

**FCC FORM 396  
EXHIBIT 3  
NARRATIVE DESCRIPTION OF OUTREACH EFFORTS  
2006 to 2007**

**WMAQ-TV & WSNS - TV  
FACILITY ID NO. - WMAQ 47905 / WSNS 70119  
Chicago, IL**

## 2007 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 (August 2006 – July 2007)**

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

Local TV Reporter (Sports Anchor) (1)  
Local TV Reporter (Weather Anchor) (1)  
Sales Account Executive (2)  
Desk Assistant (1)  
News Producer (1)  
Local TV Reporter (2)  
Client Service Rep (1)  
Newswriter - NABET (1)  
Assignment Editor (1)

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

Manager, Human Resources (1)  
Executive News Producer (1)  
News Anchor (1)  
News Producer (1)  
Sales Account Executive (1)

- 1) **Below 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 72 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?** 72

<b>Name of Recruitment Source</b>	<b>Total Number of Interviewees During Reporting Period</b>
Career Opportunity System for internal recruiting	4
NBCUNICareers.com	5
Yoh Staff and daily hires – 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
GE <u>Out@NBC</u> - National GLBT	0
National Lesbian & Gay Journalist Association	0
On-air talent agents	4
National Association Black Journalist	1

- 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 2006 to July 2007 submitted heretofore, the stations have engaged in recruitment for their full-time vacancies and have widely disseminated information concerning these vacancies 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. The on-air announcements include an invitation for written requests from organizations to be added to the stations’ recruiting list. Openings are also posted on [www.nbcunicareers.com](http://www.nbcunicareers.com) and [www.gecareers.com](http://www.gecareers.com). The stations’ web sites 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 request that interested community or recruiting organizations send a written request to be added to a notification list to receive information regarding open jobs, which they believe are suitable

for reaching qualified candidates both within and beyond Chicago area. The stations will email or fax all job openings to each source that responds with an email address or fax number requesting such information.

- There have been no written notices received for open job information during this reporting period.

## **Recruitment/Outreach Initiatives**

According to Commission regulations, WMAQ & WSNS were required to undertake four recruitment/outreach initiatives during the reporting period. 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: Growth Traits, Performance Appraisal writing (EMS), on-line Safety and Safe work-place 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 networking and career progression at GE.
- The Stations regularly offer training to employees addressing methods of ensuring equal employment opportunities and preventing discrimination. These programs are offered on-line and employees are required to complete classes.

## **INTERNSHIP PROGRAM**

WMAQ & WSNS maintain an established internship program designed to give exposure to college students about careers in the broadcast industry. During the FCC reporting period, 71 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 2007 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 participate in the Emma Bowen Foundation media program, which is 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 and are paid during the summers and school breaks from the end of their junior year in high school until they graduate from college. During the five or six-year-period, students have the opportunity to learn many aspects of corporate operations and develop company specific skills. Students are paid for the working 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 if an opportunity is available. Mentoring from the selected staff in the sponsoring company is also a key element of the program. We currently have 3 minority students in the program.

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

- Junior Achievement Day at Haines and McKinley Elementary Schools, November 2006: Sandra Hasan, Matt Tune, Ginger Zee
- Asian American Coalition of Chicago, November 2006: Nesita Kwan
- Hispanic Business Expo, August 2006: Ed Fernandez
- National Ass. Black Journalist, August 2006: Camile Edwards
- Rainbow PUSH Scholarship Break, January 2007 Deborah Brown
- 8<sup>th</sup> Annual MLK Black College Fair, June 2007: Deborah Brown
- Erie House Annual Fund Dinner: Nov. 2007: MC Zoraida Sambolin
- National Jefferson Awards, Deborah Brown, June 2007: Deborah Brown
- PUSH Conference, June 2007: Deborah Brown
- National Ass. Hispanic Journalist, June 2007: Esteban Creste

**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	Local TV Reporter-Sports Anchor	8/21/2006	Agent referred - on-air Talent	n/a	n/a	n/a	No
WMAQ	Local TV Reporter - Weather Anchor	10/9/2006	Agent referred - on-air Talent	n/a	n/a	n/a	No
WMAQ	Sales Account Executive	12/4/2006	NBCUnicareers.com & business referral	n/a	n/a	n/a	No
WMAQ	Desk Assistant	12/18/2006	prior intern & Yoh Staff temp employee	n/a	n/a	n/a	No
WMAQ	News Producer	1/2/2007	prior NABET Daily Hire employee	n/a	n/a	n/a	No
WMAQ	Local TV Reporter	1/2/2007	Agent referred - on-air Talent	n/a	n/a	n/a	No
WMAQ	Client Service Rep	5/14/2007	prior Yoh Staff temp employee	n/a	n/a	n/a	No
WMAQ	News writer - NABET	5/26/2007	prior NABET Daily Hire employee	n/a	n/a	n/a	No
WMAQ	Sales Account Executive	5/29/2007	NBCUnicareers.com & business referral	n/a	n/a	n/a	No
WMAQ	Local TV Reporter	6/4/2007	Agent referred - on-air Talent	n/a	n/a	n/a	No
WMAQ	Assignment Editor	7/13/2007	NBCUnicareers.com & Employee Referral	n/a	n/a	n/a	No
WSNS	Manager, HR	8/7/2006	GE employee-internal transfer - Career Opportunity System	n/a	n/a	n/a	No
WSNS	News Anchor	1/2/2007	prior WSNS intern & employee internal transfer-Career Opportunity System	n/a	n/a	n/a	No
WSNS	Executive News Producer	1/22/2007	NBCUnicareers.com & employee referral	n/a	n/a	n/a	No
WSNS	News Producer	2/5/2007	NBCUnicareers.com	n/a	n/a	n/a	No
WSNS	Sales Account Executive	2/16/2007	internal - Career Opportunity System	n/a	n/a	n/a	No