

ANNUAL EQUAL EMPLOYMENT OPPORTUNITY  
PUBLIC FILE REPORT  
WPVI-TV, 6ABC  
PHILADELPHIA, PENNSYLVANIA  
APRIL 1, 2022

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, 2021 through March 15, 2022.

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

Website: [pab.org](http://pab.org)

**Broadcast Employment Services**

Website: [tvjobs.com](http://tvjobs.com)

**Careerlink (Philadelphia)**

Phone: 215-473-3630

Email: [business@pacareerlinkphl.org](mailto: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 (3/16/21 – 3/15/22)

During the period covered by this report, WPVI-TV had a total of twenty-six (26) vacancies for full time positions. Seventeen (17) have been filled. The Station currently has nine (9) 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 (3/16/21 – 3/15/22)

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, 2021 and March 15, 2022 included the following:

A. Seasonal Internships

WPVI-TV has an on-going student paid internship program open to college juniors, seniors and graduate students in the region. The internship program offers a diverse array of 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. The paid internship recruitment is handled by Disney Campus Recruitment Office (DisneyCareers.com or DisneyInterns.com). We offered these paid internships in the Multi-Platform Programming Department, Marketing (Promotions) Department, Community Engagement and the News Department for Fall 2021. We offered these paid internships in the Multi-Platform Programming Department, Marketing (Promotions) Department and the Technology Department for Spring 2021. Due to the COVID-19 global pandemic, all interns serving during this time conducted their internship duties virtually (off-site).

Information about the various internships that are available at WPVI is posted on [www.6abc.com](http://www.6abc.com), DisneyCareers.com and DisneyInterns.com. The Station's internship descriptions are also distributed by local college professors and listed on some local college websites. Approximately ten (10) current full-time WPVI employees, including one community engagement vice president, one creative services assistant director, 3 creative services producer/editors, one community journalist, one digital analyst, one programming producer, one meteorologist, and one newsroom secretary were previous WPVI interns. In addition, a few recently graduated former interns worked as part-time/freelance staff at the Station during 2021/2022 calendar year.

Between March 16, 2021 and March 15, 2022, the Station had approximately **six (6) seasonal interns** from various local colleges and universities including but not limited to: Temple University's Klein School of Communications.

#### 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, 2021 through March 15, 2022. NOTE: Various recruitment activities were postponed, cancelled or moved to a virtual format due to the COVID-19 global pandemic:

**August 18<sup>th</sup> – 21<sup>st</sup>, 2021 / Career Fair for the National Association of Black Journalists** – The NABJ conference is the largest group of professional Black journalists, media related executives, professionals and students. This virtual

conference attracted hundreds nationwide offering online interview appointments with various Broadcast executives. 6abc was represented by Vice President of News – Tom Davis, Assistant News Director – Christine Bowley, and on-air anchors Sharrie Williams & Christie Illeto.

**July 12<sup>th</sup> – 17<sup>th</sup>, 2021/ Career Fair for the National Association of Hispanic Journalists** – The NAHJ conference is the largest group of professional Latino journalists, media related executives, professionals and students. This virtual conference attracted hundreds nationwide offering online interview appointments with various Broadcast executives. 6abc was represented by Assistant News Director – Christine Bowley, and Reporter George Solis.

**August 24 – 28<sup>th</sup>, 2021 / Career Fair for the Asian American Journalist Association** – The AAJA conference is the largest group of professional Asian American journalists, media related executives, professionals and students. This virtual conference attracted hundreds nationwide offering online interview appointments with various Broadcast executives. 6abc was represented by Executive Producer in News – Rob Royal, and Anchor Nydia Han.

**March 10<sup>th</sup>, 2022 – VIRTUAL Temple University Klein School of Media & Communications Internship and Career Fair** – Vice President of Community Engagement – Niki Hawkins, and Executive Producer in News - Shawana Perry, met with over 60 students through the Handshake digital platform and coached them on entering the job market and gave updates on Disney internship opportunities.

#### 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, 2021 through March 15, 2022:

Throughout this time period, 6abc VP of Community Engagement - **Niki Hawkins** conducted a handful of virtual informational interviews via zoom with diverse college students, graduates and aspiring media professionals. She virtually hosted three (3) mentees within the Walt Disney Company and discussed career advancement strategies and opportunities.

Throughout this time period, President & GM **Bernie Prazenica** virtually hosted one (1) mentee within the Walt Disney Company and discussed career advancement strategies and opportunities. He also spoke about his career and the broadcast industry to two (2) Classes at Temple University Klein School of Media & Communications.

Throughout this time period, VP of Multiplatform Programming **John Morris** virtually hosted four (4) mentees within the Walt Disney Company and discussed career advancement strategies and opportunities.

Throughout this time period, VP of Marketing **Mike Monsell** virtually hosted one (1) mentee within the Walt Disney Company and discussed career advancement strategies and opportunities.

Throughout this time period, Director of Technology **Chris Silva** virtually hosted one (1) mentees within the Walt Disney Company and discussed career advancement strategies and opportunities.

6abc hosted the **Broadcast Pioneers' VIRTUAL College Symposium on March 23<sup>rd</sup>, 2021**. It was a LIVE talk back and Q & A with several members from News including Multi-Platform Programming and Marketing. The Broadcast Pioneers sent the invite to communications and journalism students for 8 colleges and universities including Temple University, Drexel University, LaSalle College, Philadelphia Community College, Rowan University, Kutztown University, the University of Delaware and Hofstra University. Anchor **Brian Taff** delivered a pre-taped keynote speech on the state of journalism. Meteorologist **Cecily Tynan** gave a pre-taped tour of 6abc. Panelists included Niki Hawkins – VP of Community Engagement, **John Morris**– Vice President, Multiplatform Content, **Beccah Hendrickson**– Community Journalist, **Shawana Perry** – Executive Producer, **Ana Luna** - Producer, **Ryan Parmer** – Producer, News and **Troy Bauer**, Producer in Promotions.

Other Career Talks included:

**3/25 – Sharrie Williams & Christie Illeto** – Vaux Big Picture High School Women's History Month Event

**5/15 - Nydia Han** - Germantown Friends School's 75th Anniversary Celebration

**6/10 - TaRhonda Thomas** - Keith Valley Middle School – The Keith Valley Challenge

**8/5 – Brittany Boyer** – Lower Merion School District

**10/13 – Adam Joseph** – Philadelphia Gay News (Virtual)

**11/11 – Jessica Boyington** – Rowan University Senior Class (In-Person)

**11/15 – Adam Joseph** – Devon Elementary School (In-Person)

**11/17 – Jeff Skversky** – Susquehanna University Chapter of Association for Women Sports Media (Virtual)

**11/20 – Brittany Boyer** – Universal Institute Charter School (Virtual)

#### D. 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.

NOTE: Due to the COVID-19 global pandemic many in-person outreach events moved to a virtual platform. WPVI participated in the following VIRTUAL station-sponsored community outreach events from March 16, 2021 through March 15, 2022:

#### **DISNEY'S MAGIC OF STORYTELLING CAMPAIGN**

Throughout March 2021, 6abc ran PSA's to support The Walt Disney Company's Magic of Storytelling campaign with the national non-profit FirstBook.org to promote childhood literacy. TWDC and 6abc donated 5,000 free books to the Read by 4<sup>th</sup> city-wide literacy program with the Free Library of Philadelphia.

#### **6ABC PHILLY RED CROSS BLOOD DRIVE**

On March 25<sup>th</sup>, 2021 - 6abc partnered with the Southeastern Pennsylvania Red Cross and hosted a blood drive sponsoring two mega-sites in Philadelphia and Southern New Jersey on March 25<sup>th</sup>. PSA's and news stories ran to promote education and awareness around the importance of blood donations, especially during the COVID-19 health Crisis.

#### **6ABC ASIAN PACIFIC AMERICAN HERITAGE MONTH CELEBRATION**

Streaming started May 12<sup>th</sup> - 2021 - 6abc was Philly Proud to honor New Jersey Congressman Andy Kim (D) as the 2021 Community Leader for AAPI Month. In a digital town hall, Action News Anchor Nydia Han interviews the U.S. Representative serving the 3<sup>rd</sup> District of New Jersey for his work on helping to pass the 'COVID-19 Hate Crimes Bill' and creating the 'No Hate Act' addressing the increase in discrimination and violence against Asian Americans. Nydia then moderated a panel of multi-generational Asian Americans from various backgrounds on local activism and how they are keeping the conversation moving on hate against Asian Americans, keeping communities safe. and celebrating their cultural heritage.

#### **LGBTQ+ / PRIDE MONTH RECOGNITION**

Aired June 6<sup>th</sup>, 2021 - 6abc was Philly Proud to honor legendary LGBTQ+ Rights Activist and Founder of the Philadelphia Gay News Mark Segal as their first ever Community Leader Honoree for Pride Month. He was interviewed on Inside Story and host Matt O'Donnell discussed his role in the historic Stonewall Protests in New York City in 1969, how handcuffing himself to studio cameras during live News broadcasts increased visibility for gay rights, how the myriad of successes for movement have



accumulated today, plus how everyone can become part of the fight that continues today.

### **INTERNATIONAL UNITY CUP SOCCER TOURNAMENT 2021**

6abc is media sponsor of the city-wide amateur soccer tournament representing 40 nations, created by the City of Philadelphia's Office of Immigration and the Parks and Recreation Department. The Tournament runs from August thru October.

### **6ABC PHILLY PROUD: CELEBRATING HISPANIC HERITAGE MONTH 2021:**

The station awarded three individuals/organizations for their great work serving the Latino community in the Delaware Valley. Helen Ubinas - Award-winning Columnist for The Philadelphia Inquirer. Nicole Marquis - Founder of Hip City Veg and organizer of 'Save Philly Restaurants' helping local business owners navigate the pandemic. And Unidos Contra Covid - A group of Hispanic Doctors helping to vaccinate Latinos in underserved communities lead by Dr. Jose Torradas and Dr. Melissa Pluguez. **Anchor Walter Perez** Interviews these honorees and the 2nd half of the show is a roundtable of community leaders of all ages discussing pertinent issues facing the Latino community including Latino vs. LatinX, crime in the barrio, policing, political leanings and Spanish regional dialects.

### **2021 VIRTUAL PENNSYLVANIA CONFERENCE FOR WOMEN**

November 10<sup>th</sup>, 2021 - 6abc was the media sponsor of one of the largest women's professional development conferences. Speakers included best-selling author Brene Brown, Olympic Gold Medalist Simone Biles, Activist/Actress Laverne Cox and Award-winning Actress Glenn Close. The virtual daylong conference included various inspirational and educational speakers and seminars. New this year, the organizers hosted a virtual Women's Career Fair the day before the conference. 6abc produced the 'Inspiring Women Digital Series' focusing on local female executives giving advice on career advancement and DE&I initiatives.

### **6ABC HOLIDAY FOOD DRIVE**

6abc partnered with Philabundance for an eight-week food drive. The drive kicked off with a canned good collection at the 6abc Thanksgiving Day Parade and continued with opportunities for viewers to make cash donations through December 31, 2021. The campaign also included on-air messages encouraging viewers to support the drive and local food banks. A live telethon on Action News took place on November 30<sup>th</sup>, 2021.

### **6ABC PHILLY PROUD: CELEBRATING BLACK HISTORY MONTH 2022:**

6abc is Philly proud to acknowledge an institution in the region and the two legendary individuals that made Philadelphia the center stage of the music making industry in the 70's and 80's. 6abc celebrates the **50<sup>th</sup> Anniversary of Philadelphia International Records** and salute the accomplishments of the co-founders - legendary music producers **Kenny Gamble & Leon Huff**. Action News Anchor Rick Williams speaks with Gamble & Huff about their mega-successful career penning and producing timeless songs for some of the biggest music stars in the country. Some of their hits include the O'Jays (Love Train), Harold Melvin & the Blue Notes (Wake Up Everybody), Lou

Rawls (You'll Never Find Another Love) and the theme to the popular TV show Soul Train (T.S.O.P. – MFSB).

### **VARIOUS CULTURAL PARADES**

6abc created promotional messages to encourage viewers to tune-in to special broadcasts of Philadelphia's Cultural & Holiday Parades or Special Broadcasts in 2021:

**Philadelphia Juneteenth Parade**  
**Philadelphia Puerto Rican Day Parade**  
**Philadelphia Pulaski Day Parade**  
**Philadelphia Italian American Parade**  
**Philadelphia Veterans Day Parade**  
**Philadelphia Holiday Parade**

### **VARIOUS DIGITAL TOWN HALLS**

6abc produced several town halls on topics of public interest, featuring diverse experts, panelists and professionals weighing in on the subject matter in 2021:

**Building it Better Together Town Hall: Take Action Against Hate for Asian Americans** (March)  
**Mental Health May Town Hall** (May)  
**The National Convening of Black Mayors Presented by the African American Chamber of Commerce of Pennsylvania, New Jersey & Delaware.** (July)  
**Back to School Town Hall** (August)  
**The 6abc WHY? Confronting the Crisis: Gun Violence** (October)  
**LGBTQ Health & Wellness** (October)

## **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 Vice President of Community Engagement Anika Hawkins (Niki), in concert with all other department heads.

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

Exhibit IV-A - FULL TIME POSITIONS FILLED (3/16/21 – 3/15/22)

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
8/23/21	Streaming Producer	Yes	111	8	Job Boards, TWDC Websites, Internal, etc.	Danylo Chebaneko	11/9/21 2/7/22	Job Boards
9/15/21	Meteorologist	Yes	60	3	Job Boards, TWDC Websites, Internal, etc	Brittany Boyer	11/4/20 04/19/21	Referral
1/21/21	Exec.Prod.	Yes	25	5	Job Boards, TWDC Websites, Internal, etc	Maria Mansilla	5/2021 6/21/21	Referral Tom Dolan
1/5/21	Prod/Director	Yes	20	5	Job Boards, TWDC Websites, Internal, etc	Taylor Fox	3/5/21 4/19/21	TWDC Website
3/6/21	Producer/Editor	Yes	87	5	Job Boards, TWDC Websites, Internal, etc	Todd Haas	4/30/21 7/1/21	TWDC Website
2/3/21	Sr. Traffic Specialist	Yes	24	3	Job Boards, TWDC Websites, Internal, etc	Casey Keating	2/18/21 5/24/21	Internal Hire
2/2/21	Producer	Yes	67	6	Job Boards, TWDC Websites, Internal, etc	Gina Johnson	5/19/21 6/14/21	TWDC Website
1/29/21	Broadcast System Tech	Yes	78	8	Job Boards, TWDC Websites, Internal, etc	Bill Gardner	3/17/21 5/10/21	TWDC Website
9/17/21	Reporter/Anchor	Yes	113	5	Job Boards, TWDC Websites, Internal, etc	Jillian Mele	10/8/21 1/2/22	Other Website
9/17/21	Reporter/Anchor	Yes	113	6	Job Boards, TWDC Websites, Internal, etc	Alyana Gomez	9/17/21 01/31/22	Internal Referral

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
9/9/21	Assignment Editor	Yes	74	7	Job Boards, TWDC Websites, Internal, etc	Kerriann McGuire	11/4/21 11/19/21	Social Media
1/24/22	Producer	Yes	20	8	Job Boards, TWDC Websites, Internal, etc	Melissa Ott	2/8/22 3/13/22	Internal Hire
9/28/21	Executive Producer	Yes	31	6	Job Boards, TWDC Websites, Internal, etc	Caroline Hayden	11/8/21 1/18/22	Internal Hire
6/11/21	Inventory Manager	Yes	47	5	Job Boards, TWDC Websites, Internal, etc	Chris Garris	7/14/21 8/22/21	Internal Hire
8/6/21	Video Journalist	Yes	71	6	Job Boards, TWDC Websites, Internal, etc	Forest Nugyen	9/14/21 10/25/21	TWDC Website
11/8/21	Inventory Specialist	Yes	31	5	Job Boards, TWDC Websites, Internal, etc	Kharley Bailey	12/8/21 01/23/22	Internal Hire
9/16/21	Asst. Traffic Manager	Yes	24	3	Job Boards, TWDC Websites, Internal, etc	Casey Keating	11/29/21 12/19/21	Internal Hire