

ANNUAL EQUAL EMPLOYMENT OPPORTUNITY
PUBLIC FILE REPORT
WPVI-TV, 6ABC
PHILADELPHIA, PENNSYLVANIA
APRIL 1, 2019

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, 2018 through March 15, 2019.

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 (3/16/18 – 3/15/19)

During the period covered by this report, WPVI-TV had a total of seventeen (17) vacancies for full time positions. Fourteen (14) 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.

V. LONG-TERM RECRUITMENT (3/16/18 – 3/15/19)

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, 2018 and March 15, 2019 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 Multi-Platform Programming Department and the Audience Development Department for the spring, summer and fall semesters. Both the News and the Marketing/Digital Sales Department offer paid professional internships for applicants during 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 ten (10) current full-time WPVI employees, including one community affairs director, one creative services assistant director, two creative services producer/editors, one anchor/reporter, one web producer, one traffic coordinator, one sales service coordinator, one marketing supervisor, 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 2018/2019 calendar year.

Between March 16, 2018 and March 15, 2019, the Station had approximately **thirty-five (35) seasonal interns** from various local colleges and universities including but not limited to: Temple University, Penn State University, Rutgers University, Indiana University of Pennsylvania (IUP), Delaware State University, St. Joe's University, Kutztown University, Rowan University, Drexel University and Cabrini College.

Three times per year, the Community Affairs office invites Multi-Platform 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 sixty (60) 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 interns from all departments. All station department heads and various hiring managers are invited including; Bernie Prazenica – President & GM, Tom Davis - VP of News, James Aronow – VP of Sales, John Morris – VP of Multi-Platform Programming, 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, 2018 through March 15, 2019:

August 1st – 5th, 2018 / 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 Executive Producer in News – Maxine Crooks in Detroit, MI. She 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. 6abc Anchor Sharrie Williams and Reporter Christie Ileteo were also in attendance.

July 18th – 21st, 2018 / Career Fair at the National Association of Hispanic Journalists - The NAHJ Convention took place in Miami, Florida and is the largest gathering of Hispanic Journalists and media executives in the country. VP of News Tom Davis attended the convention and hosted a table at the career fair offering advice to aspiring journalists, producers and on-air talent and distributed information about job openings at the Station.

February 13th, 2019 – Temple University Klein School of Media & Communications Internship and Career Fair – Executive Producer in News - Maxine Crooks, Community Affairs Coordinator – Aunyea Bailey, and Reporter Katie Katro 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, 2018 through March 15, 2019:

Throughout this time period, 6abc Community Affairs Director **Niki Hawkins** conducted several informational interviews at the Station with diverse college students, graduates and aspiring media professionals.

Throughout this time period, VP of Sales **James Aronow** was a frequent guest lecturer at Saint Joseph's University on topics of Sales & Marketing in Broadcast Television.

March 23rd - **Tamala Edwards** spoke at The Philadelphia Commission for Women at its second annual FREE Summit for Women and Girls for Women's History Month.

April 9th - **Matt O'Donnell** spoke about the media industry at the Philadelphia Montessori Charter School

May 2nd - **Monica Malpass** spoke and emceed the Girls Inc. of Greater Philadelphia & Southern New Jersey 2018 Strong, Smart, & Bold Breakfast.

May 10th - **Matt O'Donnell** spoke about his career track during Philadelphia Montessori Charter School's Career Week.

May 15th - **Karen Rogers** was the keynote speaker at the Indian Mills Elementary School's Weather Presentation

May 16th - **Trish Hartman** spoke at the Stephen Decatur Elementary School's Career Day

August 8th, 2018 – 6abc hosted fifteen (15) 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.

September 15th - **Nydia Han** was a panelist and discussed her career track at the 6th Annual Woman in Media Conference

November 1st - Community Affairs Director **Niki Hawkins** lectured a class at Temple University on Current issues in media management

January 24th - **Karen Rogers** took part in ASPIRA Bilingual Cyber Charter School's weather talk.

February 13th - **Karen Rogers** hosted a weather talk at the Holy Angels Catholic School

Feb. 19th – President & General Manager **Bernie Prazenica** lectured a class at Temple University on TV Programming and New Media.

February 22nd - **Jeff Chirico and Katie Katro** spoke at Upper Moreland High School's Career Day

February 22nd - **Nydia Han** spoke at Archbishop John Carroll High School's Diversity Assembly

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 news, and view the technology and equipment that is needed to broadcast from the Station.

The following Educational Tours took place March 16, 2018 through March 15, 2019:

Date	Organization/Person	# of People	Type	Other Information
4/3/18	Lincoln University – Mass Comm. Studies	14	Educational / Community Service	Students toured the facility
4/27/18	Cumberland County College – Media Club	16	Educational / Community Service	Students toured the facility
5/3/18	Avon Grove High School	19	Educational/ Community Service	Students toured the facility
5/21/18	Cape May Tech	24	Educational/ Community Service	Students toured the facility
5/22/18	Drexel University –	8	Educational / Community Service	Students toured the facility

	Intro to TV Industry Class			
8/1/18	Rowan University - Radio Station	6	Educational / Community Service	Students toured the facility
8/14/18	Neumann University	4	Educational / Community Service	Students toured the facility
11/8/18	Marple Newtown HS - Video Production Class	25	Educational/ Community Service	Students toured the facility
11/13/18	Resurrection Catholic School - News Students	15	Educational/ Community Service	Students toured the facility
11/29/18	Phil-Mont Christian Academy – Meteorology Students	8	Educational / Community Service	Students toured the facility
12/13/18	Maritime Academy Charter School	12	Educational / Community Service	Students toured the facility
1/17/19	Christian Academy in Brookhaven - Media Students	15	Educational / Community Service	Students toured the facility
3/14/19	Lincoln University - Mass Comm. Students	10	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, 2018 through March 15, 2019:

ASIAN AMERICAN HERITAGE CELEBRATION DINNER 2018

Our 6abc Community Affairs Office put on an **Asian American Heritage Event** here at the 6abc studios on May 2nd, 2018. 6abc Anchor Nydia Han was emcee for the event. Those honored included the Asian Arts Initiative - a popular community and cultural arts space celebrating 25 years, and the up and coming entrepreneurs David Taing and Kenny Poon - co-owners of the ultra-cool food hall Chinatown Square. Our own Nydia Han was the keynote speaker and discussed her digital documentary #ThisIsAmerica on race relations.

THE 2018 PENNSYLVANIA CONFERENCE FOR WOMEN

6abc was a media sponsor for the **Annual Pennsylvania Conference for Women** on Friday, October 12th, 2018 at the PA Convention Center. The conference sold out in record time after announcing keynote speakers, International Human Rights Lawyer, Amal Clooney and Tennis Legend Serena Williams. 6abc and Action News talent Tamala Edwards and Cecily Tynan emceed the main stage keynotes, plus Nydia Han and Sharrie Williams hosted breakout workshops. With over 100 renowned speakers, the PA Conference for Women drawing 11,000 professional women impacts lives through incredible opportunities for business networking, professional development, and personal growth. Twenty (20) diverse 6abc female executives and staff from across all departments enjoyed this day of enrichment. 6abc created 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.

HISPANIC HERITAGE COMMUNITY OUTREACH 2018

Instead of planning an awards banquet for Hispanic Heritage Month, the Community Affairs Department hosted a **6abc RESOURCE FAIR for HURRICANE MARIA EVACUEES**. One year after the hurricane in Puerto Rico, thousands of displaced Puerto Ricans made Philadelphia and the surrounding region their home. We partnered with The Greater Philadelphia Long Term Recovery Committee (formerly Unidas PA PR) and the social services non-profit APM (Asociacion Puertorriquenos en Marcha) to host an information fair to connect the evacuees with much needed local social services regarding housing, employment, education and legal services. Over a dozen social service companies and non-profits attended including the PA regional director of FEMA. 6abc rented the banquet hall space at Concilio (our partners for the Puerto Rican Day Parade), provided light refreshments from El Coqui Panaderia Catering, and gave out gift cards & toys for attending families.

6ABC HOLIDAY FOOD DRIVE 2018 (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 \$357,000 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. Also from the food drive, Acme and viewers donated approximately 200,000 pounds of canned goods and non-perishable food items to Philabundance.

6ABC BLACK HISTORY MONTH CELEBRATION 2018

The Community Affairs Department planned their **6abc 2019 Black History Celebration** on February 12th, 2019. Over 60 community leaders and influencers attended the event along with several station executives and staff including President & General Manager Bernie Prazenica. We celebrated local African-Americans leaders in 'Commerce & Inclusion' - those creating opportunities and greater access for minority businesses in our region at this year's annual awards banquet on February 12th. Honorees included City of Philadelphia Commerce Director Harold T. Epps, 3rd generation African-American owned Perryman Construction, and Project NorthStar- the 3 day tech conference for Black & LatinX entrepreneurs. Catering and event décor was supplied by local African-American owned businesses – The Bynum Brothers Catering and Abundant Blooms.

THE DISNEY/ABC TELEVISION GROUP 2018/19 MAGIC OF STORYTELLING CAMPAIGN (MARCH)

Through the **2018/19 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 Director Anika "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 (3/16/18 – 3/15/19)

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
7/17	Sales Traffic Asst.	N/A	210	8	- Former Empl. - Internal - Disney Careers	Kelly Wheaton	1/17/18 4/25/18	Former Empl. Disney Careers
10/17	Reporter / Anchor	N/A	65	3	- Disney Careers - Agent - 6abc	Maggie Kent	12/13/17 4/2/18	6abc
3/12/18	Asst. News Director	N/A	59	8	- Referral - Disney Careers - Recruiter - Internal	Christine Bowley	12/2/18 1/14/19	Recruiter
3/18	Inventory Specialist	N/A	19	6	- Disney Careers	Erin Foley	4/30/18 5/29/18	Disney
6/18	Sales Service Supervisor	N/A	89	4	- Internal - Disney Careers	Leeanne Falchetta	7/18/18 9/6/18	Former Empl./ Disney Careers
6/18	Copy Specialist	N/A	80	5	Disney Careers	Jen DiGiovanni	7/31/18 9/17/18	Disney Careers
7/18	Program Specialist	N/A	91	5	- Internal - Disney Careers	Alexis Chaviarus	9/11/18 10/12/18	Internal
10/19/18	News Producer	N/A	47	3	- Referral - Disney Careers - Recruiter	Ana Luna	11/15/18 1/14/19	Recruiter

11/18	Community Journalist	N/A	260	3	- Internal - Disney Careers	Matteo Iadonisi	11/18/18 1/9/19	Internal
11/18	Digital / Social Media Producer	N/A	322	6	- Disney Careers - Internal	Brianna Longo	12/4/18 2/4/19	Disney Careers
11/18	Multi-Platform Programming Editor	N/A	172	3	- Disney Careers - Internal	John Pappalardo	1/11/19 3/4/19	Internal
10/1/18	Director of Engineering	N/A	101	6	- Disney Careers - Internal	Chris Silva	12/13/18 1/14/19	Internal (KTRK)
10/10/18	Inventory 2 Specialist	N/A	188	11	- Disney Careers - Internal	Cheyene Perez	11/13/18 12/31/18	Internal
10/10/18	Inventory Specialist	N/A	189	12	- Disney Careers - Internal	Keshroy Spencer	10/16/18 12/13/18	Internal