

# **2020-2021 Annual Public File Report**

**WCAU & WWSI – TV**

**FACILITY ID No.: WCAU, 63153  
WWSI, 23142**

**April 1, 2020  
to March 31, 2021**

## **2020 - 2021 ANNUAL EEO PUBLIC FILE REPORT**

**Call Sign of Station (s): WCAU-TV and WWSI-TV**

**List all full-time job vacancies filled by any station covered by this report in the past year (April 1, 2020 – March 31, 2021)**

<b>WCAU:</b>	<b>Full-Time Job Vacancies Filled</b>
<b>Hire Date</b>	<b>Position Title</b>
4/13/2020	Digital Video Content Producer
4/13/2020	Investigative Reporter
5/11/2020	DOC Technician
6/29/2020	Content Producer
1/11/2021	Vice President of News
2/15/2021	VP, Brand & Strategic Marketing
3/22/2021	Photographer

<b>WWSI:</b>	<b>Full-Time Job Vacancies Filled</b>
<b>Hire Date</b>	<b>Position Title</b>
1/11/2021	Content Producer
1/25/2021	Digital Video Content Producer

- 1) For each vacancy listed, attach to this report the relevant and complete Recruitment Source Data Summary. See forms attached at the end of this report.**
- 2) In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in Question 1?** There was a total of 79 interviewees interviewed for all the full-time job vacancies identified above.
- 3) In total, how many persons interviewed by the above listed job vacancies were referred to the station from each of the recruitment sources used by the station?**

<b>Name or Recruiting Source</b>	<b>Number of Interviewees Referred during the year</b>
Ncbunicareers.com	23
Contacted by: NBCUHR: Talent Acquisition	11
NBC 10/Telemundo 62 Jobs Hotline	0
Employee Referral	8
External/Industry Referral/Agent	0
Current Employee	7
Former Employee	6
Camden County OEO	0
Native American Journalist Association	0
Philadelphia Association of Black Journalists	0
Philadelphia Chinatown Development Corporation	0
NAACP- Philadelphia Branch	0
Asian American Journalists Association –Philadelphia Chapter	0
Greater Philadelphia Hispanic Chamber of Commerce	0
National Association of Hispanic Journalists	6
National Association of Black Journalists	7
Internet site: LinkedIn	9
Internet Site: Indeed.com	0
Contractor/Freelancer Conversion	2
Internet Site: TV-Jobs.com	0
Association of Asian Journalists	0

- 4) Please summarize the stations' broad recruitment outreach initiative during the past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and short summary of the nature of each initiative.**

## **RECRUITMENT FOR FULL-TIME VACANCIES**

The Employment Unit has engaged in broad recruitment for its full-time vacancies and has widely disseminated information concerning these vacancies using a variety of communications methods. The stations provide a jobs hotline phone number (610-668-5797) that refers individuals interested in employment with the stations to visit [www.nbcunicareers.com](http://www.nbcunicareers.com) and apply online. This jobs hotline includes language options for

English and Spanish. Job openings are always posted on [www.nbcunicareers.com](http://www.nbcunicareers.com), and the Company's Staffing Center advertises job openings with targeted/specialized web sites in the broadcast industry when necessary. Both stations' web sites also provide links directly to [www.nbcunicareers.com](http://www.nbcunicareers.com). This recruiting web site, which is available to the public, now allows NBCUniversal internal employees to apply for open jobs, which promotes career advancement opportunities for all employees. NBCUniversal's Employee Referral Program has been updated and the Human Resources Department at the Employment Unit has sent this new information to the Employment Unit's population. The program is designed to further the promotion of diverse recruiting by our own employees.

## NOTIFICATION TO COMMUNITY GROUPS AND RECRUITING ORGANIZATIONS

The Employment Unit invites employment sources and community organizations to submit a written request via a form available on the stations' websites to be included on WCAU and WWSI's job vacancy distribution list. In the 12 months included in this reporting period, no organizations have contacted the Employment Unit directly to request written notice of open job opportunities. If such requests are received, the Employment Unit will email job opening notices to any recruiting source or community organization that requests the information and responds with an email address to receive such job information. In addition, the Employment Unit has developed its own list of recruiting organizations to which it sends notices of open job opportunities.

### List of Outreach Groups for WCAU and WWSI

<b><u>Asian American Journalists Association –Philadelphia Chapter</u></b> Julie Shaw 801 Market Street, Suite 30D Philadelphia, PA 19107 P: 215-459-1710 aajaphiladelphia@gmail.com	<b><u>Camden County OEO</u></b> Margaret Henry Parker 900 Haddon Ave. Suite 225 Collingswood, NJ 08108 P: (856) 962-6911 F: (856) 962-6922 mhenryparker@cccceo.com
<b><u>El Concilio</u></b> Damaris Feliciano 705-709 N. Franklin Street Philadelphia, PA 19123 P: 215-627-3100 F: 215-627-7440 damaris.feliciano@elconcilio.net	<b><u>Greater Philadelphia Hispanic Chamber of Commerce</u></b> David Metter 200 S. Broad Street, Suite 700 Philadelphia, PA 19102 P: (215) 790-3723 F: (215) 790-3840 dmatter@greaterphilachamber.com
<b><u>Pennsylvania Association of Broadcasters</u></b> Gail Ponti	<b><u>Philadelphia Association of Black Journalists</u></b> Johann Calhoun

8501 Paxton Street Hummelstown, PA 17036 P: 717-482-4820 F: 717-482-1111 <a href="mailto:gponti@pab.org">gponti@pab.org</a>	P.O. Box 8232, Philadelphia, PA 19101 P: 215-893-5739 <a href="mailto:infor@pabj@gmail.com">infor@pabj@gmail.com</a> <a href="mailto:calhoun.philly@gmail.com">calhoun.philly@gmail.com</a>
<b><u>Philadelphia Chinatown Development Corporation</u></b> Rachel Mak 301 North 9th Street Philadelphia, PA 19107-1409 P: (215) 922-2156 F: (215) 922-7232	<b><u>NAACP-Philadelphia Branch</u></b> 1619 W. Cecil B. Moore Ave. Philadelphia, PA 19121-3228 P: 215-978-7500 F: 215-765-6040 FAX <a href="mailto:PhiladelphiaNAACP@comcast.net">PhiladelphiaNAACP@comcast.net</a> <a href="mailto:info@philadelphia-naacp.org">info@philadelphia-naacp.org</a>
<b><u>Community Integrated Services</u></b> David Downey 441 N. 5 <sup>th</sup> St, Suite 101 Philadelphia, PA 19123 P: (215) 238-7411 F: (215) 238-7423	

## RECRUITMENT/OUTREACH INITIATIVES

According to Commission regulations, the Employment Unit is required to undertake four recruitment/outreach initiatives every two years. Between April 1, 2020 – March 31, 2021, the Employment Unit has undertaken the following longer-term recruitment/outreach initiatives during the reporting period:

### JOB FAIR PARTICIPATION (Minimum of 4)

Representatives of WCAU and WWSI participated in the following job fairs:

- Drexel University- Steinbright Career Development Center Co-Op Webinar, Human Resources Generalist, Lia Pope, attended this event (June 9, 2020) for the purpose of recruiting candidates and interns.
- National Association of Black Journalists Conference & Career Expo. Our Vice President of News, Anzio Williams (August 5, 2020) and Ric Harris, President and General Manager attended for the purpose of recruiting candidates. NBC10/Telemundo62 partnered with Comcast/NBCUniversal to actively recruit candidates at this event.
- Villanova University – BRIDGE Society Mentoring and Networking Event: Careers in Entertainment, Communications, Media, and PR. Our Human Resources Generalist,

Lia Pope, attended this career fair (February 17, 2021) for the purpose of recruiting candidates and interns.

- Temple University Klein College of Media and Communication Internship and Career Fair. Our Human Resources Generalist, Lia Pope, attended this career fair (March 14, 2021) for the purpose of recruiting candidates and interns.

### **COMMUNITY EVENTS DESIGNED TO INFORM AND EDUCATE THE COMMUNITY ABOUT EMPLOYMENT OPPORTUNITIES IN BROADCAST**

- On October 3, 2020, Annette Reyes and Isabel Sanchez participated in a virtual panel event hosted by Minds Matter Philadelphia in partnership with Comcast NBCUniversal. The audience was made up of high school students from Philadelphia public schools who attend supplement mentoring through the Minds Matter nonprofit. The 45 minute event took place via Zoom and focused on the topic of “A Day in the Life: Careers at Comcast and NBC10/Telemundo62” and included a Q&A with students following the presentation.
- On October 31, 2020, Isabel Sanchez and Yvonne Cedeño participated in a virtual panel event hosted by Minds Matter Philadelphia in partnership with Comcast NBCUniversal. The audience was made up of high school students from Philadelphia public schools who attend supplement mentoring through the Minds Matter nonprofit. The 45 minute event took place via Zoom and focused on the topic of “Interview Prep and Communication Skills” and included a Q&A with students following the presentation.
- On November 21, 2020, Lia Pope participated in a virtual panel event hosted by Minds Matter Philadelphia in partnership with Comcast NBCUniversal. The audience was made up of high school students from Philadelphia public schools who attend supplement mentoring through the Minds Matter nonprofit. The 45 minute event took place via Zoom and focused on the topic of “Resume Building/LinkedIn Profile” and included a Q&A with students following the presentation.
- On December 19, 2020, Andrew Tosto participated in a virtual panel event hosted by Minds Matter Philadelphia in partnership with Comcast NBCUniversal. The audience was made up of high school students from Philadelphia public schools who attend supplement mentoring through the Minds Matter nonprofit. The 45 minute event took place via Zoom and focused on the topic of “Networking/Finding a Mentor” and included a Q&A with students following the presentation.
- On January 23, 2021, Andrea Berry and Alberto Rullán participated in a virtual panel event hosted by Minds Matter Philadelphia in partnership with Comcast NBCUniversal. The audience was made up of high school students from Philadelphia public schools who attend supplement mentoring through the Minds Matter nonprofit. The 45 minute event took place via Zoom and focused on the topic

of “Diversity in the Workplace” and included a Q&A with students following the presentation.

## **MANAGEMENT TRAINING – METHODS FOR EEO**

- All employees, including management, must complete ongoing Diversity and Inclusion training at NBCUniversal.
- The TV stations of NBCUniversal continue to regularly offer training to employees addressing methods of ensuring equal employment opportunities and preventing discrimination. These offerings include Diversity and Inclusion training, Integrity training, Code of Conduct, Respect in the Workplace, Comcast NBCU Listens, Complying with Competitive Laws, Effective Communication Guidelines, Preventing Workplace Violence and Speak Up.
- Ric Harris, President & General Manager serves as the Black Employee Network Advisor for the East Coast, an Employee Resource Group for NBCUniversal. He attends ongoing meetings, conference calls and events to promote and guide individuals throughout the year.

## **EMPLOYEE TRAINING AND SKILLS ENHANCEMENT**

Employees of WCAU and WWSI are provided with training and development opportunities designed to enhance their ability to assume positions of greater responsibility. Various programs are provided by external vendors and internal NBCUniversal sponsored programs. Station employees participated in the following development courses:

- Lia Pope, Human Resources Generalist, has attended “Here you Can”-Hire, Debiasing the hiring process, which is the Talent Lab’s DEI leadership series, and an essential part of our company’s collective diversity, equity, and inclusion efforts. We have a responsibility to our internal and external talent communities to get this right. To that end, we’ve pledged to de-bias our system and in doing so, create a stronger, more creative and inclusive culture.
- There is continual online training offered to all employees on the Company’s employee self-service portal. The internal employee benefits website also provides specific information regarding the Company’s Tuition Reimbursement Program for continuing education and an online eLearning catalog of available training courses for employees’ career development.
- Various departments participated in training and development opportunities

Department	Date	Title of Training	Name of Trainer and/or company providing training	Brief Description of Training	Levels of Attendees	# of Attendees	Location of Training
Sales & Finance	February 2020	Stream	NBCU Talent Lab	STREAM is a 2-month experience where Talent are pushed to build a foundational understanding of the digital world and equip themselves with the knowledge and skills required to drive digital transformation.	Director Level & above	2	Virtual
Technology & Operations	June 2020	Jump	NBCU Talent Lab	JUMP virtual leverages the key attributes of our in-person experience: key content, Talent driven collaboration, leadership exposure and cohort networking opportunities while adjusting for the demands of leading virtually.	Manager Level & Above	1	Virtual
News, Creative Services & Marketing	September 2020	Lead	NBCU Talent Lab	LEAD is a 3-month experience focused on	Manager Level & Above	3	Virtual

				building better leadership skill and capability for experienced leaders who have impact in a changing organization. LEAD is designed to build better management behaviors through a customized 360 feedback assessment and targeted skill building.			
Human Resources	September 2020	Elevar	NBCU Talent Lab	ELEVAR is a development experience designed to strengthen engagement, enhance professional growth, and provide career advancement support and opportunities for Hispanic/Latino leaders across NBCUniversal. Through the vehicles of sponsorship and external and internal learning events, ELEVAR aims to build cross-	Director Level & Above	1	Virtual

				portfolio communities of diverse emerging leaders and prepare them to contribute at a higher level within the organization.			
All Staff	10/9/2020	Meet the Moment	Corporate DE&I	<i>Meet the Moment</i> is an actionable Diversity, Equity and Inclusion (DEI) initiative designed to challenge, inspire and unite us in ways that create lasting, meaningful change. Come together as one company to learn and commit to building a more diverse, equitable and inclusive workplace, where everyone is treated with respect and our differences are embraced and celebrated.	All Staff	200+	Virtual

All Departments	10/19/2020	Respect in the Workplace	NBCU Talent Lab	Company's ongoing efforts on equality and inclusion, we are in the process of reviewing our Diversity & Inclusion and Respect in the Workplace courses to ensure they best capture the key focus areas and commitments	All Levels	150+	Virtual
News	11/2/2020	Situational Awareness and News Crew Safety training	Doc Velez, Director of Global Security	SAFE Journalist <b>Tra</b> <b>ining</b> & Resources. Practicing Safety and Awareness in the Field Every Day. Threats toward media of any kind, including <b>new</b> <b>s</b> media, have escalated ... Having a deep understanding of the dynamics of emergency services	All levels	65+	Virtual
News	3/22-3/24/21	Starting Poynt	Cheryl Carpenter, Leadership Faculty Member at Poynter Institute	online seminar for new and aspiring managers	Staff	4	Virtual

## **INTERNSHIP PROGRAM**

The Employment Unit maintains an established internship program designed to give exposure to college students about careers in the broadcast industry. During the FCC reporting period covered in this report, 10 college students participated in the program during the Fall, Spring and Summer sessions. The NBC 10/Telemundo62 Internship Program in Philadelphia also exposes interns to senior WCAU and WWSI personnel who address the students and share key career information. Interns participated in the following “Lunch and Learn” sessions: Meet the General Manager of WCAU and WWSI, News Management, On-air Talent, Integrated Media, and resume writing. The interns also participate in a Mini-Newscast. The Program Coordinator is Lia Pope, Human Resources Generalist, WCAU-TV & WWSI-TV, NBCU Philadelphia.

## **EMMA BOWEN Foundation for Minority Interests in Media**

The Employment Unit participates in the Emma Bowen Foundation internship program, a broadcasting industry scholarship program designed to provide part-time jobs and learning experiences to minority high school and college students. The program is unlike other intern programs in that the students work for their partner company during the summers and school breaks from the end of their senior year in high school until they graduate from college. During the four-year-period, students have the opportunity to learn the many aspects of broadcast operations and develop company-specific skills. Students are paid for the work they complete and additionally receive matching dollars from the stations designed to assist them with their academic costs. The station has the opportunity to guide and develop minority students to prepare them for opportunities of permanent placement or Associates Program placement upon completion of their college degree. The station has had one minority student from the Emma Bowen program during the period covered by this report.

## **PARTICIPATION IN AT LEAST 4 EVENTS SPONSORED BY EDUCATIONAL INSTITUTIONS RELATING TO CAREER OPPORTUNITIES IN BROADCAST**

(Please note these are also included in community outreach items in the attached excel grids).

- Violeta Yas participated in Career Day at Kreps Middle School in Mercer County, NJ, and spoke to students about her career and the path she took to get there.
- Isabel Sanchez served as a featured speaker for the Newhouse Capstone program and spoke with Syracuse University TV journalism students about her career and experience covering the news during the COVID-19 pandemic.
- Steven Fisher participated in the Alumni Speaker Series for West Chester University and discussed his experience as a former student at WCU and working in the communications industry.
- Brian Mendoza served as a panelist for the University of Houston’s “Gators in the Media” speaker series.

- Erin Coleman participated in Career Day at Moorestown Friends School in Burlington County, NJ, and offered advice about careers in journalism/communications to juniors and seniors in high school.

## **OTHER ACTIVITIES TO DISSEMINATE INFORMATION ON EMPLOYMENT IN BROADCASTING**

- Keith Jones, Anchor at our WCAU Station teaches Broadcast Journalism at Villanova University located in Villanova, PA.
- Tim Furlong, Reporter at our WCAU station teaches a Broadcast Television during the Fall Semester and News Writing class during the Spring semester at Widener University located in Chester, PA.
- Leigh Pullekines, Director at our WCAU station teaches a Basic & Advanced Television Production class at Neuman University located in Aston, PA.

## **COMMUNITY GROUP SPONSORED ACTIVITY PARTICIPATION.**

Employees of the Employment Unit participate in extensive community affairs activities, which also creates opportunities to educate the community about broadcasting and employment opportunities in the broadcast field. Set forth below is a sampling of the community events in which the Employment Unit's personnel participated during the reporting period:

<b>EVENT DATE</b>	<b>EVENT/PROGRAM</b>	<b>ORGANIZATION</b>	<b>TALENT</b>	<b>ROLE</b>	<b>DESCRIPTION</b>
4/25/2020	Chestnut Hill College Annual Scholarship Gala	Chestnut Hill College	Krystal Klei	Mistress of Ceremonies	Annual Scholarship Gala. This year's event will celebrate "The Year of the Woman". One of the honorees will be Susan Jin-Davis, Chief Sustainability Officer for Comcast.
5/2/2020	Virtual Build A House... Build a Dream	Habitat for Humanity of Chester County	Bill Henley	Emcee	5th grade students create model dream homes that are submitted to Habitat for Humanity of Chester County. HfHCC will put all of the photos of the homes into a presentation to show the community their hardwork.

5/13/2020	Pride & Perspective	OUT at Comcast + BEN	Aunyea Lachelle	Moderator	Join OUT@Comcast and the Black Employee Network for a discussion with community influencers centered around the black and brown LGBTQ experience in Philadelphia. We'll explore the history of Philadelphia's Black Pride celebration, the unique issues facing the community, the importance of allyship, available resources and media representation. This event aims to spark a dynamic, interactive conversation to celebrate and inspire our community and allies. The event will be recorded virtually on 5/13 and will be shown later to their membership.
5/13/2020	Boys & Girls Clubs of Mercer County's Night of Shining Stars	Boys & Girls Club of Mercer County	Violeta Yas	Keynote Speaker	The Boys & Girls Clubs of Mercer County's annual awards and fundraising gala.
5/20/2020	Philadelphia Public Relations Association Hall of Fame Luncheon	Philadelphia Public Relations Assoc.	Tim Furlong	Emcee	The PPRA is honoring Car Feiler Bender for her long career of represented community-minded non-profits in Philadelphia area such as Historic Philadelphia. Mural Arts Philadelphia, the AIDS Fund and the Fairmount Park Conservancy.
6/9/2020	Virtual Graduation	Philadelphia School District	Aunyea Lachelle	Host/Emcee	The School District of Philadelphia is projected to have approximately 10,000 graduates this Spring. Due to COVID-19, all traditional senior experiences such as proms and graduations have been cancelled for June 2020. For high

					<p>school seniors and their families around the country, dressing up to attend their senior prom and walking the stage and tossing their caps at their graduation ceremony are hallmark experiences that culminate years of hard work and perseverance. They are milestone moments that mark the transition from childhood into the promise and possibility of young adulthood. This is especially so in Philadelphia where many seniors may be the first in their families to graduate high school. The School District of Philadelphia will host a City-wide Virtual Graduation for all public high school seniors and their families on Tuesday, June 9th, 2020. No virtual program will replace live, iconic senior year experiences but our goal is to engage the entire Philadelphia community and SDP alumni to create a series of personalized, meaningful and memorable experiences to help all members of the Class of 2020 feel excited, valued and celebrated as they close out the school year.</p>
6/13/2020	Mask Ur Aid Ball	Philadelphia Fashion & Garment Industry Taskforce	Aunyea Lachelle	Host/Emcee	<p>Fundraiser for the fashion and retail community; this is a fundraising event where guest wear fashionable face mask and fashion forward outfits to join our virtual party with special guest</p>

					and Music / we are advocating for guest to get mask made locally by designers & boutiques
6/17/2020	Golden Slipper Charities, Board Meeting	Golden Slipper Club & Charities	Glenn "Hurricane" Schwartz	Speaker	Golden Slipper Club and Charities, Board and general membership meeting. Golden Slipper is celebrating its 98th birthday. Golden Slipper provides programs for seniors, overnight camping for deserving children, college scholarships and emergency aid for those in need.
6/20/2020	Best Buddies Friendship Walk	Best Buddies Pennsylvania	Jim Rosenfield	Speaker	Visit Best Buddies.org/Philadelphia Facebook page for Opening Ceremonies, as we highlight the top fundraising, corporate and school teams. We will also share some great local content about our Best Buddies efforts. Best Buddies is the world's largest organization dedicated to ending the social, physical and economic isolation of the 200 million people with intellectual and developmental disabilities (IDD). Our programs empower the special abilities of people with IDD by helping them form meaningful friendships with their peers, secure successful jobs, live independently, improve public speaking, self-advocacy and communication skills, and feel valued by society.

6/26/2020	Covenant House Annual Sleepout Fundraiser	Covenant House PA	Lucy Bustamante	Emcee	Traditionally, Covenant House PA hosts a sleepout to raise awareness for youth homelessness. Hundreds of participants sleep outside in a predetermined location to put themselves in the shoes of youth experiencing homelessness. This year, the sleepout will take place virtually via WebEx starting with a speaking program and then participants will sleep out in their living rooms or back yards.
6/27/2020	North Light Community Center 2020 Vision Gala	North Light Community Center	Steve Sosna	Emcee	The Annual Gala and Auction are the main fund raisers for North Light Community Center in Manayunk. Gala includes a cocktail hour, buffet dinner, awards presentation and a live and silent auction.
6/30/2020	Hope in Action Town Hall	Salvation Army	Tracy Davidson	Moderator	A virtual Town Hall on Facebook Live about race and responsibility.
7/11/2020	Convos on Colorism	Women for the Culture	Aunyea Lachelle	Speaker	This is an Instagram Live event in which Aunyea would discuss her experience with colorism growing up as a dark skin African-American girl in a predominantly white Lutheran school ... and how it affected her. throughout high school (I was picked on because of my complexion by other African-American

					students).
7/30/2020	Best of the Main Line and Western Suburbs	Main Line Today	Bill Henley	Emcee	The party of the year-celebrating the best food, drink, salons, spas, your name etc. Close to 400 winners evaluated by our editorial team and the community.
8/3/2020	Newhouse Capstone Featured Speaker	Syracuse University	Isabel Sanchez	Speaker	Capstone Summer Speakers Series featuring Isabel Sanchez who will speak with Syracuse University TV journalism students about her career and experience covering the news during the COVID-19 pandemic.
8/17/2020	Closing the Gap	Greater Philadelphia Hispanic Chamber of Commerce	Yaima Crespo	Panelist	Closing The Gap - CTG2020 is part of the GPHCC's R+ initiative and marketing campaign, which seeks to help Latino-Owned Businesses (LOBs) successfully recalibrate, retool and recover from the impact COVID-19 has had in their businesses by providing tools, know-how and resources that will help them reimagine their business models so that they may reintegrate in the economy and operate profitable businesses in the 'new normal'.
8/23/2020	Chef's Week for PAWS	Philadelphia Animal Welfare Society	Sheila Watko	Speaker	We are transforming our annual fundraiser, Chefs' Night for PAWS, into an all-online version, since we cannot gather in person this year. We hope to celebrate restaurants in our community while generating support for PAWS' lifesaving efforts,

					<p>at a time when we're all being impacted so severely. It will be a weeklong series of online programs, August 23-27, produced in advance but aired "live" each night on the website and across all their social media channels. They'll also stay online for viewing any time after they premiere. Each night's program will feature a chef demo plus a story about an aspect of what PAWS does, so that over the course of the week, people will learn a variety of tips and recipes from their favorite chefs and learn what PAWS does and why we all need support.</p>
9/10/2020	5th Annual World Heritage City Celebration	Global Philadelphia Association	Vai Sikahema	Emcee	<p>As the first World Heritage City in the U.S., we have a distinctive set of relationships with 300 other World Heritage Cities across the globe. By raising awareness of our World Heritage City status, the celebration creates many possibilities to increase Philadelphia's national and international prominence. We are celebrating our common bond here and around the world by marking World Heritage Cities Solidarity Day, while supporting Philadelphia's World Heritage City project.</p> <p>The Global Philadelphia Association was founded in 2010 by nine of the leading international organizations in the Greater Philadelphia</p>

					<p>Region. It has been incorporated as a member-governed Pennsylvania nonprofit corporation whose purposes are: To assist - and to encourage greater interaction among - the many organizations and people who are engaged in one form or another of international activity within the Greater Philadelphia Region; To promote the development of an international consciousness within the Region; To enhance the Region's global profile.</p>
9/10/2020	"Kids at Heart" Virtual Gala	Turning Points for Children	Keith Jones	Emcee	<p>Kids at Heart Gala is the biggest fundraiser of the year for Turning Points for Children. This event brings together high-net worth individuals comprised of donors, corporate sponsors and board members who faithfully support the Turning Points mission of building Stronger Families and Brighter Futures throughout Philadelphia. Our supporters hail from a wide variety of professions and demographics; from medicine to law and from the Mainline to Moorestown, New Jersey.</p>
9/15/2020	When Women Lost the Vote: A Revolutionary Story, 1776 – 1807	Comcast/NBCU Women's Employee Network ERG	Aunyea Lachelle	Moderator	<p>In honor of this year's centennial anniversary of the 19th amendment, which granted all free women the legal right to vote in America, the Community Impact and the Comcast HQ and NBCUniversal chapters</p>

					of BEN, VetNet, and Women's Network are putting together a virtual event in collaboration with Comcast's longtime partner, the Museum of the American Revolution. The panel will reveal stories of the nation's first women voters, showcasing elements from the Museum's exhibit and drawing parallels between these significant historical events and current issues, including social justice and voting rights.
9/16/2020	Bring Philly Home (Annual fundraiser for ProjectHOME)	ProjectHOME	Lucy Bustamante	Emcee	ProjectHOME Rising Leaders Committee is hosting its annual fundraising reception that brings more than 400 friends, supporters, and young professionals from across the Philadelphia region. This very special event helps to provide resources for Project HOME
9/17/2020	Corporate Campfire Gala	Cradle of Liberty Council, Boy Scouts of America	Erin Coleman	Emcee	Our annual fundraising event which is now an award ceremony with a few speakers, i.e., honorees(5; 3mins each); our CEO(1); Scout speaker(1); and event chair(1)
9/24/2020	85th Anniversary VIRTUAL Gala	Bethanna	Vai Sikahema	Honoree	During the virtual gala, there will be an awards presentation to highlight the work of individuals and businesses who have made a significant impact in benefiting the lives of children and families in need. We would like to honor Vai Sikahema for his work and contributions in supporting and promoting

					the need and importance of foster care and adoption.
9/25/2020	Independence Soiree: Honoring Billie Jean King	Independence Visitor Center Corp	Aunyea Lachelle	Emcee	On Friday, September 25, 2020, the Independence Historical Trust and the Independence Visitor Center Corporation will host Independence Soiree, which is a virtual fundraising event. During the evening, we will be presenting the 2020 Year of the Woman Award to sports icon, Billie Jean King in recognition for her lifetime contributions to equal rights and equality for all.
10/2/2020	A Day in the Life: My New Normal	Comcast/NBCU Unidos ERG	Alondra Anaya	Speaker	As part of Hispanic heritage Month, Unidos invites Alondra to participate in a virtual conversation with Unidos members from NBC10/T62 and Comcast, to discuss how she does her job forecasting weather on T62 remotely from home. We would kick off the program by showing a brief video (1-2 min) of Alondra's "work-from-home" studio setup, followed by a live Q&A with Alondra via video conference with our attendees taking questions about our "new normal."
10/14/2020	Women United Gala 2020	United Way of Greater Philadelphia and Southern New Jersey	Tracy Davidson	Emcee	Women United will celebrate their recently expanded portfolio of impact initiatives and recognize extraordinary women in leadership and philanthropy. Attendees will have the opportunity

					to see first hand how, in partnership with United Way, Women United empowers women and families in our community to build strong, independent lives from cradle to career.
10/15/2020	Champions of Hope Awards	Ronald McDonald House of Philadelphia	Tracy Davidson	Speaker	The Champions of Hope Awards event recognizes individuals who have gone above and beyond for the welfare of children and families—and serves as our biggest fundraising event every year
10/17/2020	Girls Exploring Tomorrow's Technology	Chester County Economic Development Council	Brittney Shipp	Emcee	Girls Exploring Tomorrow's Technology is an interactive, free, full-day program for girls in grades 5-10, meet women role models and participate in hands-on activities in Science, Technology, Engineering, and Math.
10/18/2020	AIDS Walk Philly	AIDS Fund	Stephania Jimenez	Emcee	For 34 years, AIDS Walk Philly has been raising awareness and funds for HIV/AIDS services in the Greater Philadelphia Region, and on Sunday, Oct 18, 2020, the 34th Annual AIDS Walk Philly keeps up the fight. AIDS Fund continues its mission to provide emergency funds to individuals living with HIV through the From All Walks of Life Fund. There are over 27,000 people living with HIV in the Greater Philadelphia Region, according to the Office of HIV Planning Philadelphia. The funds raised from donations, sponsorships, and participation will remain

					in the region which has a new infection rate three times greater than the national average, Philadelphia can be a lifeline for their neighbors and loved ones by participating in the AIDS Walk Philly 5K, which will bring together 5,000 people to raise public awareness and funds for those living with HIV/AIDS in our community.
10/19/2020	Philly Female Forum	PGD Global	Aunyea Lachelle	Moderator	The Philly Female Forum is a 2020 A Virtual Women's Empowerment Experience gathering The Most Powerful Women In Philadelphia to share their personal experiences, professional advice and lead powerful conversational panels focused on Business, Fashion, Media and Sports.
10/20/2020	Access to Justice Awards	Philadelphia Bar Foundation	Rosemary Connors	Emcee	Each year, the Bar Foundation holds an annual awards event to celebrate Philadelphia's public interest community, civil legal aid organizations, and the businesses that partner with the Bar Foundation. The event enables the Philadelphia Bar Foundation to thank our generous donors and honor the outstanding achievements of pro bono and public interest lawyers. In 2020, we will hold this event virtually and provide our guests with a unique experience. The event will begin at

					5:00 p.m. and will last approximately 45 minutes.
10/22/2020	Literacy is Essential Telethon	Delco Literacy Council	Lucy Bustamante	Speaker	"Literacy is Essential" will be a one-hour long online celebration of the Delaware County Literacy Council (DCLC) and our amazing adult students. There will be messages from celebrities, musical performances, opportunities to interact live, and three Champions of Adult Literacy will be honored. This event is DCLC's annual fundraiser, which is usually held in person.
10/24/2020	Teacher as Hero Award Ceremony	National Liberty Museum	Stephania Jimenez	Emcee	The annual National Liberty Museum's Teacher as Hero award sponsored by State Farm is presented to exceptional educators who leverage their excellence in teaching to make a difference in the lives of their students. We honor each winner at the awards ceremony, this year being held virtually. The event will last about an hour and will feature the 10 winners and short video clips from each.
10/24/2020	NLGJA Convention panel: "Work From Home...Forever?"	National Lesbian Gay Journalists Association	Steve Sosna	Panelist	A live panel discussion — tentatively titled "Work From Home ... Forever?" — for the NLGJA virtual convention next month. It's slated for 7-8 p.m. ET on Saturday, Oct. 24. It's going to look at not only what various at-home journalists have experienced since the

					coronavirus pandemic started, but also what obstacles we have faced (and conquered) and tips on how to sustain oneself (and one's job) — and it will attempt to address how long we could, and should, keep working from home.
10/28/2020	60th Anniversary of Puerto Rican Family Institute	Puerto Rican Family Institute	Alberto Rullán	Speaker	Hope for Families and Children Foundation serves as the supporting organization and fund-raising arm of Puerto Rican Family Institute, a not-for-profit agency now in its 60th year of service to New York and Puerto Rico communities.
10/31/2020	CHOP's Talent series	Children's Hospital of Philadelphia	Miguel Martinez-Valle	Speaker	The Talent Series is an educational and fun opportunity for CHOP patients & their families to learn about local/national talent and how they got to where they are today. This will remain exclusive for our patients and families. Talent will be allowed to share videos/images post-interview with the approval of CHOP's team and appropriate social tags.
11/6/2020	Philly Heart Walk Challenge	American Heart Association	Jacqueline London	Emcee	This year's reimagined Heart Walk will be the biggest ever, as we bring the experience right to you! You'll join 1 million walkers, from across the nation, moving as one. The weeklong celebration begins on Monday, November 2 and culminates with a walk from wherever participants are on Friday, November 6 at 1 pm with a virtual pre-

					party kicking things off.
11/6/2020	Widener University High School Leadership Awards	Widener University	Tracy Davidson	Emcee	Widener University is recognized as one of the nation's premier universities for civic engagement and applied leadership. The ninth annual High School Leadership Awards identifies the region's high school students who embody the university's commitment to develop and inspire leaders who affect positive change. NBC10 has been Widener University's partner in these awards.
11/13/2020	Best Buddies Virtual Champion of the Year	Best Buddies Pennsylvania	Jim Rosenfield	Emcee	A one-hour virtual Champion of the Year celebration to raise funds and awareness for Best Buddies. A group of 21 Champion nominees from across the state of Pennsylvania have been participating in a 10-week campaign and the winner will be announced on this "television show" on November 13 at 8 PM. Best Buddies International is a nonprofit 501(c)(3) organization dedicated to establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment, leadership development, and inclusive living for individuals with intellectual and developmental disabilities (IDD).

11/17/2020	Red Kettle Campaign Kickoff	Salvation Army	Lucy Bustamante, Glenn Schwartz, Stephania Jimenez, Iris Delgado, Miguel Martinez-Valle, Jacqueline London	Liners	Due to COVID, the Salvation Army is combining its spring luncheon and the kickoff off its biggest fundraiser, the Red Kettle Campaign, on November 17th, 2020 at 12 noon VIRTUALLY. At least 750 community leaders, donors, staff, volunteers, corporate partners, etc. will attend virtually. While the event is free to attend, donations are accepted and will go toward our homeless programming and our red kettles to help rescue Christmas for the many city residents who are struggling financially. Local on-air talent from all Philly market TV stations will participate (WPVI, KYW, WTXF, WHYY, and, hopefully, WCAU & WWSI-Telemundo).
12/1/2020	Covering the Story of Race	SAG-AFTRA	Lucy Bustamante	Panelist	A live panel discussion of professional successful news broadcasters discussing how race is covered in today's news environment.
12/6/2020	US Naval Academy Southeastern PA Parents Association - virtual event for members	USNA Southeastern PA Parents Association	Lucy Bustamante	Speaker	Private virtual event for the members of the USNA SPPA. Members include parents of current Midshipmen of the USNA whose families are in the Greater Philadelphia region. Parents of alumni who are serving (have served) in the Fleet and Marine Corps are also represented as well as Blue and Gold Officers, individuals who assist the USNA with the application process for

					prospective Midshipmen.
12/12/2020	Jefferson Innovation, Rise Up Philly	Jefferson University	Aunyea Lachelle	Moderator	Rise Up Philly is a 6 day free virtual conference and competition creating economic opportunity in communities of color. Dates of the event: December 8 - December 13. This entrepreneurship hackathon will provide resources and networking, access to funding, business growth and development, prototyping and supply chain opportunities. Participants can choose to be active in the competition or observe. The last day, 12/13, four winners will receive cash prizes.
12/13/2020	DVLF Toy 2020	Delaware Valley Legacy Fund	Miguel Martinez-Valle	Emcee	TOY is DVLF's annual holiday fundraising event which supports the mission of DVLF and, at the same time, provides toys for children of families receiving health and wellness services from Action Wellness. TOY 2020 will be a virtual fundraiser with an exciting balance of community news, grant check presentations and delightful entertainment with performances by the Philadelphia Gay Men's Chorus, CSz – Philadelphia's longest-running comedy theater, Pitch, Please – one of the only queer advocacy a cappella groups in the

					<p>nation, a soloist performance by a DVLF scholarship award-winner and much more. DVLF is the leading funder of emerging needs in the Greater Philadelphia LGBTQ+ community. Every year we give out grants to LGBTQ+ serving nonprofit organizations. Since our founding we have given over 1M to fuel the LGBTQ+ movement in our community. But every year we receive more proposals than we can fund. By our 30th anniversary, our vision is to fully fund every qualified proposal received from Greater Philadelphia LGBTQ+ serving organizations.</p>
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**JOB VACANCY  
RECRUITMENT SOURCE DATA SUMMARY FORM**  
(See Appendix A for recruitment sources used to fill all vacancies)

Station	Job Title	# of Interviewees	Date Job Filled	Recruitment Source of Ultimate Hire	Recruitment Source to fill vacancy
WCAU	Digital Video Content Producer	8	4/13/2020	Nbcunicareers.com	See Appendix A
WCAU	Investigative Reporter	9	4/13/2020	Nbcunicareers.com	See Appendix A
WCAU	DOC Technician	8	5/11/2020	Current NBCUniversal Contractor/Freelancer	See Appendix A
WCAU	Content Producer	7	6/29/2020	Former Employee	See Appendix A
WCAU	Vice President of News	13	1/11/2021	Former Employee	See Appendix A
WCAU	VP, Brand & Strategic Marketing	12	2/15/2021	Current Employee	See Appendix A
WCAU	Photographer	9	3/22/2021	Nbcunicareers.com	See Appendix A
<b>WWSI</b>					
WWSI	Content Producer	7	1/11/2021	Current Employee	See Appendix A
WWSI	Digital Video Content Producer	6	1/25/2021	Current NBCUniversal Contractor/Freelancer	See Appendix A

## APPENDIX A

### RECRUITMENT SOURCE LIST FOR WCAU and WWSI

<p>NBCUniCareers <a href="http://www.nbcunicareers.com">www.nbcunicareers.com</a></p> <p>Has this source requested notices: No</p>	<p>NBC10   Telemundo62 Hobs Hotline – 610-669-5510</p> <p>Has this source requested notices: No</p>	<p>LinkedIn <a href="http://www.linkedin.com">www.linkedin.com</a></p> <p>Has this source requested notices: No</p>
<p>NABJ- National Association of Black Journalists <a href="http://www.nabj.org">www.nabj.org</a></p> <p>Has this source requested notices: No</p>	<p>NAHJ – National Association of Hispanic Journalists <a href="http://www.nahj.org">www.nahj.org</a></p> <p>Has this source requested notices: No</p>	<p>El Concilio <a href="http://www.elconcilio.net">www.elconcilio.net</a></p> <p>Has this source requested notices: No</p>
<p>YOH-via NBCUNI Careers</p> <p>Has this source requested notices: No</p>	<p>Indeed <a href="http://www.indeed.com">www.indeed.com</a></p> <p>Has this source requested notices: No</p>	<p>NAACP – Philadelphia Branch <a href="http://www.philadelphiannaacp.org">www.philadelphiannaacp.org</a></p>
<p>Pennsylvania Association of Broadcasters <a href="http://www.pab.org">www.pab.org</a></p> <p>Has this source requested notices: No</p>	<p>Philadelphia Association of Black Journalists <a href="http://www.phillyabj.org">www.phillyabj.org</a></p> <p>Has this source requested notices: No</p>	<p>Asian American Journalists Association –Philadelphia Chapter <a href="http://www.aaaja.org/philadelphia">www.aaaja.org/philadelphia</a></p> <p>Has this source requested notices: No</p>
<p>Philadelphia Chinatown Development Corporation <a href="http://www.chinatown-pcdc.org">www.chinatown-pcdc.org</a></p> <p>Has this source requested notices: No</p>	<p>Greater Philadelphia Hispanic Chamber of Commerce <a href="http://www.philahispanicchamber.org">www.philahispanicchamber.org</a></p> <p>Has this source requested notices: No</p>	<p>Association of Asian Journalists <a href="http://www.aaaja.org">www.aaaja.org</a></p> <p>Has this source requested notices: No</p>
<p>TVJobs <a href="http://www.tvjobs.com">www.tvjobs.com</a></p> <p>Has this source requested notices: No</p>	<p>Camden County OEO <a href="http://www.camdencountyoeo.com">www.camdencountyoeo.com</a></p> <p>Has this source requested notices: No</p>	<p>Community Integrated Services <a href="http://www.cisworks.org">www.cisworks.org</a></p> <p>Has this source requested notices: No</p>
<p>Temple University <a href="http://www.temple.edu">www.temple.edu</a></p> <p>Has this source requested notices: No</p>	<p>Drexel University <a href="http://www.drexel.edu">www.drexel.edu</a></p> <p>Has this source requested notices: No</p>	