ANNUAL EQUAL EMPLOYMENT OPPORTUNITY

PUBLIC FILE REPORT

WPVI-TV, 6ABC

PHILADELPHIA, PENNSYLVANIA

APRIL 1, 2016

1. GENERAL POLICY

This annual EEO report is filed in accordance with Federal Communications Commission (“FCC”) regulations to detail the equal employment opportunity (“EEO”) efforts of WPVI-TV (also referred to herein as “6abc” or the “Station”) for the period beginning on March 16, 2015 through March 15, 2016.

WPVI-TV, owned and operated by ABC, Inc., is an equal opportunity employer and follows a consistent practice of outreach to the community and workforce regarding broadcast career and job opportunities. The Station’s policy is to provide skills development and the opportunity for advancement to all current and potential employees regardless of race, color, gender, marital status, religion, age, national origin or citizenship status, disability, sexual orientation or status as a Vietnam era or special disabled veteran.

1. INTERNAL RECORD KEEPING

A file is created for each job opening at WPVI-TV. Each file contains an application from every interviewee for that position. It also includes the job posting and advertisements placed for each open position and a completed internal applicant recruitment form that details basic information about the job (such as title and date position was open and filed) This form also lists every person interviewed for the position, their referral source (where known), their interview dates, and the dispositions of their interviews (whether or not they were offered and accepted the position, and if so, their hire dates). The data contained in these internal files is used to help prepare the Station’s ANNUAL EEO PUBLIC FILE REPORT and enable the Station to evaluate the effectiveness of its recruitment and outreach efforts.

A file of unsolicited resumes is kept with each department for a period of one year.

1. SPECIFIC RECRUITMENT MEASURES

All openings for full time non-temporary positions are announced in the following ways:

First, WPVI-TV has an extensive list (see # III -A, below) of organizations and individuals that have requested notification of Station job openings. The list is updated when new requests are received. Announcements of all full time non-temporary job vacancies are routinely sent to this entire list, which includes the website of the Pennsylvania Association of Broadcasters.

Second, an Equal Employment Opportunity over-the-air broadcast announcement, soliciting groups interested in being added to the jobs mailing list, aired monthly on WPVI-TV/ D-1 and D-2 stations. The text of the announcement was as follows: “WPVI, 6abc is an equal opportunity employer. Organizations that distribute employment information, or refer job seekers to employers, can be included in our mailing list. For more information, call us at 215-878-9700.” A contract indicating the schedule for this announcement, and log pages verifying that they aired, are on file at the Station. A similar announcement is posted within the job listings section of the Station’s website, [www.6abc.com](http://www.6abc.com).

Third, as part of its continuous effort to make people aware of the Station’s job openings and internship opportunities, WPVI-TV utilizes the Station’s website, [www.6abc.com](http://www.6abc.com). A listing of open positions and the internships available within WPVI-TV, with an explanation of the application requirements and procedures, is regularly updated on the website.

Fourth, the Station’s vacancies are also included in a Station employment hotline to which interested callers to the Station are directed (215-871-1225). Individuals who call the Station’s main number (215-878-9700) to inquire about job openings are connected to the hotline (extension 1225). They hear a recorded message listing each job opening and providing instructions for how to apply for the position.

Finally, all position openings are forwarded to ABC, Inc.’s Human Resources Department to be posted on both the internal (intranet) and the external (internet) Disney Jobs site (DisneyCareers.com). When a job posts to the Disney Jobs site, it is also made available to the Direct Employers Association Network sites, such as JobCentral.com for distribution to dozens of state/metro –area networks, college/alumni links, and diversity, military and veteran sites. In addition, as detailed in Section IV-A, some openings are advertised in selected local newspapers, magazines and/or trade publications or posted on selected websites. Other Station recruitment sources include talent and employment agents, referrals from current or former employees, and industry colleagues. Interested internal candidates from WPVI or from its sister stations are also always considered.

III –A

Phila. Hispanic Chamber of Commerce, Inc.,

200 S. Broad Street

Suite 700

Philadelphia, PA 19102

Philadelphia Broadcast Pioneers

ATTN: Gerry Wilkinson

1382 Farrington Road

Philadelphia, PA

JEVS Human Services &

JEVS 55 +

ATTN: Job Developer

1845 Walnut Street

Philadelphia, PA 19103

CT School of Broadcasting

1 Cherry Hill, Ste. 203

Cherry Hill, NJ 08002

Cuban Community Center

9237 Academy Road

Philadelphia, PA 19114

Dir. of Operations

Howard University WHMM-TV 32

2222 Fourth Street, N.W.

Washington, DC 20059

Camden County College

c/o Student Employment

P.O. Box 200

Blackwood, NJ 08012

Mr. Steve Milovich

Sr. Vice President Human Resources

Disney -ABC Television Group

500 S. Buena Vista Street

Burbank, CA 91521

Temple University 011-00

PRSA Placement Svc. - Journ. Dept.

2020 N. 13th Street

Philadelphia, PA 19122-6080

News Crew

WPVI-TV News Bureau

500 W. Second Street

Wilmington, DE 19801

ATTN: Career Services

Rider University

2083 Lawrenceville Road

Lawrenceville, NJ 08648-3099

ATTN: Career Development Center

Broadcasting Institute of MD

7200 Harford Road

Baltimore, MD 21234-7702

Asian Pacific Management

543 E. Locust Avenue

Philadelphia, PA 19144

Lincoln University Urban Center

c/o Job Link

3020 Market Street, 2nd Floor

Philadelphia, PA 19104

PA Careerlink Northwest

235 W. Chelten Avenue

Philadelphia, PA 19144

New Kensington CDC

ATT: Receptionist

2515 Frankford Avenue

Philadelphia, Pa 19125

HireAbility

ATT: Career Development Center

Six Franklin Plaza

Philadelphia, PA 19102

Genesis School of Business

C/O Virtua

1000 Atlantic Ave., 5th Fl.

Camden, NJ 08104

The Art Institute of Philadelphia

ATTN: Career Development Center

1622 Chestnut Street

Philadelphia, PA 19130

Law Offices of Emma L. Oh

Emma L. Oh, Esquire

5811 Thomas Avenue

Philadelphia, Pa 19143

[GPonti@PAB.org](mailto:GPonti@PAB.org)

<http://tvjobs.com/>

National Association of Black Journalists

<http://careerservices.nabj.org/employers/>

Dr. Diego Castellanos

Host: Puerto Rican Panorama

114 Horseshoe Curve, Station Square

Lansdale, PA 19446

6abc Community Advisory Board Members (present & past CAB members)

Mr. Oscar Rosario

Member - CAB

858 N. Corinthian Avenue

Philadelphia, PA 19130

G Ann Curtiss King

Chair - CAB

1362 South 46th Street

Philadelphia, PA 19143

Ms. Betty J. Davis

Member – CAB

3145 Highland Street

Camden, New Jersey 08105

WPVI Community Advisory Board

ATT: Ms. Alice Foye

Administrator – CAB

6724 Carlisle Street

Philadelphia, PA 19126

Ms. Cheryl Wright

Member - CAB

3305 North Jefferson Street

Wilmington, DE 19802

Tony Jenkins

Member - CAB

5451 N. 6th Street

Philadelphia, PA 19120

Grace Rustia

Member - CAB

605 Kings Highway South

Cherry Hill, New Jersey 08034

Iris Violeta Colon Torres

Vice Chair – CAB

760 South Sheridan Street

Philadelphia, PA 19147

Maceo Cummings

Former Member - CAB

5611 Woodbine Avenue

Philadelphia, PA 19131

Edwin Colon, Esq.

Former Member - CAB

601 East Cope Road

Kennett Square, PA 19348

Ms. Lisa Picon

Former Member CAB

9 Adams Avenue

Berlin, NJ 08009

Ms. Cora Jones

Former Member CAB

943 E. Dorset Street

Philadelphia, PA 19150

1. FULL TIME POSITIONS FILLED (3/16/15 – 3/15/16)

During the period covered by this report, WPVI-TV had a total of twenty (20) vacancies for full time positions. Seventeen (17) have been filled. The Station currently has three (3) open full-time positions. Details regarding the disposition of this year’s filled positions are attached to the back of this document as Exhibit IV-A.

1. LONG-TERM RECRUITMENT (3/16/15 – 3/15/16)

WPVI-TV undertakes additional outreach measures to help attract and develop qualified candidates for future media careers. FCC rules require that, within a two-year period, large-market employment units with more than ten (10) full-time employees complete four (4) long-term recruitment initiatives. These measures may include, among others, internship programs, job fairs, events at educational institutions and other community events designed to inform the public about employment opportunities in broadcasting and to better prepare them for such careers. The Station’s long-term recruitment efforts between March 16, 2015 and March 15, 2016 included the following:

1. Seasonal Internships

WPVI-TV has an on-going student internship program open to college juniors and seniors in the region. The internship program offers students both academic credit and on-the-job training. The internships help students gain first-hand experience at a television station, find employment in the broadcasting industry, and develop relationships with industry professionals who may assist them in their future careers. For ‘college credit only’ internships are available in the Production/Programming Department, the Creative Services/Promotion Department, the Marketing/Digital Sales Department, and the Business Office for the winter/spring, summer and fall semesters. The News Department offers a paid internship for two applicants for the winter/spring, summer and fall semesters.

Information about the various internships that are available at WPVI is posted on [www.6abc.com](http://www.6abc.com) . The Station’s internship descriptions are also distributed by local college professors and listed on some local college websites. Approximately thirteen (13) current full-time WPVI employees, including one public affairs manager, one creative services assistant director, three creative services producer/editors, one anchor/reporter, one news editor, one web producer, two traffic coordinators, one marketing supervisor one sales secretary and one newsroom secretary were previous WPVI interns. In addition, approximately five (5) recently graduated interns worked as part-time/freelance staff at the Station during 2015/2016.

The Station had a total of forty-one (41) seasonal interns from eighteen (18) colleges and universities between March 16, 2015 and March 15, 2016, as follows:

|  |  |  |
| --- | --- | --- |
| 3 Student(s) Temple | Spring ‘15 | Production/Marketing/Promotion |
| 1 Student(s) West Chester | Spring ‘15 | Production |
| 1 Student(s) Kutztown | Spring ‘15 | Production |
| 1 Student(s) Asbury | Spring ‘15 | Production |
| 2 Student(s) Rowan | Spring ‘15 | News/Production |
| 1 Student(s) St. Joseph’s | Spring ‘15 | Promotion |
| 1 Student(s) Georgetown | Summer ‘15 | Production |
| 1 Student(s) Penn State | Summer ‘15 | Production |
| 1 Student(s) University of Maryland | Summer ‘15 | Production |
| 1 Student(s) Hofstra | Summer ’15 | Production |
| 1 Student(s) Rutgers | Summer ‘15 | Production |
| 1 Student(s) Syracuse | Summer ‘ 15 | News |
| 1 Student(s) Loyola | Summer ‘15 | Marketing |
| 1 Student(s) Rowan | Summer ‘15 | Promotion |
| 1 Student(s) University of Virginia | Summer ‘15 | Promotion |
| 1 Student(s) Temple | Summer ‘15 | Promotion |
| 3 Student(s) St. Joseph’s | Fall ‘15 | Production/Promotion/Marketing |
| 4 Student(s) Temple | Fall ‘15 | News/Production |
| 1 Student(s) La Salle | Fall ‘15 | Production |
| 4 Student(s) Temple | Spring ‘16 | News/Production |
| 1 Student(s) La Salle | Spring ‘16 | Production |
| 1 Student(s) Chestnut Hill | Spring ‘16 | Production |
| 1 Student(s) Stockton | Spring ‘16 | Promotion |
| 1 Student(s) Drexel | Spring ‘16 | Promotion |
| 2 Student(s) St. Joseph’s | Spring ‘16 | Promotion/Marketing |

**Three times per year, the Public Affairs office invites Production/Programming potential internship candidates to 6abc for a group interview session.** Public Affairs Manager – Niki Hawkins and Interim Public Affairs Coordinator – Aunyea Bailey, along with various Programming Producers, interview the candidates and then host a question and answer session with all candidates where the students get to freely ask about the Station, different job positions and what skills are needed to land a job and become successful in the media business. They are also granted a full tour of the Station including the newsroom, control room and the news studio. Approximately sixty (60) college students take part in these group interview sessions.

**Three times per year, the Public Affairs Manager Niki Hawkins puts together a farewell luncheon with all current station ‘college credit only’ interns from all departments.** All station department heads and various hiring managers are invited including; Bernie Prazenica – President & GM, Tom Davis - VP of News, April Carty-Sipp – VP of Programming, James Aronow – VP of Sales, Lee Daniels – 6abc.com, Hank Volpe - VP of Engineering, Cindy Torres – VP of Business, Mike Monsell – VP of Creative Services and Amy Morris – Assistant News Director. Interns are able to interface, network and ask questions of the Station’s hiring managers about interviewing and networking techniques, what skills and types of experience they look for when hiring new employees and how to land that all important first job out of college

**Three times per year, April Carty-Sipp – VP of Programming, meets with all 6abc Programming/ Production Interns at the end of their internships to review and critique their resumes and resume tapes, plus offers sound advice on best practices for interviewing and networking within the media industry.**  She has completed approximately fifteen (15) twenty - minute interviews throughout the calendar year of 2015/2016.

1. Organizational Job Fairs

In addition to normal recruitment activities, WPVI-TV representatives, including department heads and middle managers, attend various organizational job fairs to help the Station identify talented job candidates. These outreach opportunities, which include women, minorities and other community members, are also performed to inform potential applicants of the types of jobs available and the skill sets required for potential employment at the Station. WPVI representatives participated in the following job/career fairs from March 16, 2015 through March 15, 2016:

**April 1st, 2015 – Temple University School of Media & Communications Internship and Career Fair -** Public Affairs Manager Niki Hawkins and Executive Producer in News hosted a table, collected resumes and gave advice to new graduates looking to land a job the media and journalism fields. They also encouraged matriculating students to apply for internships.

**April 12th, 2015 – April 16th, 2015, 2014 / The National Association of Broadcasters Convention –** The NAB show hosts attendees from every sector of the media industry previewing the latest innovations and emerging technologies in media production.

Hank Volpe, VP of Engineering, Terry Belford, Director of Production, and Tom Davis, VP of News attended the show in Las Vegas, NV, representing the Station. Throughout the conference, Terry Belford networked and identified potential technical job applicants for the 6abc Engineering Department.

**June 6th, 2015 - Met with Vice President of the Board of the National Association of Black Journalists -** Assistant Director of News - Amy Morris, Executive Producers - Maxine Crooks and Rob Royal and Public Affairs Manager - Niki Hawkins, met with Dedrick Russell, Vice President of the Board of the National Association of Black Journalists on Tuesday, June 6th.  Russell discussed the upcoming 40th Anniversary of the NABJ Convention happening in Minneapolis, MN this August and how the NABJ can better serve their members and station partners throughout the year.

**August 5th – August 8th, 2015 / Career Fair at the National Association of Black Journalists** - NABJ is the largest professional gathering devoted to Black Journalists, media related professionals and students and attracts more than 2,500 attendees nationwide. 6abc was represented by Maxine Crooks and Porsha Grant, Executive Producers of News at the Career Fair during the 2015 National Association of Black Journalists Convention in Minneapolis, MN. They distributed information about job openings and internships at the Station and interviewed prospective applicants. They also critiqued the resume tapes of individuals interested in opportunities at the Station. They were specifically interested in recruiting an Anchor/Reporter and finding more News Producers. Maxine Crooks was a panelist for a ½ day ‘News Producing Workshop’ hosted by the NABJ. She networked and gathered thirteen (13) potential diverse News Producer applicants from that workshop.

1. School and Career Day Programs, Informational Interviews & Mentor Relationships

In addition to normal recruitment activities, WPVI-TV representatives, including the General Manager, department heads, middle managers and on-air talent, host and attend various career day programs, informational interviews and take part in mentoring relationships designed to help the Station identify talented job candidates. These various styles of outreach activities help community members, including women and minorities who might not otherwise know about or be prepared for careers in the media, to become more knowledgeable about and better prepared for such careers.

WPVI representatives participated in the following career day programs, informational interviews and mentoring relationships from March 16, 2015 through March 15, 2016:

2015/2016 Informational Meetings – **Niki Hawkins – Public Affairs Manager**, met with approximately seven (7) college students and recent graduates throughout the year (6/30, 7/20, 8/4, 8/6, 8/20, 11/23, and 1/7) to offer advice on searching for a job and gave tips for navigating a career within the media industry. Each meeting lasted ½ hour on average.

2015/2016 Mentorship Meetings - As a member of Philadelphia Ad Club mentoring program, **James Aronow – Vice President of Sales,** meets and counsels a college senior or recent graduate on the industry, networking and general business concepts.

April 2nd, 2015 - Meteorologist **Chris Sowers** spoke to environmental science students at the Camden County Tech Career Fair, in Pennsauken, N.J.

April 8th, 2015 - **Karen Rogers** mentored a Rowan University student for her senior seminar.  Karen helped her with reading the teleprompter, interviewing techniques and using the green screen in our studio.  Karen also gave her some strategies to employ to help balance work and family life, and consulted with her on her options moving forward.

May 13th, 2015 - Meteorologist **Karen Rogers** hosted a young student to shadow her during the morning newscasts and they discussed how to pursue a career in broadcasting.  Karen conducted a mini workshop teaching her how to use the green screen and let her practice speaking on camera to show the experience and skills you need behind the scenes in order to perform the job on camera.

September 15th, 2015 -   **April Carty-Sipp, Vice President of Programming**, was a panelist for The National Association of Multi-Ethnicity in Communications (NAMIC – Philadelphia) Executive Speed Mentoring Workshop. April spoke and answered questions on a panel of four professionals in the Communications field on job search, interview skills, resume writing, and overall career information.

October 2nd, 2015 - **April Carty-Sipp. Vice President of Programming**, spoke to two (2) St. Joseph’s University Classes in Marketing and Events.  April spoke about the events 6abc produces and gave tips on finding your first job after graduation.

October 21st, 2015 - Matt **O’Donnell** was a featured speaker at University of Delaware’s **Sequels - Life After Graduation.** The series is a panel discussion about **c**areers for English majors, featuring professionals and alumni who were once English majors.

October 30th, 2015 - Sharrie **Williams** provided the keynote presentation at the Philadelphia Futures’ Charles Ellis Scholars Conference. The Conference convened more than 100 Philadelphia high school girls and their parents for a day of college and career workshops.

November 18th, 2015 - **April Carty-Sipp, Vice President of Programming**, spoke at Rowan University’s Women’s Professional Network (WPN) Fall Conference. She was part of a panel discussion and went over Interview Skills, Hard and Soft Leadership Skills Necessary in the Workplace and Resume Tips.

November 18th, 2015 **- Erin O’Hearn** moderated a panel of professionals at the Film Now Writer’s Workshop.  The audience of students from Germantown Academy, Haverford School and Penn Charter asked questions of the panelists about writing for different media.

1. Educational Station Tours

In addition to normal recruitment activities, WPVI-TV offers a limited number of free Educational Station Tours presented by a designated tour guide. These tours offer an opportunity for students and community members to see the Station behind-the-scenes, meet various staff members that create television news, and view the technology and equipment that is needed to broadcast from the Station.

Locations that are traditionally visited include: The Newsroom, The Assignment Desk, The Weather Office, Special Projects, The Sports Department, The Programming Department, The Control Room, The Satellite Room, Wall of 6abc Fame, The Art Department, The Promotions Department, Studio B, The Main Studio and the outside Weather Terrace. Along the way the groups sometimes get to talk with Anchors/Reporters and Producer/Directors/Engineers and Editors. The tour traditionally ends in the Main News Studio where guests can take pictures on the Action News set or sit and watch a LIVE newscast.

The following Educational Tours took place March 16, 2015 through March 15, 2016:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Organization/Person** | **# of**  **People** | **Duration (hrs.)** | **Type** |  | **Other Information** |
|  |  |  |  |  |  |  |
| 4/2 | Mercer County Community College | 12 | 1 hr. | Educational |  | Mercer County Community College TV/Film professor and his students |
| 4/7 | Girl Scouts | 6 | 1 hr.  20 mins. | Educational |  | Girl Scout Troop 25136 Leader and her Seniors |
| 4/17 | Lincoln University | 13 | 1 hr.  30 mins. | Educational |  | Lincoln University Mass Communications professor Al Box and his students |
| 4/30 | Marple Newtown HS | 19 | 1 hr.  30 mins. | Educational |  | Marple Newtown High TV production teacher and her students |
| 5/29 | St. Norbet Elementary School | 12 | 1 hr.  20 mins. | Educational |  | Teacher who contacted Ducis about speaking to her Broadcasting Club |
| 8/8 | Community Advisory Board Retreat | 8 | 1 hr. | Community Service |  | Board Members and Community Activist guests |
| 8/11 | Philadelphia City Council Fellows | 10 | 1 hr.  20 mins. | Educational /  Community Service |  | Philadelphia City Council College and H.S. Fellows |
| 8/27 | Casey Cares Foundation | 5 | 1 hr. | Community Service/ Silent Auction Winner |  | Casey Cares Foundation non-profit volunteers |
| 10/27 | MAST Charter School - #1 | 15 | 1 & ½ hrs. | Educational / Community Service |  | Students toured the facility |
| 10/27 | MAST Charter School - #2 | 15 | 1 & ½ hrs. | Educational/ Community Service |  | Students toured the facility |
| 12/10 | Padua Academy | 10 | 1 & 1/2 hrs. | Educational / Community Service |  | An advisor from a High School TV station reached out and scheduled a tour |

1. Station-Sponsored Community Outreach

In addition to normal recruitment activities, WPVI-TV staff engaged in various community outreach activities and events that directly serve women, minorities, students and the economically undeserved community members in the region throughout the year.

WPVI staff participated in the following station-sponsored community outreach events from March 16, 2015 through March 15, 2016:

On April 22nd - Earth Day 2015 - Meteorologist David Murphy presented **“The Environmental Community Service Award”** to local students for their unique environmental efforts to support their community.  David visited the school, and featured the students’ ideas on *Action News at Noon* and *5pm*.  6abc is the media partner for the award.

**On Thursday, May 21st, the 6abc Community Advisory Board hosted their Annual Asian Heritage Banquet** with a crowd of over 150 guests in celebration in Asian-Pacific Heritage Month. Grace Rustia, Chair of the Asian Committee chose this Year’s theme as ‘Living the Dream’ which included keynote speeches from the first Asian Philadelphia City Councilman-at-Large David Oh and successful Poi Dog Snack Shop food truck owner Kiki Aranita, who’s Asian and Pacific Islander cuisine is a new local favorite.   Honorees included The Mutya Phillippine Dance Company (a Filipino Dance Group), Harry Leong (Community Outreach Director for the Chinese Christian Church), Michael Chow  (famed owner of SangKee Restaurants), Hong Choing (Director of  Cloud Business Development for Microsoft), and Lindelyn Javier (2nd VP of Filipino Executive Council of Greater Philadelphia).  We were entertained with cultural performances by The Philadelphia Suns Dragons and Mutya Phillippine Dance Company.   President and GM Bernie Prazenica and Public Affairs Manager Niki Hawkins addressed the crowd.  6abc Department Heads April Carty-Sipp, Tom Davis, Cindy Torres, Lee Daniels and Mike Monsell were in attendance along with Action News Anchors Nydia Han and Eva Pilgrim.   The event took place at The Sheraton Hotel in University City, with catering provided by SangKee Asian Bistro.

On Thursday, June 4th **6abc participated in the ‘Future Ready’ Program** by hosting eleven 6th graders from the Hunter Elementary from the Kensington section of the city.  Future Ready is a new program providing career guidance and development to middle school students from the Philadelphia School District.  The day started with a tour of the station. Next, Departments Heads and Managers spoke with the students about careers in Marketing and Sales, Finance and Human Resources, with a personal finance lesson from a Representative of Wells Fargo over lunchtime. This half day event was sponsored by The Greater Philadelphia Chamber of Commerce, Wells Fargo and The Philadelphia School District.

**On Tuesday, August 11th, 6abc hosted 15 Students from the Philadelphia City Council Summer Fellowship Program.**  They came to the newsroom to learn more about political reporting and journalistic integrity, FCC reporting for political ads, how campaign spending impacts TV, plus how TV station assignment desks gather and report on political stories.  In their 2 ½ hour tutorial, they met with VP of News – Tom  Davis, Asst. News Director – Amy Morris, Reporter - Vernon Odom, Assignment Desk Manager  - Tanya Husar, Senior Planning Editor – Mike Neilon, VP of Sales - Dirk Ohley and Public Affairs Manager  - Niki Hawkins.  Over lunch, the Fellows asked questions, received a tour of the Assignment Desk technology as well as a tour of the 6abc Studios.

**Our 6abc Community Advisory Board hosted their Hispanic Heritage Month Dinner on Wednesday, October 14th** at Tierra Columbiano Restaurant. They honored the Puerto Rican Community of the Delaware Valley with musical and dance performances.  Rep. Leslie Acosta, the first Hispanic Pennsylvania State Representative, received an award along with four other community activists.  Ilia Garcia, Anchor/Reporter from Univision 65/Philadelphia, was the Keynote Speaker.  6abc President and GM - Bernie Prazenica, VP of Business - Cindy Torres, Executive Producer of Special Projects - Rob Royal, and Public Affairs Manager - Niki Hawkins plus various 6abc employees were in attendance with over 200 guests from the Hispanic community.

**October 29th, 2015 -** Walter **Perez moderated a panel at Esperanza College called “My Brother’s Life Matters: Policing the Hispanic Community.** Panelists included Philadelphia Police Commissioner Charles Ramsey and Reverend Luis Cortes and other Hispanic leaders on policing concerns and relations within the Latino community.

**On Saturday, November 14th, our parent company Disney, along with 6abc granted a KaBoom! Playground to Concilio – a non-profit serving the Latino population in the Hunting Park section of Philadelphia.** Over 150 volunteers, including staff from Concilio, community members, police officers and firemen, plus a handful of 6abc employees and their friends and families helped erect a public access playground and built several picnic tables and benches for use on Concilio property.  The Kaboom! playground was completed in about 6 hours under the direction of their skilled staff.  Many 6abc volunteers remarked that they were excited to give their time to a project that the Hunting Park community children will be able to enjoy for years to come!

**6abc was a media partner for the 2015 Pennsylvania Conference for Women - a non-profit that hosts a day-long event with over 100 speakers and workshops on professional development and career advancement for women.**  Along with running PSA’s, we created original digital content on women-centric issues by uploading three five-minute interviews with conference speakers on the topic of “Work/Life/Balance”.  Monica Malpass and Nydia Han interviewed these professionals from Business, Academia and Governmental Affairs.  Tamala Edwards hosted a special Inside Story program on women-centric topics including gender equality on the job, career advancement and of course ….striving for ‘Work/Life/Balance’.  The Conference was Thursday, November 19th at the Pennsylvania Convention Center. Monica Malpass and Tamala Edwards emceed and Nydia Han lead a workshop.

On Wednesday, February 24th, our **6abc Community Advisory Board presented their Annual Black History Awards Banquet** to a crowd of over 150.  The dinner banquet held at “The View’ North Broad Street was themed ’50 Years After the Civil Rights Act’.  Attorney and Community Activist Michael Coard was keynote speaker discussing race relations from a historical perspective to today’s ‘Black Lives Matter’ Movement.  Awards were presented to four (4) community leaders from the Delaware Valley ranging from heads of civic organizations and community development centers to politicians and a non-profit CEO.   President & CEO Bernie Prazenica and Public Affairs Manager Niki Hawkins addressed the attendees and helped hand out awards.  Twelve (12) 6abc Executives and employees attended from all different departments across the station.

1. Community Advisory Board

WPVI-TV created the Community Advisory Board, originally known as the Minority Advisory Board, in 1975 in conjunction with The Black Media Coalition, The Philadelphia Urban Coalition and the Puerto Rican Communications Coalition. The purpose was to provide a forum for minority points of view in the Delaware Valley concerning on-air depiction and portrayal of minorities in news coverage. The Board expresses its interests and concerns regarding the Station’s public service support, employment, recruitment, programming and minority employee interests at the Station. The members of the Community Advisory Board plan Diversity & Inclusion Events and community service projects, as well as advise the Station on community issues. The Public Affairs Manager attends their annual board development meeting and is the station liaison to the Board.

1. GENERAL POLICY AS TO EEO COMPLIANCE

Compliance with the FCC rules and procedures relating to WPVI-TV’s Equal Employment Opportunity policy is overseen by the Station’s President & General Manager, Bernie Prazenica.

Implementation of the Station’s EEO rules and procedures is the responsibility of WPVI-TV’s Public Affairs Manager Niki Hawkins, in concert with all other department heads.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bernie. A. Prazenica

President & General Manager

WPVI-TV, 6abc

IV-A - FULL TIME POSITIONS FILLED (3/16/15 – 3/15/16)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Date open** | **Job Title  Department** | **Non-Standard Recruitment Services** | **# of Applicants** | **# of Applicants Interviewed** | **Referral Sources for Interviewed** | **Person Hired** | **Interview Dates  and Hire Date** | **Referal Source  for Hired Person** |
| 3/10/2015 | Producer News | N/A | 169 | 5 | Disney Careers | Erin Sweitzer | 3/16/15 4/27/15 | Disney Careers |
| 3/18/2015 | Copy Specialist OTVS | N/A | 7 | 5 | 1- Referral 4-6abc.com | Caitlin Fitzgerald | 4/20/15 6/1/15 | Referral |
| 3/10/2015 | Producer News | N/A | 170 | 6 | Disney Careers | Caroline Hayden | 4/20/15 6/22/15 | Disney Careers |
| 3/10/2015 | Producer News | N/A | 172 | 5 | Disney Careers | Laura Mammarella | 5/1/15 7/13/15 | Disney Careers |
| 8/14/2014 | Account Executive Sales | N/A | 42 | 4 | 2-Referral 2-6abc.com | Elizabeth Fuscaldo | 4/17/15 8/24/15 | Referral |
| 6/10/2015 | Web Producer News | N/A | 138 | 8 | 2-6abc.com 6-Disney Careers | Chrishelle Griffin | 7/15/15 8/31/15 | Disney Careers |
| 6/18/2015 | Systems Engineer | N/A | 6 | 2 | 2-6abc.com | Amanda Sarmiento | 8/25/15 9/15/15 | 6abc.com |
| 6/10/2015 | Executive Producer News | N/A | 12 | 3 | 3-Internal | Porsha Grant | 7/14/15 8/17/15 | Internal |
| 1/7/2015 | Maintenance Engineer | N/A | 12 | 9 | Disney Careers | Michael Amato | 8/25/15 10/5/15 | Disney Careers |
| 1/7/2015 | Maintenance Engineer | N/A | 12 | 9 | Disney Careers | William Shepherd | 8/19/15 10/5/15 | Disney Careers |
| 9/8/2015 | Copy Specialist OTVS | N/A | 4 | 2 | 2-6abc.com | Andrew Goldstein | 9/1/15 10/5/15 | 6abc.com |
| 3/10/2015 | Anchor/ Reporter News | N/A | 157 | 5 | 2-6abc.com 3-Agent | Christie Ileto | 7/16/15 10/19/15 | Agent |
| 9/8/2015 | Copy Specialist OTVS | N/A | 5 | 5 | 4-6abc.com 1-Internal | Michael Laba | 10/23/15 11/9/15 | 6abc.com |
| 3/10/2015 | Anchor/ Reporter News | N/A | 154 | 4 | 2-6abc.com 2-Agent | Gray Hall | 6/27/15 12/7/15 | Agent |
| 9/8/2015 | Assignment Editor News | N/A | 260 | 8 | 1-Referral 7-Disney Careers | Chuck McDade | 12/8/15 1/25/16 | Referral |
| ######### | Audience Engagement Producer | N/A | 7 | 7 | 6-Disney Careers 1-Internal | Troy Bauer | 1/18/16 2/1/16 | Internal |
| ######### | Marketing Supervisor | N/A | 169 | 7 | 2-Internal 1-Referral 4-Disney | Jen Lassen | 2/8/16 2/28/16 | Internal |