

**2011 Annual Public File Report**

**WMAQ & WSNS - TV  
FACILITY ID NOs. WMAQ 47905 WSNS 70119  
August 1, 2010 to July 31, 2011**

## 2011 ANNUAL EEO PUBLIC FILE REPORT

Call Sign of Stations: WMAQ-TV and WSNS-TV

List all full-time job vacancies filled by any station covered by this report in the past year (August 2010 – July 2011)

### WMAQ: FULL-TIME JOB VACANCIES FILLED

Client Service Rep (2)  
Content Producer (3)  
Executive Assistant (1)  
Sales Account Executive (2)  
DayPart Manager (1)  
Platform Manager (1)  
Content Producer-Web (1)  
Integrated Marketing Specialist (2)  
Sales Fulfillment Specialist (1)  
Local TV Reporter (1)  
Broadcast Ops Coordinator (1)

### WSNS: FULL-TIME JOB VACANCIES FILLED

Manager, Station Relations & Sales Marketing (1)  
News Director (1)  
Local Content Editor (1)  
Sales Account Executive (2)  
Executive Producer (1)  
Local TV Reporter (1)  
VP, Sales (1)  
Weather Anchor (1)  
Manager, Research (1)

- 1) **Include in this report the Recruitment Source Data Summary Form relevant for the jobs listed above.** Included below.
- 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 82 applicants interviewed for all the full-time job vacancies identified above.
- 3) **In total, how many persons interviewed for 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
COS (Company's internal Career Opportunity System)	9
NBCUnicareers.com	33
Yoh Staffing /Daily Hire - Company's current temp pool	14
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
GE Veterans Network	0
Medill School of Journalism	0
Out@NBC- National GLBT Pride	0
National Lesbian & Gay Journalist Association	0
Business and On-Air Talent Agents	1
Industry/Business referrals or Employee referrals	25

- 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 2010 to July 2011 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 our recruiting web sites at least ten times per week during the day on both stations. Openings are always posted on [www.nbcunicareers.com](http://www.nbcunicareers.com), and prior to January 29, 2011, they were also posted on [www.gecareers.com](http://www.gecareers.com). Both station web sites also provide links directly 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 at this time consists of 0 organizations.

- In the past 12 months included in this reporting period, and prior to that, no organizations have contacted the stations to request written notice of open job opportunities.

The stations will email or fax all job openings to any recruiting source that requests the information and responds with an email address or fax number for such job information. All on-air announcements relay this information and invite organizations to send in requests for open job notices, as well as refer interested individuals to apply on-line at [www.nbcunicareers.com](http://www.nbcunicareers.com).

## **Recruitment/Outreach Initiatives**

According to Commission regulations, WMAQ & WSNS were required to undertake four recruitment/outreach initiatives since Aug 1, 2010. The Stations have undertaken the following longer-term recruitment/outreach initiatives during the reporting period:

### **JOB FAIR PARTICIPATION**

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

- Operation Able's Annual Operation Access Employment and Resource Fair for People with Disabilities – October 15, 2010 – Oak Lawn Hilton – Aida Areizaga, HR Coordinator, WMAQ/WSNS; Sandra Hasan, VP, Human Resources, WMAQ/WSNS; Carol Cooling, Director, Special Projects, WMAQ.
- National Association of Black Journalist (NABJ) Annual Conference & Career Fair – July 28 to August 1, 2010 – San Diego, CA - Enrique Caballero, VP, Human Resources (CA); Kim Zachary, Director, Human Resources (PA).
- National Association for Multi-Ethnicity in Communications (NAMIC) and Cable Diversity Week – September 14 & 15, 2010 – Adrienne Day, Director, Human Resources, NY.
- Illinois Broadcasters Association (IBA)/Eastern Illinois University Career Fair – March 30, 2011 – EIU's campus Charleston, IL – Matthew Byrne, TV Engineer, WMAQ with live minicam truck.
- National Association of Hispanic Journalist Convention (NAHJ) – June 15 – 17, 2011 – Orlando, FL – Ellen Gorringer, Director, Human Resources, WTVJ (FL); Millie Quiles, Generalist, Human Resources, WNBC (NY).

- Harpo Job Fair - June 18, 2011 – Harpo Studios, Chicago – Travis Jabara, Senior Talent Recruiter, (CA); Ralph Nader, Talent Acquisition Recruiter, (NY); Aida Areizaga, Human Resources Coordinator, WMAQ/WSNS; Janet Maldonado, Generalist, Human Resources, WMAQ/WSNS; Diana Maldonado, News Director, WSNS; Trisha Hockings, Manager, Studio Operations, WMAQ.

## **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 by external vendors and internal GE or NBCU sponsored programs. Station employees participated in the following development courses: Building Essential Leadership skills, New Manager Development training, Local Media Sales Seminars, News Legal Seminars plus ongoing Microsoft Systems training, Safety Initiatives training, Dalet News System, Edius Editing System and specific sales inventory and traffic applications training.

In partnership with GE Women's Network Forum, GE Hispanic Forum, GE African American Forum, GE the Asian Pacific Forum the Stations continued to offer career development workshops. Sandra Hasan, VP, Human Resources conducted workshops on (EMS)Employee Management Systems for performance reviews and career growth for non-union employees.

The Stations regularly offer training to employees addressing methods of ensuring equal employment opportunities and preventing discrimination. These offerings include Personnel Relations Leadership, Employment Law, Discrimination/Harassment Prevention Training, Integrity Training and Code of Conduct training. Also included are reminders to employees periodically of the Company's Employee Referral Program to further the promotion of diverse recruiting.

## **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, 85 college students participated in the program during the last Fall, Winter, Spring and Summer sessions. The NBC/Telemundo Internship Program in Chicago 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 2010 summer session: News Management, Creative Services, Sales Leadership,

Engineering Operations, Research and Digital/Web Content. Program Coordinator is Aida Areizaga, Human Resources Coordinator, WMAQ/WSNS.

### **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 to prepare them for opportunities of permanent placement or Associates Program placement upon completion of their college degree. Mentoring from the selected staff in the sponsoring company is also a key element of the program. We currently have 2 diverse/minority students in our program at WMAQ and WSNS.

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

- WMAQ/WSNS's Homework Hotline – The stations sponsor a Homework Hotline for students of all ages during the school year. The program is a partnership with the University of Illinois.

#### **2010**

- **Friday, August 6<sup>th</sup> –September 2<sup>nd</sup> 2010**
- The Black Harvest International Festival of Film & Video
  
- **Friday, August 6<sup>th</sup>**
- Latina Marketing Roundtable
  
- **Tuesday, August 10<sup>th</sup> 2010**
- NBCU Foundation Grant Reception
  
- **Thursday, August 19<sup>th</sup> 2010**
- Chicago Children's Advocacy Center
- Girls Night Out for the Kids
  
- **Wednesday, August 25<sup>th</sup> 2010**
- WMAQ/WSNS Back 2 School Drive, NBC Plaza

- **Friday, September 3<sup>rd</sup> – Monday, September 6<sup>th</sup>**
- 2010 African Festival of the Arts
  
- **Wednesday, September 1<sup>st</sup>**
- UNO Community Luncheon
  
- **Friday, September 10<sup>th</sup> 2010**
- 2010 Kick off for the Kids
  
- **Sunday, September 12<sup>th</sup> 2010**
- Chicago Blood Cancer Foundation
- “Out for Blood” Bike Ride for Blood Cancer Research
  
- **Saturday, September 18<sup>th</sup>, 2010**
- 27<sup>th</sup> Annual UNCF Walk for Education
  
- **Wednesday, September 22<sup>nd</sup> 2010**
- 24<sup>th</sup> Annual Entrepreneurial Woman’s Conference
- Women’s Business Development Center
  
- **Monday, September 27<sup>th</sup>- Saturday, October 2<sup>nd</sup>**
- WMAQ/WSNS Education Week
- 
- **Friday, October 8 & 9, 2010**
- 6<sup>th</sup> Annual Vive La Hispanidad
- A Hispanic Heritage Month Celebration
  
- **Friday October 15<sup>th</sup> 2010**
- Chicago Children’s Choir
- Chicago Cultural Center
  
- **Wednesday, October 20, 2010**
- National Society of Hispanic MBA’s Conference
  
- **Friday, October 22, 2010**
- School or Rock Fundraiser for San Miguel School
  
- **Tuesday, November 2, 2010**
- Alivio Medical Center Dia de los Muertos – 5K Run
  
- **Thursday, November 18, 2010**
- Dominican American Midwest Association fundraiser
  
- **Friday, November 19<sup>th</sup> 2010**
- Shelter’s 23<sup>rd</sup> Annual Charity Ball

- **Saturday, November 20<sup>th</sup> 2010**
- 12<sup>th</sup> Annual Cuatro Festival
- **Friday, November 24, 2010**
- Chicago Latino Network & Erie House Fundraiser
- **Thursday, December 9, 2010**
- Latinos in Development Community Service Awards
- **Wednesday, December 15<sup>th</sup> 2010**
- WMAQ/WSNS Annual Coat Drive
- **Wednesday, December 15<sup>th</sup> 2010**
- Las Posadas Navideñas in Cicero

## 2011

- **Wednesday, January 12<sup>th</sup>**
- 25<sup>th</sup> Anniversary Speak Up for a Child Breakfast
- **Thursday, January 13<sup>th</sup>**
- Emcee Community Health
- Event for Resurrection - Holy Family Medical Center
- **Friday, January 14<sup>th</sup>**
- African Festival of the Arts Sponsorship Breakfast
- **Sunday, January 16<sup>th</sup>**
- 30<sup>th</sup> Chicago Music Awards
- **Monday, January 17<sup>th</sup>**
- Rainbow PUSH Coalition
- PUSH Excel 21<sup>st</sup> Annual Dr. Martin Luther King Jr. Scholarship Breakfast
- **Monday, January 17<sup>th</sup>**
- Black Creativity Family Day
- Museum of Science and Industry
- **Tuesday, January 18<sup>th</sup>**
- Loyola University Health System
- Spirit of Dr. Martin Luther King Celebration
- **Saturday, January 22<sup>nd</sup>**
- Illinois Commission on Diversity & Human Relations



- **Wednesday, January 26<sup>th</sup>**
- Autism Speaks
- Walk Now Corporate Breakfast
  
- **Sunday, January 29<sup>th</sup>**
- Black Creativity Gala
  
- **Wednesday, February 2<sup>nd</sup>**
- The 2011 Chicago Defender Mayoral Forum
- DuSable Museum of African American History
  
- **Friday, February 4<sup>th</sup>**
- National Wear Red Day
- American Heart Association
- 
- **Saturday, February 5<sup>th</sup> 2011**
- K.I.S.S.
  
- **Monday, February 7<sup>th</sup>**
- GNMAA Annual Meeting
  
- **Thursday, February 10<sup>th</sup>**
- 1<sup>st</sup> Look for Charity
- Auto Show Gala
  
- **Friday, February 11<sup>th</sup>**
- The North Lawndale Employment Network
- 5<sup>th</sup> Annual Sweet Beginnings Tea
  
- **Saturday, February 12<sup>th</sup>**
- PLCCA Gala
  
- **Thursday, February 17<sup>th</sup> - Sunday, February 20<sup>th</sup>**
- 29<sup>th</sup> Annual National Conference of USHLI
  
- **Thursday, February 24<sup>th</sup>**
- March of Dimes Kick-Off Breakfast
  
- **Sunday, February 27<sup>th</sup>**
- WMAQ/WSNS Hustle up the Hancock
  
- **March Women's History Month Clothing Drive**

- **Thursday, March 3<sup>rd</sup>**
- Girls in the Game
- Field of Dreams
  
- **Thursday, March 17<sup>th</sup>**
- HACIA
- 31<sup>st</sup> Annual Banquet
  
- **Sunday, March 20<sup>th</sup>**
- Shamrock Shuffle Health Expo
  
- **Thursday, March 24<sup>th</sup>**
- Mujeres Latinas en Accion
  
- **April 1<sup>st</sup>-April 14<sup>th</sup>**
- The 27<sup>th</sup> Chicago Latino Film Festival
- Landmark Theatres –Century Shopping Centre
  
- **Friday, April 1<sup>st</sup>**
- Urban Gateways
- 50<sup>th</sup> Anniversary Gala
  
- **Saturday, April 2<sup>nd</sup>**
- Night of 100 Stars
- DuSable Museum of African American History
  
- **Thursday, April 7<sup>th</sup>**
- Erie Neighborhood House
- Future of Promise 2011 Annual Awards Dinner
  
- **Tuesday, April 12<sup>th</sup>**
- Chicago Urban League
- Summit 2011: Accelerating the Economic Recovery
  
- **Saturday, April 16<sup>th</sup>**
- American Heart Association
- 29<sup>TH</sup> Annual Chicago Heart Ball
  
- **Sunday, April 17<sup>th</sup>**
- Annual March for Babies Walk
  
- **Thursday, April 28<sup>th</sup>**
- Asian American Institute fundraiser

- **Friday, April 29<sup>th</sup>**
- The Chicago Defender
- Women of Excellence
  
- **Friday, May 6<sup>th</sup>**
- GE Community Day
- 8<sup>th</sup> Annual Community Day
- Greater Food Depository
  
- **Sunday, May 7<sup>th</sup>**
- 2011 American Cancer Society
- Walk and Roll
  
- **Sunday, May 8<sup>th</sup>**
- Y-Me Race at your Pace
  
- **Saturday, May 7<sup>th</sup>**
- A Tribute to our Quiet Heroes
  
- **Wednesday, May 11<sup>th</sup>**
- 22<sup>nd</sup> Annual Chinese American Service League Dinner
  
- **Tuesday, May 17<sup>th</sup>**
- 2011 St. Jude Four Stars of Chicago Fundraiser
  
- **Thursday, May 19<sup>th</sup>**
- Joint Civic Committee of Italian Americans
- 2011 Dante Award Luncheon
  
- **Saturday, May 21<sup>st</sup>**
- Chicago Walk Now for Autism Speaks
  
- **Saturday, May 21<sup>st</sup>**
- Make A Wish / Illinois Chapter
  
- **Wednesday, June 1<sup>st</sup>**
- N'Digo Gala
  
- **Thursday, June 2<sup>nd</sup>**
- Signature Series Concert
  
- **Friday, June 3<sup>rd</sup>**
- Rainbow PUSH Media Luncheon

- **Saturday, June 11<sup>th</sup>**
- UNCF
- "Living the legacy" gala Black and White Ball
  
- **Monday, June 13<sup>th</sup>**
- NBC Stand Up For Diversity Auditions
  
- **Wednesday, June 15<sup>th</sup>**
- National Latino Education Institute
- 39<sup>th</sup> Annual Dinner and Silent Auction
  
- **Thursday, June 16<sup>th</sup>**
- NAMIC Annual Awards Breakfast
  
- **Saturday, June 18<sup>th</sup>-Wednesday, June 22<sup>nd</sup>**
- Rainbow Push Coalition/Citizens Educational Fund Annual Conference
  
- **Sunday, June 19<sup>th</sup>**
- N'DIGO Foundation Party: A Tribute to Men
  
- **Saturday, June 25<sup>th</sup>**
- 26<sup>th</sup> Annual Hunger Walk
  
- **Sunday, June 26<sup>th</sup> 2011**
- Chicago Annual Pride Parade
  
- **Monday, June 27<sup>th</sup>**
- Believers Make Achievers, Loyola University Chicago
  
- **Friday, July 1<sup>st</sup> – Monday, July 4<sup>th</sup>**
- 19<sup>th</sup> Annual International Festival of Life
  
- **Saturday, July 9<sup>th</sup>**
- Ride for AIDS Chicago Opening Ceremony-Closing

**JOB VACANCY  
RECRUITMENT SOURCE DATA SUMMARY FORM**

Station	Job Title	Date Job Filled	Recruitment Source of Ultimate Hire	Address of Recruiting Source	Contact Person	Phone	Has this source requested notices?
WMAQ	Client Service Rep	8/2/10	Employee referral	n/a	n/a	n/a	No
WMAQ	Content Producer	8/17/10	NBCUnicareers.com	n/a	n/a	n/a	No
WMAQ	Content Producer	8/23/10	Employee referral	n/a	n/a	n/a	No
WMAQ	Content Producer	8/30/10	Conversion-Daily Hire temp	n/a	n/a	n/a	No
WMAQ	Executive Assistant	9/7/10	Employee referral	n/a	n/a	n/a	No
WMAQ	Sales Account Executive	10/18/10	Business contact referral	n/a	n/a	n/a	No
WMAQ	Sales Account Executive	11/15/10	Business contact referral	n/a	n/a	n/a	No
WMAQ	DayPart Manager	12/6/10	NBCUnicareers.com	n/a	n/a	n/a	No
WMAQ	Platform Manager	1/3/11	Internal promotion	n/a	n/a	n/a	No
WMAQ	Content Producer, Web	1/10/11	Employee referral	n/a	n/a	n/a	No
WMAQ	Integrated Marketing Specialist	3/14/11	Internal promotion				
WMAQ	Sales Fulfillment Specialist	3/21/11	Internal promotion	n/a	n/a	n/a	No
WMAQ	Integrated Marketing Specialist	3/21/11	NBCUnicareers.com	n/a	n/a	n/a	No
WMAQ	Client Service Rep	5/9/11	Conversion-Yoh Staff temp				
WMAQ	Local TV Reporter	6/13/11	Talent Agent-Company pursued	n/a	n/a	n/a	No
WMAQ	Broadcast Ops Coordinator	7/25/11	Conversion-Yoh Staff temp	n/a	n/a	n/a	No
WSNS	Manager, Station Relations & Sales Marketing	10/4/10	Employee referral	n/a	n/a	n/a	No
WSNS	News Director	10/25/10	Conversion-Yoh Staff temp	n/a	n/a	n/a	No
WSNS	Local Content Editor	11/15/10	Conversion-Yoh Staff temp	n/a	n/a	n/a	No
WSNS	Sales Account Executive	12/6/10	NBCUnicareers.com	n/a	n/a	n/a	No
WSNS	Executive Producer	12/20/10	Conversion-Yoh Staff temp	n/a	n/a	n/a	No
WSNS	News Reporter	1/3/11	Internal promotion	n/a	n/a	n/a	No
WSNS	VP, Sales	1/3/11	Employee referral	n/a	n/a	n/a	No
WSNS	Sales Account Executive	1/10/11	NBCUnicareers.com	n/a	n/a	n/a	No
WSNS	Weather Anchor	1/24/11	NBCUnicareers.com	n/a	n/a	n/a	No
WSNS	Manager, Research	2/14/11	NBCUnicareers.com	n/a	n/a	n/a	No