

2009 Annual Public File Report

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

2009 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 2008 – July 2009)

WMAQ: FULL-TIME JOB VACANCIES FILLED

Assistant News Director (1)
News Photographer (1)
Assignment Editor (2)
Managing Editor, Integrated Media (1)
News Editor, Integrated Media (2)
Sales Account Executive (1)
Client Service Rep (2)
Content Producer (24)
DayPart Manager (3)
Platform Manager (9)

WSNS: FULL-TIME JOB VACANCIES FILLED

Sales Account Executive (1)
Local Content Editor (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 96 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)	31
NBCUNICAREERS.com	29
Yoh/Daily Hire - current temp pool	28
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)	0
Medill School of Journalism	0
Out@NBC- National GLBT Pride	0
National Lesbian & Gay Journalist Association	0
Internet Broadcasting System (IBS)	4
Business or Employee Referral	4

- 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 2008 to July 2009 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, www.gecareers.com. The Stations' web sites provide links to 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 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, 2008. 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:

- 10th Annual MLK Black College Fair – January 16, 2009 – Deborah Brown, Director, Station Relations and Art Norman, News Anchor, WMAQ-TV
- State Representative, Elizabeth Hernandez 2009 Community Job Fair – June 20, 2009 - Aida Areizaga, HR Coordinator, WMAQ-TV & WSNS-TV
- National Association of Black Journalists (NABJ) conference June 24-26-2008 – Ethan Loney, Vice-President, Diversity, NBC Local Media Division
- National Association of Hispanic Journalists (NAHJ) conference June 23-27, 2009 - 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, TVSD Sales Seminars, News Legal Seminars, TVSD Producing Seminar, Presentation Skills, Effective Coaching, Managers Development Course, Influencing Skills, Microsoft Systems training, Safety Initiatives training, Dalet Systems and Crawford Hub 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.
- 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 2009 summer session: News Management, Creative Services, Sales Leadership, Engineering Operations, Research and Digital/Web Content. 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. Our current Emma Bowen student graduated this year with honors.

COMMUNITY GROUP Sponsored Activity Participation. Participated in

- Annual Celebration of Chicago's African American Men of Excellence. – Warner Saunders, January 15, 2009.
- 28th Chicago Music Awards, Saran Dunmore, January 18, 2009
- 19th Annual Rainbow PUSH Scholarship Breakfast – Deborah Brown, January 19, 2009
- K.I.S.S. Sarcoidosis Fundraiser – Peggy Kusinski & Rob Elgas, Feb 7, 2009
- North Lawndale Employment Network 4th Annual Sweet Beginnings Tea – Zoraida Sambolin, February 13, 2009
- Hustle Up The Hancock for Lung Association – Mike Adamle, Feb 22, 2009.
- Field of Dreams, Girls in the Game – Peggy Kusinski, March 4, 2009
- Better Existence with HIV Annual Fundraiser – Deborah Brown, April 4, 2009
- March for Babies Walk – Deborah Brown, April 26, 2009
- Women of Color Foundation – Annual Development Retreat for Women – April 27, 2009

- Erie House Futuro de Promesa – Ed Fernandez & Sandra Hasan, November 5, 2008
- CMU College of Business Annual fundraiser – Ed Fernandez, October 30, 2008
- Goodman Theatre Celebration of Diversity Breakfast – Ed Fernandez, February 24, 2009
- Trabajos a la mano Phone Bank – Tony Martinez, February 12, 2009
- 6th Annual Power: Opening Doors for Women – Deborah Brown, May 14, 2009.
- Pastors Salute/Chicago Defender – Deborah Brown, June 20, 2009.

**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
WSNS	Sales Account Executive	8/1/2008	Business Referral	n/a	n/a	n/a	No
WMAQ	Assistant News Director	9/8/2008	COS / NBCUNICAREERS.COM	n/a	n/a	n/a	No
WMAQ	Assignment Editor	11/7/2008	Yoh Manage Staffing	n/a	n/a	n/a	No
WMAQ	Minicam Photographer	11/10/2008	NBCUNICAREERS.COM	n/a	n/a	n/a	No
WMAQ	Managing Editor	12/1/2008	IBS Current Employee	n/a	n/a	n/a	No
WMAQ	News Editor	12/1/2008	IBS Current Employees	n/a	n/a	n/a	No
WMAQ	Sales Account Executive	12/8/2008	Business Referral / NBCUNICAREERS.COM	n/a	n/a	n/a	No
WMAQ	Assignment Editor	1/19/2009	COS / NBCUNICAREERS.COM	n/a	n/a	n/a	No
WSNS	Local Content Editor	2/9/2009	Yoh Manage Staffing / NBCUNICAREERS.COM	n/a	n/a	n/a	No
WMAQ	Client Service Rep	3/2/2009	COS / YOH Mange Staffing / NBCUNICAREERS.COM	n/a	n/a	n/a	No
WMAQ	Content Producer	7/6/2009	COS / NBCUNICAREERS.COM	n/a	n/a	n/a	No
WMAQ	Content Producer	7/27/2009	COS / NBCUNICAREERS.COM	n/a	n/a	n/a	No
WMAQ	Platform Manager	7/27/2009	COS / NBCUNICAREERS.COM	n/a	n/a	n/a	No
WMAQ	DayPart Manager	7/27/2009	COS / NBCUNICAREERS.COM	n/a	n/a	n/a	No