

**FCC FORM 396  
EXHIBIT 3  
NARRATIVE DESCRIPTION OF OUTREACH EFFORTS  
2007 to 2008**

**WMAQ & WSNS - TV  
FACILITY ID NO. WMAQ 47905 WNSN 70119**

## 2008 ANNUAL EEO PUBLIC FILE REPORT

**Call Sign of Station(s): WMAQ-TV and WSNS-TV**

**List all full-time job vacancies filled by any station covered by this report in the past year (August 2007 – July 2008)**

### **WMAQ: FULL-TIME JOB VACANCIES FILLED**

Investigative Producer (1)  
Manager, Sales (1)  
Local TV Reporter (1)  
Sales Planner (1)  
Specialist, Broadcast Operations (1)  
Sales Account Executive (2)  
Client Service Rep (1)  
Sports Anchor (1)

### **WSNS: FULL-TIME JOB VACANCIES FILLED**

Weather Anchor (1)  
News Coordinator (1)  
Sales Account Executive (2)  
Manager, Sales (1)  
HR Coordinator (1)

- 1) Attached is a summary of the Recruitment Source Data Forms relevant for the jobs listed.**
- 2) In total, how many applicants did the station(s) interview for all of the full time job vacancies identified in Question 1? There were a total of 79 applicants 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?**

Name of Recruitment Source	Total Number of Interviewees Referred During Year
Career Opportunity System - (internal recruiting)	4
NBCUNICAREERS.com	7
Yoh/Daily Hire - current temp pool	3
Columbia College	0
Foundation for Minority Interest in Media, Inc	0
GE African American Forum	0
GE Hispanic Forum	0
GE National Asian Pacific American Forum	0
GE Womens Network	0
I R E (Assoc. Investigative Reporters & Editors)	1
Medill School of Journalism	0
Out@NBC- National GLBT Pride	0
National Lesbian & Gay Journalist Association	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**

As reflected in the annual public file reports for August 2007 to July 2008 submitted heretofore, the Stations have engaged in recruitment for their full-time vacancies and have widely disseminated information concerning these vacancies, including to recruiting organizations reasonably calculated to reach the entire community. When WMAQ and WSNS have job openings, they also reach a very large potential applicant pool by running on-air announcements about the opportunities at least ten times per week during the day on both stations. Openings are also posted on [www.nbcunicareers.com](http://www.nbcunicareers.com), [www.gecareers.com](http://www.gecareers.com). The Stations' websites provide links to [www.nbcunicareers.com](http://www.nbcunicareers.com).

#### **Notification to Community Groups and Recruiting Organizations**

Since the FCC's new EEO rules went into effect, the Stations have developed a list of recruiting organizations, which they believe are suitable for reaching qualified candidates both within and beyond Chicago area. The current list, which consists of 3 organizations, include:

- Spanish Coalition for Jobs

- The Columbia College
- Operation ABLE

The Stations email or fax all job openings to each source that responds with an email address or fax number requesting such information.

## **Recruitment/Outreach Initiatives**

According to Commission regulations, WMAQ & WSNS were required to undertake four recruitment/outreach initiatives since Aug 1, 2007. The Stations have undertaken the following longer-term recruitment/outreach initiatives during the reporting period:

### **JOB FAIR PARTICIPATION**

Representatives of WMAQ & WSNS participated in the following job fairs:

- Unity Journalism Conference- Chicago IL – July 2008- Sandra Hasan, HR Director, Frank Whittaker, Station Manager, Interns
- 8<sup>th</sup> Annual MLK Black College Fair, Chicago IL – January 2008 – Deborah Brown, Director Community Relations
- National Association of Black Journalists (NABJ) conference July 2007 – Camille Edwards, News Director
- National Association of Hispanic Journalists (NAHJ) conference June 2007 - Joe Navarro, VP HR TLMD

### **EMPLOYEE TRAINING**

- Employees of the Stations are provided with training & development opportunities designed to enhance their ability to assume positions of greater responsibility. Various programs are provided via external vendors and internal GE/NBC sponsored programs. Station employees participated in the following development courses: Career Pathing, Building Essential Leadership skills, TVSD Sales Seminar, TVSD Producing Seminar, Presentation Skills, Effective Coaching, Managers Development Course, Influencing Skills, DiSC behavioral styles at Work, and Microsoft Systems related training.
- In partnership with GE Women's Network Forum, GE Hispanic Forum, GE African American Forum, GE the Asian Pacific Forum the Stations conducted career development workshops on Performance Management and Career Progression at GE.
- Noll & Associates provided in-classroom training for the Sales department on topics: Creative Resources in April 2007 and Negotiating Skills in June 2007.
- The Stations regularly offer training to employees addressing methods of ensuring equal employment opportunities and preventing discrimination. These

programs have included Personnel Relations Leadership, Employment Law, Discrimination/Harassment Prevention Training, Integrity Training and & Hiring the Right People.

### **INTERNSHIP PROGRAM**

WMAQ & WSNS both maintain an established internship program designed to give exposure to College Students about careers in the broadcast industry. During the FCC reporting period, 82 students participated in the program during the Fall, Winter, Spring and Summer sessions. Intern program also exposes interns to senior WMAQ and WSNS personnel who address the students and share key career information. Interns have participated in the following "Lunch and Learn" sessions during the 2008 summer session: News Management, Creative Services, Sales Leadership, Engineering Operations, Research and Digital/Web. Interns also participated in an all-day News Writing Seminar conducted by Renee Ferguson. Program Manager is Janet Garcia.

**EMMA BOWEN Foundation for Minority Interests in Media.** WMAQ and WSNS both participate in the Emma Bowen Foundation internship program, a broadcasting industry scholarship program, designed to provide part-time jobs and learning experiences to high school and college students. The program is unlike other intern programs in that the student's work for their partner company during the summers and school breaks from the end of their junior year in high school until they graduate from college. During the five-year-period, students have the opportunity to learn many aspects of corporate 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 Stations have the opportunity to guide and develop minority students with the option of permanent placement upon completion of their college degree. Mentoring from the selected staff in the sponsoring company is also a key element of the program.

### **COMMUNITY GROUP Sponsored Activity Participation.** Participated in

- Junior Achievement Day at Haines and McKinley Elementary Schools: Sandra Hasan, Deborah Brown, Sonia Garcia- November 2007.
- Rainbow PUSH Scholarship Break: January 2008
- National Women's Heart Day Health Fair: February 2008
- Girls in the Game; Central States SER; Umoja; Erie House
- Erie House Annual Fund Dinner: MC Zoraida Sambolin, Nov. 2007
- Mujeres Latinas en Accion Annual Benefit Dinner
- 41<sup>st</sup> Annual Chicago Business Opportunity Fair, April 2008
- National Jefferson Awards, Deborah Brown, June 2008
- PUSH Conference, July 2008

**JOB VACANCY  
RECRUITMENT SOURCE DATA SUMMARY FORM**

Station	Job Title	Date Job Filled	Recruitment Source of Ultimate Hire	Address of Recruitment Source	Contact Person	Phone	Has this source requested notices
WMAQ	Producer (Investigative)	8/6/2007	IRE (Investigative Reporters & Editors Association): NBCUNICAREERS.COM	n/a	n/a	n/a	No
WMAQ	Manager, Sales	9/10/2007	NBCUNICAREERS.COM: Business Contact	n/a	n/a	n/a	No
WMAQ	Local TV Reporter	9/24/2007	Internal = Rehire	n/a	n/a	n/a	No
WMAQ	Sales Planner	12/3/2007	NBCUNICAREERS.COM / internal transfer Temp	n/a	n/a	n/a	No
WMAQ	Specialist, Broadcast Operation	12/10/2007	NBCUNICAREERS.COM / internal transfer Temp	n/a	n/a	n/a	No
WMAQ	Sales Account Executive	2/25/2008	NBCUNICAREERS.COM: Business Contact	n/a	n/a	n/a	No
WMAQ	Sales Account Executive	2/25/2008	NBCUNICAREERS.COM: Business Contact	n/a	n/a	n/a	No
WMAQ	Client Service Rep	4/14/2008	NBCUNICAREERS.COM / internal transfer Temp	n/a	n/a	n/a	No
WMAQ	Sports Anchor	7/28/2008	COS = internal Transfer	n/a	n/a	n/a	No
WSNS	Weather Anchor	9/3/2007	NBCUNICAREERS.com / Business Agent	n/a	n/a	n/a	No
WSNS	News Coordinator	10/1/2007	NBCUNICAREERS.COM: Employee Referral	n/a	n/a	n/a	No
WSNS	Sales Account Executive	10/8/2007	NBCUNICAREERS.COM	n/a	n/a	n/a	No
WSNS	Sales Account Executive	12/3/2007	NBCUNICAREERS.COM	n/a	n/a	n/a	No
WSNS	Manager, Sales	1/21/2008	COS = internal Transfer	n/a	n/a	n/a	No
WSNS	HR Coordinator	4/14/2008	COS = internal Transfer	n/a	n/a	n/a	No