Radio CSG diversity

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Established formal goal of diversity in its workforce, management and boards, including community advisory boards and governing boards having governance responsibilities specific or limited to broadcast stations: WXPN conforms with the regulations set forth by the FCC§73.2080 concerning Equal employment opportunities. WXPN’s license is held by the University of Pennsylvania’s Board of Trustees. The Executive Director of the Office of Affirmative Action and Equal Opportunity Programs has been designated as the executive responsible for coordinating the University’s equal opportunity programs with which WXPN is in compliance. Fostering and nourishing diversity is central to the core missions of the University of Pennsylvania. The University, through the Office of the President, the Office of the Provost, the Office of Affirmative Action and Equal Opportunity Programs and the Office of the University Secretary, is committed to progress in growing the diversity of the University of Pennsylvania community among trustees, students, faculty, and staff.

As a result of sustained outreach and initiatives, the number of individuals identifying as a racial/ethnic minority on Penn's Board of Trustees (WXPN’s governing body) has more than tripled since 2000. The Office of the University Secretary regularly provides the Board of Trustees, through its committees, with updates on its diversity and inclusion initiatives - gender and racial/ethnic - relating to volunteer leadership at all levels across the University. In addition, the University’s Board of Trustees has resolved that all annual reporting on WXPN be regularly reported to the Trustee’s Local, National and Global Engagement Committee, which supports the University in its efforts to foster the University's presence, positive engagement and contributions at every level from the University’s West Philadelphia neighborhoods to the diverse global arena.

WXPN’s commitment to diversity along the components of race, ethnicity, gender, sexual orientation, age, religion and any other legally protected class extend to all levels of employment on the stations’ staff. This is reflected in upper level management of 4 individuals, 2 of whom are minority women. The station’s on-air staff includes women hosts whose shows air during morning drive time and midday, as well as a female part time host of a specialty program, Amazon Country, which along with its counterpart, Q’Zine provides formats for the local and online LGBT community. When hiring new staff members, WXPN’s policy and practice is to posts jobs using a wide variety of local and national hiring sites. Requests to post open positions to online hiring sites and job banks have been made to the City of Philadelphia’s Mayor’s Office, Metropolitan Career Center, Greater Philadelphia Cultural Alliance, The National Hispanic Media Coalition, Corporation for Public Broadcasting, Public Media Business Associates, and All Access Music Group, among other organizations. WXPN places classified job ads when
appropriate in national publications such as the National Association of Black Journalists and Current, the bi-weekly newspaper about public media.

WXPN has fulfilled the initiatives required for CPB reporting. The progress WXPN has made to increase the station’s outreach and diversity is presented and measured in the annual CPB report.

**Statement to the Public**

To further the station’s goal of incorporating elements of diversity important to the station’s public media work, WPXN has made many progressive moves in programming, events and community outreach. Primary among these actions is the creation of special projects. WXPN launched the Mississippi Blues Project, a year-long venture to share dynamic performances of a regional tradition of Blues music that has received limited exposure in the Philadelphia region. The station produced 4 concerts throughout the region and held a screening of the film, *We Juke Up In Here* at Philadelphia’s African American Museum. The film’s producers were present to discuss their exploration of the Mississippi’s once thriving juke-joint culture with an audience that represented Greater Philadelphia’s population. WXPN allowed the project’s concert performances to remain available as part of an online interactive initiative showcasing Mississippi Blues as a vibrant folk art form. Diversity plans in the coming year include a year-long Zydeco Crossroads Project. The new project will be marketed to appeal to the African American community through partnerships and events. The project will kick off in Lafayette Louisiana. A robust website of audio, blogs and video will be developed along with a documentary film. A dozen Zydeco bands from Lafayette will perform at local venues around Philadelphia, and events will include a dance party and a mini Zydeco festival.

WXPN’s nationally syndicated program World Cafe developed Latin Roots to reach an audience in the Spanish speaking population. The series explores a variety of Spanish music and influences with a rotating roster of guest artists and commentators established in Latin music circles. These bring new audiences to the program, using social media to inform their audiences of their appearances. A Spotify playlist contains each episode and has proven to be a popular way to access the series. A grant is pending for a new series of quarterly concerts to span 3 years.

WXPN has historically recognized and given voice to the broad community of minorities throughout the station’s expanded broadcast region, which includes online. Another focus of WXPN’s interest is with programming and events for and about children. Children find a place to speak where their peers and families listen on the evening broadcast of *Kids Corner*. In addition to playing independent music for kids, the program features relatable topics such as science and reading with expert guests. The show reached beyond its characteristic programming to explore and discuss the subject of depression in children and in families.

WXPN is the leader in independent music for kids. *Kids Corner* expanded its mission of community outreach with *Kids Corner Music Festivals* featuring live music performances by independent kids’ music artists. WXPN parlayed the success of the festivals into producing KindieComm, the world’s only family music conference that embraces today’s artists in this genre in all of its diversity. The conference offers an opportunity for industry members, kids’
promotion and media professionals, talent buyers and musicians to learn and grow in their professions. The weekend conference ended with a concert for kids and their families.

**Annual Initiative**

On an annual basis, WXPN will continue to offer very successful internship and work-study positions. These robust programs engage students from a variety of Philadelphia-area schools, including Community College of Philadelphia, Temple University, University of the Arts and the University of Pennsylvania. A diversity of genders, races, cultures, educational backgrounds and professional aspirations are represented among our students. As XPN students partner with staff to provide programming that serves the cultural and generational diversity within our audience, they gain hands-on, pre-professional experience that enriches their education.