

ANNUAL EQUAL EMPLOYMENT OPPORTUNITY
PUBLIC FILE REPORT
WPVI-TV, 6ABC
PHILADELPHIA, PENNSYLVANIA
APRIL 1, 2018

I. 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, 2017 through March 15, 2018.

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.

II. 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 filled). 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.

III. 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 Section 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.

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. 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. 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

PAB - Pennsylvania Association of Broadcasters

Phone: 717-482-4820

Email: GPonti@PAB.org

Website: pab.org

Broadcast Employment Services

Website: tvjobs.com

Careerlink (Philadelphia)

Phone: 215-473-3630

Email: business@pacareerlinkphl.org

Website: PACareerLinkPHL.org

City of Philadelphia Veterans Affairs Office

Phone: 215-686-3256

Email: joyce.mckeown@phila.gov

Website: phila.gov/veterans

JEVS Human Services

Phone: 215-854-1800

Email: info@jevs.org

Website: jevshumanservices.org

Concilio

Phone: 215-627-3100

Email: Adonis.Banegas@elconcilio.net

Website: elconcilio.net

Latin American Community Center (Delaware)

Phone: 302-655-7338

Email: jobs@thelatincenter.org

Website: thelatincenter.org

Philadelphia OIC

Phone: 215-236-7700

Email: hello@philaoic.org

Website: philaoic.org

The Urban League of Philadelphia

Phone: 215-683-3370

Email: careercenter@urbanleaguephila.org

Website: urbanleaguephila.org

R.I.S.E - The Mayor's Office of Reintegration Services

Phone: 215-683-3370

Email: ceciley.bradford-jones@prisons.phila.gov

Website: rise.phila.gov

Temple University - Media and Communications Dept.

Phone: 215-204-7981

Email: careercenter@temple.edu

Website: klein.temple.edu

Rowan University - Broadcast Journalism

Phone: 856-256-4049

Email: flynns99@rowan.edu

Website: rowanujournalism.net

Penn State - College of Communications

Phone: 814-863-1484

Email: sfg10@psu.edu

Website: bellisario.psu.edu

PhillyCAM

Phone: 267-639-5481

Email: info@phillycam.org

Website: phillycam.org

PABJ - Philadelphia Association of Black Journalists

Email: pabj.info@gmail.com

Website: phillyabj.org

NLGJA.org – National Association of LGBTQ Journalists

Email: info@nlgja.org

Website: nlgja.org/chapters/Philadelphia-chapter/

Broadcast Pioneers of Philadelphia

Phone: 856-365-5600

Email: pioneers@broadcastpioneers.com

Website: broadcastpioneers.com

IV. FULL TIME POSITIONS FILLED (3/16/17 – 3/15/18)

During the period covered by this report, WPVI-TV had a total of eighteen (18) vacancies for full time positions. Fourteen (14) have been filled. The Station currently has four (4) 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.

V. LONG-TERM RECRUITMENT (3/16/17 – 3/15/18)

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, 2017 and March 15, 2018 included the following:

A. 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 spring, summer and fall semesters. The News Department offers a paid professional internship for two applicants for the spring, summer and fall semesters.

Information about the various internships that are available at WPVI is posted on www.6abc.com. The Station's internship descriptions are also distributed by local college professors and listed on some local college websites. Approximately eleven (11) current full-time WPVI employees, including one community affairs director, one creative services assistant director, three creative services producer/editors, one anchor/reporter, one web producer, two traffic coordinators, one marketing supervisor, and one newsroom secretary were previous WPVI interns. In addition, approximately four (4) recently graduated interns worked as part-time/freelance staff at the Station during 2017/2018.

Between March 16, 2017 and March 15, 2018, the Station had approximately **twenty-seven (27) seasonal interns** from various local colleges and universities including but not limited to: Temple University, Penn State University, Rutgers University, Villanova University, Delaware State University, St. Joe's University and Rowan University.

Three times per year, the Community Affairs office invites Production/Programming potential internship candidates to 6abc for a group interview session. Community Affairs Director – Niki Hawkins and Community 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 studios. Approximately seventy-five (75) college students take part in these group interview sessions.

Three times per year, the Community Affairs Director 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, John Morris – VP of Multi-Platform Programming, Hank Volpe - VP of Engineering, Cindy Torres – VP of

Business, and Mike Monsell – VP of Creative Services. 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.

B. 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, 2017 through March 15, 2018:

April 22nd – April 27th, 2017 - 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 attended the show in Las Vegas, NV, representing the Station. Throughout the conference, Hank networked and identified potential technical job applicants for the 6abc Engineering Department, as well attended the Disney Diversity Event at the conference.

August 9th – 11th, 2017 / Career Fair at the National Association of Black

Journalists – The NABJ conference is a gathering of one of the largest group of professional minority journalists, media related executives and professionals and students. This conference attracted thousands nationwide. 6abc was represented by VP of News – Tom Davis and Executive Producer in News – Rob Royal in New Orleans, Louisiana. They hosted a booth at the career fair and 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 more Anchor/Reporters and finding more News Producers.

September 7th – 10th, 2017 / National Association LGBTQ Journalists Convention

- Philadelphia was the host to the 2017 NLGJA National Convention. Over 350 journalists, news executives, communications professionals gathered to network and discuss fair & accurate media coverage of LGBTQ issues and concerns. 6abc was represented by Assistant Director of News – Amy Morris and Producer in News – David McAlpine.

February 15th, 2018 – Temple University Klein School of Media & Communications

Internship and Career Fair – Community Affairs Director Niki Hawkins and Executive Producer in News Maxine Crooks hosted a table, collected resumes and gave advice to a diverse group of new graduates looking to land a job in the media and journalism

fields. They also encouraged currently matriculating students to apply for internships at the station.

C. 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, 2017 through March 15, 2018:

March 23rd, 2017 - Community Affairs Coordinator **Aunyea Bailey** spoke with students from Hamilton Elementary School about her job at their career day.

VP of Sales **James Aronow** was a guest instructor at Saint Joseph's University on 4/13, 10/5 and 11/9/17. He discussed media sales techniques and career opportunities with students majoring in marketing.

April 20th - Director of Digital Sales **Jen Bullick** participated in Career Day for Archbishop Ryan High School and discussed her career track in media sales.

May 1st – VP of Sales **James Aronow** spoke at a media workshop about his career in TV advertising at Methacton High School.

May 3rd - Meteorologist **Chris Sowers** spoke to the Birches Elementary School about weather forecasting.

May 5th - Meteorologist **Chris Sowers** spoke at the National Park School and gave a weather presentation.

May 12th – Anchor **Matt O'Donnell** spoke to the class for career day for inner city youth grades 3-5 at Chester Community Charter School.

May 19th – Reporter **Christie Iletto** visited the Mastery Charter- Clymer Campus' Annual Career Day. Christie spoke to 3-6th graders about her career as a reporter.

July 26th, 2017 – 6abc hosted ten (10) minority female middle school students from the non-profit Girls, Inc. – Philadelphia Chapter - Executive Producer **Maxine Crooks**, gathered a group of diverse station professionals and hosted three one-hour long question and answer sessions, gave advice to the group on how to craft a career in today's ever-changing media and journalism fields. They were given a tour of the station, observed the noon newscast and were encouraged to consider careers in media fields.

November 13th, 2017 – 6abc hosted twelve (12) Temple University Student Athletes - Community Affairs Director **Niki Hawkins** organized a group of station professionals from each station department and hosted two (2) one-hour long question and answer sessions, gave advice to the group on how to build a career in the media and journalism fields. They were given a tour of the station as well.

November 17th - Meteorologist **Chris Sowers** participated in Career Day at *Quinton* Township School District.

December 5th - Meteorologist **Chris Sowers** gave a weather presentation to Winslow Township School about weather and climate. Students were 3rd and 2nd graders.

January 2018 - VP of Multi-Platform Programming **John Morris** was a guest instructor at Episcopal Academy discussing Journalism with high school students interested in building future careers in the media field.

February 21st, 2018 – Sports Anchor **Ducis Rodgers** spoke to a public speaking class at Valley Forge Military College.

March 6th, 2018 – Senior Assignment Editor **Tanya Husar** spoke to Philadelphia Public Relations Association on the topic Channel Chat: What's New, What's Up and What is Changing.

March 15th, 2018 – Anchor/ Reporter **Jenneatte Reyes** was guest speaker on a panel of successful women in Philadelphia in celebration of Women's month at Luis Muñoz-Marin Elementary.

D. 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, 2017 through March 15, 2018:

Date	Organization/Person	# of People	Duration (hrs.)	Type	Other Information
4/18/17	Holy Child Academy	10	1.5 hrs.	Educational / Community Service	Students toured the facility
4/25/17	Temple University	21	1.5 hrs.	Educational / Community Service	Students toured the facility
6/6/17	St. Norbet College TV Club	9	1.5 hrs.	Educational/Community Service	Students toured the facility
7/7/17	Bloomberg College	10	1.5 hrs.	Educational/Community Service	Students toured the facility
7/10/17	Voorhees STEM Summer Camp	8	1.5 hrs.	Educational / Community Service	Students toured the facility
7/11/17	Eastern HS Special Needs	12	1.5 hrs.	Educational / Community Service	Students toured the facility
7/12/17	New Foundations Charter School	10	1.5 hrs.	Educational / Community Service	Students toured the facility
7/19/17	Broadcast Pioneers – Students	24	3 hrs. (2 Tours)	Educational/Community Service	Students toured the facility
10/5/17	Marple Newtown HS	10	1.5 hrs.	Educational/Community Service	Students toured the facility

11/7/17	Princeton Junior School	9	1.5 hrs.	Educational / Community Service	Students toured the facility
11/15/17	Philly Ad Club Teens Program	24	3 hrs. (2 tours)	Educational / Community Service	Students toured the facility
12/14/17	Mainland Regional HS	13	1.5 hrs.	Educational / Community Service	Students toured the facility
1/8/18	Strawberry Mansion School – Special Needs Students	7	1 hr.	Educational / Community Service	Students toured the facility
12/14/17	Garnet Valley HS - Special Needs	18	1 hr.	Educational / Community Service	Students toured the facility

E. 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 underserved community members in the region throughout the year.

WPVI staff participated in the following station-sponsored community outreach events from March 16, 2017 through March 15, 2018:

ASIAN AMERICAN HERITAGE CELEBRATION DINNER 2017

Our 6abc Community Affairs Office put on an **Asian American Heritage Event** here at the 6abc studios on Monday, May 22nd, 2017. 6abc Anchor Nydia Han was emcee for the event. Four honorees were commended for their work in the Local Asian Community. Akanksha Kalra - an Indian American who founded her own law practice specializing in US Immigration and Nationality Law. The Honorable Stella Tsai is a Judge in the Philadelphia Court of Common Pleas. Carol Wong is the founder and Executive Director of the Chinatown Learning Center. And Timothy Haahs, founder, President and CEO of TimHaahs, an internationally recognized planning and design firm specializing in mixed use parking structures in Blue Bell, PA. Seventy-five guests

attended. Catering was supplied by the Vietnam Café and entertainment included Grammy-nominated Korean Spoke Word Artist Michelle Myers.

THE 14TH ANNUAL PENNSYLVANIA CONFERENCE FOR WOMEN

6abc was proud media sponsor for the **14th Annual Pennsylvania Conference for Women** on Tuesday, October 3rd, 2017 held in Philadelphia. The sold-out event of twelve thousand women featured keynote speakers - Carla Harris, Shawn Achor, Brene Brown and an interview with Former First Lady Michelle Obama and Shonda Rhimes. Four Action News Anchors emceed keynotes and workshops throughout the day – Monica Malpass, Tamala Edwards, Nydia Han and Sharrie Williams. The 6abc webmobile was on site offering free-wifi and a cell phone charging station. Due the overwhelming demand for tickets, the Obama/Rhimes interview was LIVE STREAMED on 6abc.com and the conference website. Twenty (20) 6abc Female Executives and professionals from across all departments enjoyed the day of enrichment. 6abc created custom PSAs, original digital content of women-centric topics and hosted a special ½ Inside Story dedicated to women’s issues. Channel 6 sponsored a table for 10 high school girls to attend from the non-profit Girls, Inc. Leading up to the conference, the promotional efforts and Inspiring Women Digital Series was sponsored by Cancer Treatment Centers of America.

HISPANIC HERITAGE DINNER CELEBRATION 2017

The Community Affairs Department planned the **2017 6abc Hispanic Heritage Month Celebration** on Friday, September 29th. Over 50 members from the community and station executives came to honor Diego Castellanos - Host and Producer for 6abc’s Puerto Rican Panorama. Since 1970, Diego has been committed to addressing the needs and concerns of the Hispanic Community and showcasing the region’s vibrant Latino Culture. We served traditional Puerto Rican cuisine from El Coqui Panaderia and Reposteria. Long time station staff - Reporter Dann Cuellar and Olga DeJesus sent a video tribute from Puerto Rico as they were covering the devastation from Hurricane Maria. We had Executive Director Adonis Banegas of Concilio discuss the local efforts for fundraising for Puerto Rico for Unidas PA PR.

6ABC HOLIDAY FOOD DRIVE 2017 (NOVEMBER/DECEMBER)

The 6abc Holiday Food Drive has been an initiative for over 30 years to address our regional hunger crisis and help struggling families put food on the table. 6abc, along with sponsor Dunkin’ Donuts, Acme Supermarkets, Disney/ABC Owned television and viewer donations helped raise over \$370,000 benefit local food bank Philabundance and various regional food bank partners including Food Bank of Delaware, Food Bank of South Jersey, Greater Berks Food Bank and Second Harvest Food Bank. The donation of \$370,000 = 740,000 meals to underserved families disseminated by Philabundance.

6ABC BLACK HISTORY RECEPTION 2018

The Community Affairs Department planned their **6abc 2018 Black History Celebration** which took place on Wednesday, February 7th, 2018. Over 75 community leaders and influencers attended the event along with several station executives and staff including President & General Manager Bernie Prazenica. This year, we honored independent African-American owned media companies making a difference and empowering their community in print, talk radio, independent film and the digital sphere. Honorees included: The oldest continuously running Black owned Newspaper in the Nation – The Philadelphia Tribune and its President & CEO Robert W. Bogle; The only African-American owned talk radio station in the region - WURD Radio and its President & CEO Sara Lomax-Reese; The BlackStar Independent Film Festival; and the millennial driven MyNEWPhilly.com – a digital lifestyle brand and its founder & CEO Kyree Terrell. Catering and event décor was supplied by local African-American owned businesses – Bistro 870, 4 Every Occasion Cakes and Abundant Blooms.

THE DISNEY/ABC TELEVISION GROUP 2018 MAGIC OF STORYTELLING CAMPAIGN (MARCH)

Through the **2018 Magic of Storytelling campaign**, Disney/ABC Television Group donated up to 1 million books to FirstBook.org - a non-profit organization that provides new, high quality books and educational resources to communities serving children need. Through this campaign, 6abc donated 5,000 free books to the Free Library of Philadelphia's "Read by 4th" initiative to increase city-wide literacy rates for students in the 4th grade. Approximately 15 to 20 local non-profits and community organizations received FREE books in the month of March.

VI. 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 Community Affairs Manager Niki Hawkins, in concert with all other department heads.

Bernie. A. Prazenica
President & General Manager
WPVI-TV, 6abc

Exhibit IV-A - FULL TIME POSITIONS FILLED (3/16/17 – 3/15/18)

Date open	Job Title	Non-Standard Recruitment Services	# of Applicants	# of Applicants Interviewed	Referral Sources for Interviewed	Person Hired	Interview Dates and Hire Date	Referral Source for Hired Person
8/31/16	News Producer	N/A	77	5	Disney Careers & Referrals	Zakia Matthews	3/9/17 4/24/17	Referral
12/16/16	Sales Asst.	N/A	19	19	Disney Careers	Alyssa Panepresso	1/30/17 4/10/17	Disney Careers
12/23/16	Account Executive	N/A	115	7	Disney Careers	Kimberly Love	1/23/17 4/24/17	Disney Careers
01/6/17	Account Executive	N/A	115	7	Disney Careers & Referral	Arthur Jones	1/24/17 5/8/17	Disney Careers
01/21/17	Copy Specialist	N/A	79	8	Referral & Disney Careers	Casey Borawski	3/21/17 5/1/17	Disney Careers
03/6/17	Multi-Platform Assignment Manager	N/A	181	4	Referrals, 6abc.com & Disney Careers	Daniel Patrick	4/13/17 5/1/17	Disney Careers
03/6/17	D2/Copy Specialist	N/A	81	9	Disney Careers & Referrals	Katie M. Smith	3/28/17 5/15/17	Disney Careers
04/10/17	Copy Specialist	N/A	102	10	Disney Careers	Melissa Hill – Guillaume	7/24/17 9/18/17	Disney Careers
04/10/17	Copy Specialist	N/A	102	10	Disney Careers	Shanna Augustin	8/2/17 11/13/17	Disney Careers
04/10/17	Copy Specialist	N/A	122	9	Disney Careers	Valerie Tobin	8/25/17 11/27/17	Disney Careers
05/2/17	Programming Specialist	N/A	132	5	Internal & Disney Careers	Patrice Winden	5/31/17 7/31/17	Internal
6/22/17	Digital Producer	N/A	172	6	Disney Careers	Jennifer Lockery	7/17/17 9/11/17	Disney Careers

08/23/17	Sales Assistant	N/A	17	17	Internal & Disney Careers	Ryan Krupa	1/4/18 3/12/18	Internal
10/10/17	News Producers	N/A	149	5	Referral & Disney Careers	Chris Messick	10/18/17 3/12/18	Disney Careers