

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

A. Employment Unit Covered: WBBR-AM

B. Reporting Period: February 1, 2011 – January 31, 2012

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

Vacancy Filled	Hire Source	Recruitment Source
Ad Sales Representative – Bloomberg Radio	Employee Referral	See chart below
Board Operator	Employee Referral	See chart below
Radio Producer	Employee Referral	See chart below
Radio Producer	Current Employee (internal promotion)*	See chart below
Radio Host	Current Employee	See chart below

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

D. Additional Recruitment Sources Used By Bloomberg:

Recruitment Source	Contact Info	Referrals	Interviews
Aachen	**	1	0
America’s Job Bank	www.jobbankinfo.org **	2	0
Amsterdam Newspaper	Barbara Williams 2340 Fredrick Douglas Blvd. New York, NY 10027 212-932-7425	3	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.com	Cindy Stamer 731 Lexington Avenue New York, NY 10022 212-318-2000	232	14
Bloomberg Career Email	Cindy Stamer 731 Lexington Avenue New York, NY 10022 212-318-2000	7	0
Bloomberg Jobs Go (Bloomberg Professional service@ job search functionality)	Angela Bobko ** 731 Lexington Avenue New York, NY 10022 212-318-2000	2	0
Careerbuilder.com	www.careerbuilder.com **	11	1

Contacted by WBBR Recruiter	Cindy Stamer 731 Lexington Avenue New York, NY 10022 212-318-2000	2	0
Economist.com	www.economist.com**	1	0
El Diario	Nelson Cuello 1 MetroTech Center -18 th Floor Brooklyn, NY 11201 212-807-4778	0	0
Employee Referrals	Cindy Stamer 731 Lexington Avenue New York, NY 10022 212-318-2000	53	11
Facebook	www.facebook.com**	1	0
Google	www.google.com**	3	0
Gorkana	www.gorkana.com**	1	0
Indeed.com	Tom Kelly 177 Broad St. 6 th floor Stamford, CT 06091 203-564-2432	13	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	6	4
Job Site	+	2	0
LinkedIn	www.linkedin.com**	5	0
MediaBistro	www.mediabistro.com**	2	0
MediaJobs.com	www.mediajobs.com**	1	0
Monster.com	Pam Seales 622 Third Avenue, 39 th Floor New York, NY 10017 646-945-9233	29	1
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”)	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	13	1
Newspaper/Magazine	+	1	1

Other	+	5	0
School University Career Center	+	4	0
Sing Tao Daily	Jenny Wong NY Ltd. 188 Lafayette Street New York, NY 10013 212-699-3800, ext. 107	0	0
Washington Post	www.washingtonpost.com**	1	0
Website/Internet	+	1	1
Zubka	www.zubka.com**	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 four job fairs, one sponsored by the National Black Journalist Association (“NABJ”), one sponsored by the Asian American Journalist Association (“AAJA”), one sponsored by the National Association of Hispanic Journalists (“NAHJ”), and one sponsored by the South Asian Journalist Association (“SAJA”).

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.

On March 15, 2011, WBBR station management and Human Resources representatives received training from outside legal counsel on methods of ensuring equal employment opportunities and preventing discrimination, including how to comply with the Federal Communications Commission’s EEO rules.

WBBR hired a Columbia University graduate student in Journalism as part of the paid, 12-week Bloomberg Fall Broadcast Internship program.

In March 2011, 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 Broadcasters, Inc. (CBI) and College Media Advisors (CMA) convention in New York. Also in March 2011, 15 students from the CMA came to WBBR for a tour of its facilities, including the studio.

During February to March of 2011, one of WBBR’s managers trained and assisted a group of graduate students from Temple University to write business radio stories. Students made business radio story podcasts and learned about best practices in business radio.

On July 26, 2011, one of WBBR’s managers made a presentation about the radio business and industry to Bloomberg’s 2011 summer class of Multimedia Interns to further their interest in a career in the radio field.