

ANNUAL EQUAL EMPLOYMENT OPPORTUNITY  
PUBLIC FILE REPORT  
WPVI-TV, 6ABC  
PHILADELPHIA, PENNSYLVANIA  
APRIL 1, 2021

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, 2020 through March 15, 2021.

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: flynn99@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 (3/16/20 – 3/15/21)

During the period covered by this report, WPVI-TV had a total of twelve (12) vacancies for full time positions. Five (5) have been filled. The Station currently has seven (7) 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 (3/16/20 – 3/15/21)

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, 2020 and March 15, 2021 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. As of Spring 2020, the paid internship recruitment was handled by Disney Campus Recruitment Office (DisneyInterns.com). We offered these paid internships in the Multi-Platform Programming Department, Marketing (Promotions) Department and the News Department for the Spring 2020. Due to the COVID-19 global pandemic, all interns serving in the Spring 2020 semester continued their internship duties virtually (off-site) starting mid-march until the end of April 2020.

Information about the various internships that are available at WPVI is posted on [www.6abc.com](http://www.6abc.com) and DisneyInterns.com. The Station's internship descriptions are also distributed by local college professors and listed on some local college websites. Approximately fourteen (14) current full-time WPVI employees, including one community engagement vice president, one creative services assistant director, four creative services producer/editors, one anchor/reporter, one community journalist, one web producer, one traffic manager, one traffic coordinator, one marketing supervisor, one integrated marketing assistant and one newsroom secretary were previous WPVI interns. In addition, many recently graduated former interns worked as part-time/freelance staff at the Station during 2020/2021 calendar year.

Between March 16, 2020 and March 15, 2021, the Station had approximately **six (6) seasonal interns** from various local colleges and universities including but not limited to: Temple University, University of Delaware and St. Joseph's University.

Community Engagement Vice President Niki Hawkins put together **a farewell call with all current station interns from all departments to discuss Station's response to the unprecedented COVID-19 public health crisis**, how the Newsroom was reporting on the pandemic and the efforts to keep staff and employees safe via remote work. Several employees from various departments discussed how their teams were adjusting to remote work.

#### 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, 2020 through March 15, 2021. NOTE: Various recruitment activities were postponed, cancelled or moved to a virtual format due to the COVID-19 global pandemic:

**August 5<sup>th</sup> – 7<sup>th</sup>, 2020 / VIRTUAL Joint Career Fair for the National Association of Black Journalists and the National Association of Hispanic Journalists** – The NABJ conference and the NAHJ – two of the largest groups of professional minority journalists, media related executives and professionals and students joined together for a virtual career fair due to the global COVID-19 pandemic. 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, Executive Producers in News – Porsha Grant and Rob Royal, News Producers Anna Luna, Albert Castro Jessica Gonzalez, Assignment Editor Leslie Foster and on-air talent Tamala Edwards, Christie Illeto and Jeannette Reyes.

**March 10<sup>th</sup>, 2021 – VIRTUAL Temple University Klein School of Media & Communications Internship and Career Fair** – Vice President of Community Engagement – Niki Hawkins VP of Community Engagement 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, 2020 through March 15, 2021:

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.

Throughout this time period, President & GM **Bernie Prazenica** virtually hosted one (1) mentees with in the Walt Disney Company and discussed career advancement strategies and opportunities.

Throughout this time period, VP of Multiplatform Programming **John Morris** virtually hosted five (5) mentees with in the Walt Disney Company and discussed career advancement strategies and opportunities.

Throughout this time period, VO of Marketing **Mike Monsell** virtually hosted one (1) mentees with in the Walt Disney Company and discussed career advancement strategies and opportunities.

**5/26 – Chris Sowers** – Virtual Talk – Neshaminy School District – Meteorology Discussion

**5/29 – Katie Katro** - Abington High School Zoom Career Day

**9/29 – Katie Katro** – Abington Senior High School’s Virtual Career Chatter

**11/2 – Beccah Henderson** - TUTV (Temple University TV) Interview

**11/19 – Bernie Prazenica** (President & GM) and **Tom Davis** (VP of News) – Lenfest Institute Symposium on Diversity in Journalism

**12/8 – Niki Hawkins** (VP of Community Engagement) – Rise UP! Philly Entrepreneurship Competition for Communities of color

**3/11 – President & GM Bernie Prazenica** spoke to a Media & Communications Class at Temple University

#### 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 hour-long tours offer an opportunity for students and community members to see the Station behind-the-scenes, meet various staff members that create television & digital news, and view the technology and equipment that is needed to broadcast from the Station.

Due to the COVID-19 global pandemic, no on-site station tours where offered from March 16, 2020 through March 15, 2021.

#### 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 undeserved community members in the region throughout the year.

NOTE: Due to the COVID-19 global pandemic all in-person outreach events were cancelled. WPVI participated in the following VIRTUAL station-sponsored community outreach events from March 16, 2020 through March 15, 2021:

## **ASIAN AMERICAN & PACIFIC ISLANDER HERITAGE MONTH 2020**

On May 14<sup>th</sup>, 2020 at 7 pm, our station produced a virtual 6abc Philly Proud Town Hall: The Virus of Hate: Coronavirus and local Asian American Community. Anchor Nydia Han and various local community leaders discussed the rise in discrimination faced by Asian Americans due to the Coronavirus pandemic. This hour-long discussion was streamed on 6abc.com and Facebook LIVE. NOTE: This was en lieu of a normally scheduled in-person annual celebration of Asian American & Pacific Islander Month, due to COVID-19 restrictions.

## **MAGIC OF STORYTELLING CONTACTLESS BOOK PICK-UP EVENT**

Disney and 6abc donated five-thousand FREE books to the Philadelphia Free Library's 'Read by 4<sup>th</sup>' citywide literacy program. On August 18<sup>th</sup>, 2020, approximately fifteen local non-profits drove to the Station to pick up sets of 350 books each from Disney Publishing to further literacy efforts in underserved communities across the Philadelphia region.

## **THE 2020 VIRTUAL PENNSYLVANIA CONFERENCE FOR WOMEN**

The Pennsylvania Conference for Women went virtual in 2020, gathering 10,000 women online for the big event that took place Wednesday, November 11th. Ticket holders saw motivational keynote speeches from Actor, Producer & Philanthropist Viola Davis, Tara Westover - Author of the best-selling novel 'Educated', Financial Guru Suze Orman and inspirational speaker Iyanla Vanzant. On 6abc.com and social media, the Station created the '6abc Inspiring Women Digital Interview Series' – eight (8) five-minute interviews with 6abc Anchors and top female executives giving great advice on career advancement, staying flexible during difficult times, health and wellness information and of course tips for maintaining work life balance during the age of COVID-19.

## **HISPANIC HERITAGE MONTH 2020**

On September 30<sup>th</sup>, 2020 at 7 pm, our station produced a virtual 6abc Philly Proud Town Hall: The State of the Latino Community. Anchor Walter Perez interviewed our 2020 Philly Proud Community Leader of the Year - Nilda Ruiz - President and CEO of APM - Asociación Puertorriqueños en Marcha – a social services organization that has been a long-time staple in the local Philadelphia community. Walter interviewed Ruiz for the first 10 minutes and then opened the conversation up to include various other multi-generational community leaders to discuss all current events - the COVID-19's effect on the Latino community, voting, the term Hispanic vs. LatinX, the current social justice movement, plus the difficulties of virtual learning & digital access for underserved communities. This hour-long discussion was streamed on 6abc.com and Facebook LIVE. NOTE: This was en lieu of a normally scheduled in-person annual celebration of Hispanic Heritage Month, due to COVID-19 restrictions.



### **6ABC VIRTUAL HOLIDAY FOOD DRIVE 2020 (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 sponsors Dunkin' Donuts, Acme Supermarkets, Verizon Fios, NRG, RAM Trucks and the Disney/ABC Owned television stations and viewer donations helped raise over tens of thousands of dollars to 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.

### **6ABC BLACK HISTORY MONTH CELEBRATION 2021**

On February 25<sup>th</sup> at 7 pm, our station produced a virtual 6abc Philly Proud Town Hall on our Black History Month Community Leader honoree Dr. Ala Stanford and the Black Doctors COVID Consortium for their tireless and consistent work testing and now delivering vaccines to Philadelphia's local underrepresented communities of color. Anchor Rick Williams interviewed Dr. Ala Stanford and various other medical professionals with the Consortium for an hour-long talk about her experience leading this charge to serve the Philadelphia community during this once in a lifetime health crisis, while going in depth about the hesitancy of people of color to get vaccinated. This hour-long discussion was streamed on 6abc.com and our family of streaming apps. NOTE: This was en lieu of a normally scheduled in-person annual celebration of Black History Month, due to COVID-19 restrictions.

## **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 (3/16/20 – 3/15/21)

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
07/01/19	Video Journalist	N/A	128	4	- Disney Careers	Paxton Reese	01/23/20 03/23/20	Disney Careers
10/10/19	Digital Journalist	N/A	219	8	- Disney Careers - Referral - 6abc	Eric Moody	02/11/20 03/16/20	Referral
03/19/20	Broadcast Maint. Eng	N/A	121	14	- Referral - Disney Careers - Recruiter - Internal	William Langdon	04/09/20 06/01/20	Internal
02/18/20	OCTO Prog. Manager	N/A	29	6	- Disney Careers	Crisieda Aguilar	02/28/20 05/11/20	Disney Careers Referral
10/14/20	Executive Producer	N/A	76	4	- Internal - Disney Careers	Shawana Perry	10/07/20 11/30/20	Referral Tom Dolan