15	Internal Promotion		2
		Total Interviewees	10

4. IV. Recruitment Initiatives

In 2023-24, 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, 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.