

ANNUAL EQUAL EMPLOYMENT OPPORTUNITY
PUBLIC FILE REPORT
FOR WWJZ (AM), RADIO DISNEY AM 640,
MT. HOLLY, NEW JERSEY

FEBRUARY 1, 2009

This Annual Equal Employment Opportunity Report is filed in accordance with Federal Communications Commission (“FCC”) regulations to detail the equal employment opportunity (“EEO”) efforts of WWJZ(AM), Radio Disney AM 640, Mt. Holly, New Jersey (“WWJZ” or the “Station”), for the period commencing on February 1, 2008 through January 21st, 2009. The station’s licensee is Radio Disney Group, LLC and is located in Fort Washington, Pennsylvania.

WWJZ is an equal opportunity employer and is committed to meeting and surpassing the Station’s EEO obligations.

A. Job-Specific Outreach

The Station recruited widely for all full-time non-temporary positions. Recruitment methods included: posting notices on Monster.com, Disneycareers.com, The Philadelphia Ad Club job board, and other national recruitment sites. A list of those local organizations that received notice of the Station Manager full-time non-temporary position (entitled the Outreach List) is attached to this report as Exhibit A. In addition, Radio Disney recruitment also participates in the Direct Employee Association Network Sites. The Direct Employers Association is a non-profit consortium of leading U.S. corporations that collects postings from member organizations, such as Radio Disney, and distributes them to over 600 diversity disabled Americans, unemployment, schools, state organizations and veteran sites. A list of the sites that are included in this distribution is attached as exhibit D.

The Station currently has six full time employees. Since February 1, 2008, the Station filled three positions. Interviews for the two Account Executive position took place between 4/1/08 – 1/9/09. Interviews for the Station Manager position took place between 3/23/2007 and 6/11/2007.

- **January 20th, 2009** – Fred Sorokin was hired to replace an open position for Account Executive. Eleven people were interviewed for this position. Postings were made on:
 1. Monster.com
 2. Philadelphia Ad Club
 3. Disney Jobs
 4. Direct Employers Association Network Sites

Opening Date 12/8/08	Job Title	Department	Interview Date	Source	Hired/Not hired
Dec-08	AE	Sales	10/23/2008 in person	Prior intern	NH
Dec-08	AE	Sales	10/28/2008 phone	Diversity Job Fair	NH
Dec-08	AE	Sales	10/28/2008 phone	Diversity Job Fair	NH
Dec-08	AE	Sales	10/28/2008 phone	Diversity Job Fair	NH
Dec-08	AE	Sales	11/18 & 12/1 in person	Other	H
Dec-08	AE	Sales	12/10 & 12/16 in person	Posting	NH
Dec-08	AE	Sales	12/10 & 12/15 in person	Hotjobs.com	NH
Dec-08	AE	Sales	12/12 & 12/16 in person	Monster.com	NH
Dec-08	AE	Sales	12/12 & 12/16 in person	Job posting	NH
Dec-08	AE	Sales	12/12/2009 phone	Job Posting	NH
Dec-08	AE	Sales	10/22/2008 in person	Diversity Job Fair	NH

- **October 1st, 2008** - Elizabeth Hollidge was hired to replace an open position for a Station Manager. Twelve people interviewed for this position. Postings were made on:
 1. Philadelphia Ad Club job board
 2. New Jersey Ad Club
 3. The Pennsylvania Broadcaster Association
 4. All Access.com
 5. FMQB.com
 6. Disney Jobs
 7. Monster.com
 8. Outreach List
 9. Direct Employers Association Network Sites

Opening Date	Job Title	Department	Interview Date	Source	Hired/not Hired
May-08	Station Manager	G&A	4/7/2008	Inside Radio	NH
May-08	Station Manager	G&A		Inside Radio	NH
May-08	Station Manager	G&A	4/21/2008	Inside Radio	NH
May-08	Station Manager	G&A	4/22/2008	Inside Radio	NH
May-08	Station Manager	G&A	22-Apr	Inside Radio	NH
May-08	Station Manager	G&A	5/13/2008	Inside Radio	NH
May-08	Station Manager	G&A	5/15/2008	Inside Radio	NH
May-08	Station Manager	G&A	5/13/2008	Inside Radio	NH
May-08	Station Manager	G&A	4/13/2008	Inside Radio	NH
May-08	Station Manager	G&A	8/6/2008	Inside Radio	H
May-08	Station Manager	G&A	4/1/2008	Inside Radio	NH
May-08	Station Manager	G&A		Inside Radio	NH

- **May 5th, 2008** - Alice Connelly was hired to replace an open position for an Account Manager. Although other candidates were interviewed by prior station management we cannot locate further information at this time. Postings were made on:
 1. Monster.com
 2. Disney Jobs
 3. Craigslist.com
 4. Jobcircle
 5. Direct Employers Association Network Sites

Opening Date September 08	Job Title	Department	Interview Date	Source	Hired/Not hired
Sep-07	AE	Sales	April 1 2008	Monster.com	H

The Station continues to try and expand and update its own local mailing list of organizations wishing to receive notices of its job openings. So far, no organizations have asked the Station to be put on its mailing list. The Station will regularly assess and improve recruitment methods and sources by analyzing their effectiveness and making needed changes. The Station currently airs regular on-air announcements in rotating day-parts encouraging organizations that refer job candidates to contact the Station to be put on the WWJZ job vacancy mailing list. The Station ran a Job Outreach Commercial May 19, 2008- January 4, 2009 of :30 second commercials that ran 90 times encouraging organizations that refer job candidates to contact the Station to be put on the WWJZ job vacancy mailing list. The Station ran 180 on-air announcements between 2/08 and 11/08 in rotating day-parts for job vacancies.

See Scripts below:

JVC08-0514-161-3
:30 Promo- Job Vacancy
Megan Gattis
05/14/08
Philadelphia

MVO: FVO:

MVO: Wanna' be the first to know when Radio Disney AM 640 has a job opening?

FVO: Of course!

MVO: Add your organization or company to our contact list and we'll let you know about our new openings. To get on the list call 215-591-0100. That's 215-591-0100. Or mail us a letter at 501 Office Center Drive Suite 190, Fort Washington, 19034.

SFX: *writing something down*

FVO: Got it!

MVO: The radio job of your dreams could be right around the corner...with AM 640 Radio Disney!

RDP08 0204 161 16 –promo: 60
Radio Disney Employment
Philadelphia
02-04-08
David May

VO: kacy

VO: How would you like to a part of the Disney Magic?
Pixie dust

Radio Disney AM 640 is an equal-opportunity employer looking for imaginative, skilled professionals to fill new positions in the Disney family. We currently have positions open for exciting and creative job in marketing & radio sales. The candidate should have a college degree with at least one-year experience in sales, marketing or public relations and experience with computers. As a part of the team, you'll have the opportunity to develop a new business and work with fun, innovative thinkers. For more information, call 215 -591- 0100 or send resume to W W J Z 501 Office Center Drive Suite 190 Fort Washington, Pa 19034. This is your chance to be a part of the most magical, family-orientated company on earth. If you have a college degree with at least one-year experience in sales, marketing or public relations and experience with computers—Radio Disney wants to hear from you. Call 215 -591- 0100 or send resume to W W J Z 501 Office Center Drive, Suite 190 Fort Washington, Pa 19034. Radio Disney AM 640 is an equal opportunity employer.

B. Long-Term Supplemental Recruitment Initiatives

The Station has been involved in the following long-term supplemental recruitment initiatives: an internship program and participation in job fairs.

- (1) *Internship Program:* The Station has for some time been participating in an internship program in which students from various educational institutions are encouraged to work at the Station in exchange for course credit, broadcast experience, and exposure to the broadcast industry and personnel. Intern responsibilities include but are not limited to studio recording and editing, script writing, press releases, event coordination, event preparation, event activities, proposal writing, promotion recap creation, mailings, and website postings.

Station interns and part-time employees were recruited through notices posted at the following colleges and universities:

- Villanova University
- Philadelphia University
- Gynedd-Mercy College
- Saint Joseph's University
- Drexel University
- Arcadia University
- University of the Arts
- Rowan University
- Ursinus University
- Connecticut School of Broadcasting
- Chestnut Hill College
- Montgomery County Community College
- Temple University- Ambler
- King's College
- Neumann College
- Lehigh University
- Penn State University
- Desales University
- Bloomsburg University of PA
- CollegeCentral. Com
- Monmouth University
- Georgian Court University
- LaSalle University

- **Temple University**
- **Lycoming College**
- **Messiah College**
- **Millersville University of Pennsylvania**
- **University of Pennsylvania**
- **West Chester University**
- **University of Delaware**

The college students that have interned, each spending 15 hours a week at the Station from February 2008 through April 2008 are:

Kiera Davis- Philadelphia University
 Portia Dunkley- LaSalle University
 Kimberly Palmer- St. Joseph's University

(2) Job Fairs:

- a) St. Joseph's University – 2/21/08
- b) Philadelphia University – 3/10/08 On-Campus Interview Day
- c) Arcadia University – 4/1/08
- d) Diversity Job Fair – 10/22/08

Kelly Raffaele, the Station's Promotions Marketing Manager, attended all three Career Fairs. She has hiring responsibilities and handles the internship program. She not only collected resumes from students interested in openings at the Station but also provided mentoring advice to students about broadcast careers. The Station plans on continuing to attend Career Fairs over the years in conjunction with community outreach.

(3) Host a Job Fair

On January 22nd, 2009 WWJZ hosted a Job Fair at their office located at 501 Office Center Drive, Fort Washington PA 19034. The Job Fair was hosted to recruit for Independent Contractors and Part Time Employees for Radio Disney On-Site Appearances. The Job Fair was posted on Craigslist.com.

- a) 13 applicants attended the Job Fair

C. Record Keeping

In compliance with EEO record keeping requirements, the Station creates a file for each position to be filled. The file includes, but is not limited to, the following items: dated copies of advertisements, emails, and the mailing list(s) used to notify sources of the opening; resumes of people interviewed for the position with referral source noted; and a summary of filled vacancies showing, interviewees and referral sources. Documentation will also be kept for all versions of the organizational mailing lists and texts of on-air announcements. In addition, the Station documents the supplemental outreach initiatives listed in the Commission's "menu." These files include the nature and date of each activity, the scope of the Station's participation and the names and titles of the Station personnel involved.

Elizabeth Hollidge
Station Manager
WWJZ (AM), Mt. Holly, NJ
February 1, 2009