

**2010 Annual Public File Report**

**WMAQ & WSNS - TV**  
**FACILITY ID NOs. WMAQ 47905 WSNS 70119**  
**August 1, 2009 to July 31, 2010**

## 2010 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 2009 – July 2010)

### WMAQ: FULL-TIME JOB VACANCIES FILLED

Platform Manager (1)  
Local TV Reporter (1)  
Local TV Director DGA (2)  
Sales Planner (1)  
Content Producer (1)  
DayPart Manager (1)  
Director, Integrated Media (1)

### WSNS: FULL-TIME JOB VACANCIES FILLED

Sales Account Executive (2)  
Sales Planner (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 38 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?

<b>Name of Recruitment Source</b>	<b>Total Number of Interviewees Referred During Year</b>
Career Opportunity System - (internal recruiting)	1
NBCUNICAREERS.com	29
Yoh/Daily Hire - current temp pool	4
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
Talent Agent	1
Business or Employee Referral	3

- 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 2009 to July 2010 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), [www.gecareers.com](http://www.gecareers.com). The Stations' web sites 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, which consists of 3 organizations, include:

- National Latino Education Institute (formerly Spanish Coalition for Jobs)
- The Columbia College Alumni office
- Operation ABLE

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

## **Recruitment/Outreach Initiatives**

According to Commission regulations, WMAQ & WSNS were required to undertake four recruitment/outreach initiatives since Aug 1, 2009. 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:

- NBCUnity Symposium – August 13-14, 2009 – Universal Studios Hollywood – Paul Madison, Executive Vice President, Chief Diversity Officer, Host. All GE affinity group employee members invited to attend.
- Women's Business Development Center, 23<sup>rd</sup> Annual Entrepreneurial Women's Conference and Business Fair – September 16, 2009 – Deborah Brown, Director, Station Relations, WMAQ-TV
- Florida International University Career Fair – September 21-23, 2009 – Javier Ortiz, Director, Organization & Staffing Telemundo & Eugenia Perez, Human Resources Specialist Telemundo
- Paul Robeson HS Career & Wellness Fair – November 19, 2009 - Janet Garcia, HR Generalist, WMAQ-TV & WSNS-TV
- Imagen Foundation entertainment Industry Career Fair – March 27, 2010 – Enrique Caballero, Vice-President, Human Resources, NBC Local Media
- National Association of Hispanic Journalists (NAHJ) conference June 24-27, 2010 - Chris Peña, Assistant News Director, WMAQ-TV.

### **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: Building Essential Leadership skills – Crotonville leadership courses. Local Media Sales Seminars, News Legal Seminars,

Managers Development Course, continued Microsoft Systems training, Safety Initiatives training, Dalet News Systems.

- 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.
- 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, 63 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 2010 summer session: News Management, Creative Services, Sales Leadership, Engineering Operations, Research and Digital/Web Content. In 2010 there were also learning presentations conducted by Local Media leadership via WebEx meetings. 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. We added 2 new students to our program at WMAQ and WSNS, who started June 7, 2010.

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

- Illinois Hispanic Chamber of Commerce, Hispanic Business Expo Breakfast, August 6, 2009

- National Society of Hispanic MBAs 2009 Annual Fundraising & Awards Gala “Leading the Charge: Strengthening the Future Leaders”, September 5, 2009
- 25<sup>th</sup> Annual UNO (United Neighborhood Organization) Awards Anniversary, September 16, 2009
- El Grito Ceremony (Mexican Consulate and La Sociedad Civica Mexicana en Chicago), September 15, 2009
- A Silver Lining Foundation Annual Gala, October 3, 2009
- Back of the Yards Neighborhood Council, October 7, 2009
- Chicago Public Schools Program: Real Men Read, October 8, 2009
- Community Discussio with Café Magazine, October 14, 2009
- Today’s Chicago Woman Foundation fundraiser, October 28, 2009
- Chicago Public Schools – Principal for a Day, October 29, 2009
- UNO’s Day of the Dead 5K Walk/Run fundraiser, October 31, 2009
- Tapestry Charity Event, November 11, 2009
- 20<sup>th</sup> Annual Rainbow PUSH Scholarship Breakfast – Deborah Brown, January 15, 2010
- Hustle Up The Hancock for the Lung Association – February 28, 2010.
- Erie Neighborhood House Annual Awards Dinner, April 30, 2010
- AIDS Foundation of Chicago, 25<sup>th</sup> Anniversary Gala – May 1, 2010
- Erie Neighborhood House Associates Board fundraiser, June 17, 2010
- Bike Chicago 2010, June 10-11, 2010
- N’Digo Shoot Centrax Corporation, July 1, 2010
- 18<sup>th</sup> Annual International Festival of Life, July 2, 2010
- Rid for the Girls, July 3, 2010
- First Series of designer competitions, Latin Rhythm Dance Studio, July 8, 2010
- Ride for AIDS Chicago, July 10, 2010
- Marian Joy Foundation Golf Invitational, July 12, 2010
- 2010 EXPO for People with Disabilities – Access Chicago, July 15, 2010
- A Silver Lining, fundraiser in Indiana, July 16, 2010
- Senior Citizen Computer Literacy Graduation, July 24, 2010

