

## **WLS-TV ANNUAL EEO PUBLIC FILE REPORT, AUGUST 1, 2015**

This Annual EEO Public File Report is filed on behalf of WLS-TV (the “Station” or “ABC7”) in compliance with the FCC’s EEO reporting requirements.

This report includes information from July 16, 2014 through July 15, 2015.

### **General Policy**

WLS-TV has a longstanding commitment to a policy of equal employment and advancement opportunities for all qualified individuals without regard to race, color, gender, marital status, religion, age, national origin or citizenship status, disability, sexual orientation, gender identity, status as a Vietnam era or special disabled veteran, or any other protected characteristic as established by law.

This commitment to fair employment practices applies to every aspect of the employment process to ensure that equal consideration is extended to all employees and applicants in recruitment, selection procedures, employee development, performance evaluation, promotions, transfers, benefits and other aspects of employment.

It is WLS-TV’s policy to promote the realization of equal employment opportunity through a positive, continuing program of specific recruitment, outreach, hiring, promotion and other practices designed to ensure the full realization of equal employment opportunity.

### **Responsibility**

John Idler, President and General Manager of WLS-TV, is in charge of the implementation and administration of the Equal Opportunity Programs and the accuracy of the information in this report, which was drafted by Mary Ellen Kalanarhos, Payroll & Benefits Manager of WLS-TV.

## Job Vacancy Information

WLS-TV is an equal opportunity employer that is committed to meeting and surpassing the Station's EEO information dissemination obligations. Notices of all full-time job vacancies were posted on the Station's website and on the website of The Walt Disney Company, its ultimate parent company.\* Notices of full-time job openings were also often posted on the Illinois Broadcasters Association website and sent to other professional groups and minority and women's organizations that requested such notification or that the Station believed could be useful referral sources. See **Attachment A**, the Station's Recruitment Source List, for names, addresses, contact names and numbers of the organizations to which the Station directly sends notices of job openings. Job-specific recruitment sources are itemized in **Attachment B** below.

The Station will continue to actively seek out new recruitment sources to ensure that word of all job openings is distributed to a broad pool of potential applicants.

## Positions Filled

During the reporting period (July 16, 2014 through July 15, 2015), WLS-TV filled twenty three full-time job vacancies. See **Attachment B** for information about the recruitment initiatives used and the results of those recruitment initiatives.

## Supplemental Recruitment Measures

(A) *Internship Program:* WLS-TV is continuing to offer internships during each fall, winter/spring and summer sessions to college and university students (including women and minorities). An internship generally lasts 12-15 weeks, with each student working about 20 hours per week for school credit. To recruit college interns, our Internship Coordinator goes to several colleges and works directly with the Internship Directors at each school. Information about the internship program is also posted on the Station's website.

Those who have successfully completed the Station internship program have often received full-time paid positions in broadcasting after graduation. By way of example:

- Two of the Station's former interns became General Assignment Reporters at other television stations.
- One former intern was employed as an Account Executive in ABC National TV Sales and has since been promoted to Vice President, Local Sales Manager at WLS-TV.

\* See one exception regarding a Meteorologist position, as explained on page 12

- One former intern was hired by ABC-TV as a Sales Assistant in Network Sales; another was hired as a Sales Assistant for WLS-TV and has since been promoted to a Marketing Sales Associate. Still another former intern was hired by WLS-TV as an Account Executive.
- In 2003, two former interns were hired by WLS-TV as full-time Graphic Artists in Creative Services.
- From 2004 to 2006, seven former interns were hired as freelance employees by WLS-TV: one in Programming, one in Accounting and five in News.
- Between 2006 and 2008, two former interns were hired by WLS-TV as full-time Producers in Programming.
- Between 2009 and 2010, one former intern was hired by WLS-TV as a full-time Producer in On Line Operations, and two other former interns were hired as freelance employees by WLS-TV in the same department.
- In 2011, two former interns were hired as full time employees; one as a Producer in Programming and one as a Graphic Artist in Creative Services. Also, one former intern was hired as a freelance Production Assistant in Programming.
- In 2012, one former intern was hired as a freelance employee by WLS-TV as a Post Production Coordinator.
- In 2013, six former interns were hired as freelance Production Assistants in Programming and one former intern was hired as a freelance, on-air Meteorologist.
- In 2014, two former interns were hired as freelance Production Assistants in Programming.

See *Attachment C* for a description of internship opportunities and a list of the schools the interns attended.

*(B) Career Days:* Over the past year, some of the Station's on-air-talent and managers have given career-oriented talks at the following locations:

**Gyllian Carter – Programming Producer**

Innovations High School – Chicago, IL – October 10, 2014

**Diane Pathieu – News Reporter**

Columbia College – Chicago, IL – September 25, 2014

**Phil Schwarz – News Anchor**

Anna McDonald Elementary School – Manhattan, IL – October 14, 2014

Prairie Grove Elementary School – Crystal Lake, IL – October 14, 2014

**Anne Swaney – Executive Producer, Online Operations**

Illinois Center for Broadcasting - Chicago, IL - December 5, 2014

On April 18, 2015 ABC7 hosted 150 high school students as part of the National Association of Television Program Executives career day. ABC7 General Manager **John Idler** was one of several panelists who spoke to the young journalists about careers in broadcasting.

*(C) Station Tour:* Over the past year, one of the Station's on-air-talent gave a career-oriented tour of the station:

**Stacey Baca, a news anchor, gave a tour of the station on the following date:**

July 19, 2014 – to a group of high school and college students who are part of a Latino student group called Los Angeles de Crystal.

*(D) Job Fairs:* On July 30, 2014 the Station hosted a booth at the National Association of Black Journalists Conference in Boston, Massachusetts. Executive Producer Tony Shute, who has partial responsibility for hiring decisions, attended and collected resumes of potential job applicants. Mr. Shute reviewed applicant reels and counseled journalists on what hiring managers hope to see when screening audition tapes.

On August 13, 2014 the Station hosted a booth at the Asian American Journalists Association Conference in Washington, DC. Executive Producer Wilson Toy, who has partial responsibility for hiring decisions, attended and collected resumes of potential job applicants. Mr. Toy reviewed applicant reels and counseled journalists on what hiring managers hope to see when screening audition tapes.

Efforts to Improve Mailing List and Recruitment Methodology

In an effort to expand and improve its organizational mailing list, the Station aired a 15-second spot on both the analog and high definition simulcast channels as well as the Station's second high definition channel requesting that organizations interested in being added to our mailing list contact us. The 15-second spot aired once a month between July of 2014 and June of 2015 on the analog and high definition simulcast channels. The 15-second spot also aired once a month between July of 2014 and June of 2015 on the second high definition channel.

WLS-TV is engaged in a continual effort to evaluate the effectiveness of its EEO outreach and recruitment program and to improve and refine it as needed by monitoring the responses that are received and ensuring that the interviewing pool for the positions it fills includes a large number of qualified applicants from diverse sources. WLS-TV continually modifies and regularly expands its recruitment program as needed to fulfill these goals.

## **ATTACHMENT A**

### **WLS-TV RECRUITMENT SOURCE LIST**

For the Entire Period 07/16/14 – 07/15/15

602 Communications - 1011 Lyndhurst Falls Lane, Knightdale, NC 27545  
Contact Sandy Lizik – Phone (919) 217-4438.  
Email [slizik@602communications.com](mailto:slizik@602communications.com)

Chicago Urban League -220 South State Street – Suite 1100 - Chicago, Illinois 60604  
Contact Joe O. Gray – Phone (312) 692-0766 - Fax (312) 692-0769

City of Chicago Mayor's Office of Workforce Development – 1615 West Chicago Avenue – Chicago, IL 60622  
Contact Anne Sheahan – Phone (312) 746-8545  
Email [anne.sheahan@cityofchicago.org](mailto:anne.sheahan@cityofchicago.org)

Connecticut School of Broadcasting – 3250 Lacey Road – Suite 130 – Downers Grove, IL 60515  
Contact Gina Ferraro – Phone (630) 390-3568  
Email [csbdownersgrove@gocsb.com](mailto:csbdownersgrove@gocsb.com) and [jobs@gocsb.com](mailto:jobs@gocsb.com)

Emma Bowen Foundation – 524 West 57<sup>th</sup> Street – New York, NY 10019  
Contact: Phylis Eagle-Oldson – Phone (212) 975-2545  
Email Phylis.Eagle-Oldson @nbcuni.com

Harold Washington College – 30 East Lake Street - Chicago, Illinois 60601  
Contact Ollie Horan – Phone (312) 553-5667 – Fax (312) 553-3130

Illinois Center for Broadcasting - 55 West 22nd St. Suite 240, Lombard, IL 60148  
Phone (630) 916-1700.  
Email [placement.chicago@beonair.com](mailto:placement.chicago@beonair.com)

Illinois Department of Human Services - 401 South Clinton Street - Chicago, Illinois 60607  
Contact Job Board – Phone (312) 814-4392 – Fax (312) 814-2378  
E-mail [randy.staton@illinois.gov](mailto:randy.staton@illinois.gov)

\*Joint Civic Committee of Italian Americans – 3800 W. Division Street - Stone Park, Illinois 60165  
Contact Marie Palello – Phone (708) 450-9050 – Fax (708) 450-9065  
E-mail [jcc@jccia.com](mailto:jcc@jccia.com)  
Website [www.jccia.com](http://www.jccia.com)

Latino Council on Media - 2011 West Pershing Road - Chicago, Illinois 60609  
Contact Mary Gonzalez-Koenig – Phone (773) 247-1778 – Fax (773) 247-3924

NAACP - 800 East 78<sup>th</sup> Street - Chicago, Illinois 60619  
Contact Rev. James Demus – Phone (773) 487-9600 – Fax (773) 429-9834

\*NABET – CWA Local 41 – (National Association of Broadcast Employees & Technicians) 211 West Wacker Drive – Suite 1030 – Chicago, Illinois 60606  
Contact Charlie Braico – Phone (312) 372-4111 – Fax (312) 372-4115  
E-mail [charlieb@nabet41.org](mailto:charlieb@nabet41.org); [jfabrizi@cwa-union.org](mailto:jfabrizi@cwa-union.org);  
Website [NABET 41.org](http://NABET41.org)

NABJ (National Association of Black Journalists) - 8701A Adelphi Road - Adelphi, MD 20783  
Contact Warren Paul – Phone (301) 445-7100 - Fax (301) 445-7101  
Website [www.nabj.org](http://www.nabj.org)

NABJ Chicago Chapter (National Association of Black Journalists) - P.O. Box 811132 - Chicago, IL 60681.  
E-mail [nabjccsecretary@nabjchicago.org](mailto:nabjccsecretary@nabjchicago.org)

*NAHJ Columbia Chapter (National Association of Hispanic Journalists) - 916 South Wabash, 4th Floor, Chicago, IL 60605*

Contact Tyler K. McDermott – Email [hjc@loop.colum.edu](mailto:hjc@loop.colum.edu)

NLEI (National Latino Education Institute) - 2011 West Pershing Road - Chicago, Illinois 60609  
Contact Celia Lopez – Phone (773) 247-0707 – Fax (773) 247-4975

NLGJA (National Lesbian & Gay Journalists Association) - 1420 K Street, NW Suite 910 - Washington, DC 20005  
Contact L. Spencer – Phone (202) 588-9888 – Fax (202) 588-1818  
E-mail [info@nlgja.org](mailto:info@nlgja.org)

Rainbow/PUSH Coalition - 930 East 50th Street - Chicago, Illinois 60615  
Contact Candice Brown – Phone (773) 373-3366 - Fax (773) 256-2772

Television Bureau of Advertising - 3 East 54<sup>th</sup> Street - New York, NY 10022  
Contact Job Bank Coordinator – Phone (212) 486-1111 – Fax (212) 935-5631  
E-mail [tiphany@tvb.org](mailto:tiphany@tvb.org)

\*TVJobs.Com - P.O. Box 4116 - Oceanside, CA 92052  
Contact Mark Holloway – Phone (760) 754-8177 – Fax (760) 754-2115  
Website [www.tvjobs.com](http://www.tvjobs.com)

United Cerebral Palsy Association – 325 North Wells Street – Suite 321 Chicago, Illinois 60610

Contact Angela Welch – Phone (312) 464-1608– Fax (312) 464-1646

Westside Business Improvement - 5427 West Madison - Chicago, Illinois 60644

Contact Kimberly Richardson – Phone (773) 921-0166 – Fax (773) 921-0935

WLS-TV Website

[www.abc7chicago.com](http://www.abc7chicago.com)

Women Employed - 111 North Wabash - Suite 1300 - Chicago, Illinois 60602

Contact Maritza Gonzalez – Phone (312) 782-3902 – Fax (312) 782-5249 thru 5/11/11

E-mail [info@womenemployed.org](mailto:info@womenemployed.org)

Youth Job Center of Evanston - 1114 Church Street - Evanston, Illinois 60201

Contact James Sibley – Phone (847) 964-5627 – Fax (847) 864-3098

\* These organizations explicitly requested to be placed on the Station's Recruitment Source List

## **ATTACHMENT B**

### **POSITIONS FILLED BETWEEN 07/16/14 - 07/15/15**

Listed below are the twenty three full-time positions filled at WLS-TV between 07/16/14 and 07/15/15, the recruitment methods used for each, and the sources of interviewed applicants.

#### **Assistant News Director**

Date position was opened: 5/20/14

Date position was filled: 7/21/14

The Station posted the position on the ABC7 website and the Disney Careers website and faxed or emailed a notice of the position to the organizations listed on Attachment A. Nine people were interviewed. Referral sources of the candidates interviewed were as follows: Two applicants from the ABC7 website, two from the Disney Careers website, two from Recruiters and three WLS staff employee applicants. The referral source for the candidate hired was a Recruiter.

#### **Executive Producer**

Date position was opened: 4/15/14

Date position was filled: 9/8/14

The Station posted the position on the ABC7 website, the Disney Careers website and the LinkedIn.com website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Nine people were interviewed. Referral sources of the candidates interviewed were as follows: One applicant from the ABC7 website, one from the Disney Careers website, one applicant from the LinkedIn website, one industry referral, one employee referral, one WLS daily hire employee applicant and three WLS staff employee applicants. The referral source for the candidate hired was LinkedIn.

#### **Vacation Relief Photographer/Editor/Live Shot Tech (2 positions)**

Date positions were opened: 8/1/14

Date positions were filled: 9/15/14

The Station posted the position on the ABC7 website and the Disney Careers website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Nine people were interviewed. Referral sources of the candidates interviewed were as follows: Four applicants from the Disney Careers website, one employee referral and four WLS daily hire employee applicants. The referral source for the candidates hired (both on 9/15/14) were WLS daily hire employee applicants.

ENG Maintenance Supervisor

Date position was opened: 5/20/14

Date position was filled: 9/22/14

The Station posted the position on the ABC7 website and the Disney Careers website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Five people were interviewed. Referral sources of the candidates interviewed were as follows: Two industry referrals, two WLS daily hire employee applicants and one WLS staff employee applicant. The candidate hired was a WLS daily hire employee applicant.

Producer, Windy City Live (2 positions)

Date positions were opened: 7/24/14

Date positions were filled: 9/22/14 & 1/21/15

The Station posted the position on the ABC7 website and the Disney Careers website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Twenty people were interviewed. Referral sources of the candidates interviewed were as follows: Seven applicants from the Disney Careers website, nine industry referrals, three WLS daily hire employee applicants and one WLS staff employee applicant. The referral source for the candidate hired on 9/22/14 was an industry referral and the referral source for the candidate hired on 1/21/15 was a daily hire employee applicant.

Weekend Sports Anchor/Reporter

Date position was opened: 9/9/14

Date position was filled: 10/14/14

The Station posted the position on the ABC7 website and the Disney Careers website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Four people were interviewed. Referral sources of the candidates interviewed were as follows: One industry referral, one employee referral and two talent agency referrals. The referral source for the candidate hired was an industry referral.

Account Executive

Date position was opened: 6/5/14

Date position was filled: 11/13/14

The Station posted the position on the ABC7 website and the Disney Careers website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Thirteen people were interviewed. Referral sources of the candidates interviewed were as follows: One applicant from the ABC7 website, eight industry referrals and four employee referrals. The referral source for the candidate hired was an employee referral.

Manager – Operations & Business Planning

Date position was opened: 8/1/14

Date position was filled: 12/22/14

The Station posted the position on the ABC7 website, the Disney Careers website, the tvnewscheck.com website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Nine people were interviewed. Referral sources of the candidates interviewed were as follows: Six applicants from the Disney Careers website, two industry referrals and one

applicant from the tvnewscheck website. The referral source for the candidate hired was the tvnewscheck website candidate.

#### General Assignment Reporter (2 positions)

Date positions were opened: 11/14/14

Date positions were filled: 2/1/15 & 6/24/15

The Station posted the position on the ABC7 website, the Disney Careers website and the tvjobs.com website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Fourteen people were interviewed. Referral sources of the candidates interviewed were as follows: Four applicants from the ABC7 website, Seven talent agency referrals, one WLS daily hire employee applicant and two industry referrals. The referral source for the candidate hired on 2/1/15 was the WLS daily hire employee applicant and the referral source for the candidate hired on 6/24/15 was a talent agency referral.

#### NTR Account Executive

Date position was opened: 12/3/14

Date position was filled: 2/24/15

The Station posted the position on the ABC7 website, the Disney Careers website and the LinkedIn.com website.

Eleven people were interviewed. Referral sources of the candidates interviewed were as follows: Seven applicants from the Disney Careers website and four industry referrals. The referral source for the candidate hired was an industry referral.

#### Newswriter/Fill in Producer (3 positions)

Date positions were opened: 8/12/14

Date positions were filled: 3/1/15, 3/2/15 & 3/9/15

The Station posted the position on the ABC7 website, the Disney Careers website, the tvjobs.com website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Eleven people were interviewed. Referral sources of the candidates interviewed were as follows: Ten applicants from the Disney Careers website and one WLS daily hire employee applicant. The referral source for the candidate hired on 3/1/15 was a daily hire employee applicant and the referral source for the other two candidates hired (on 3/2/15 & 3/9/15) respectively was the Disney Careers website.

#### Manager – Operations & Business Planning

Date position was opened: 1/23/15

Date position was filled: 3/17/15

The same recruitment methods used for the previous Operations & Business Planning Manager position (filled on 12/22/14), were used to fill this position.

Four people were interviewed. Referral sources of the candidates interviewed were as follows: Three applicants from the Disney Careers website and one employee referral. The referral source for the candidate hired was the Disney Careers website.

#### Weekend Morning Newscast Producer

Date position was opened: 2/16/15

Date position was filled: 5/8/15

The Station posted the position on the following websites: ABC7, Disney Careers, NABJ Careers, NAHJ Career Center and tvjobs and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Four people were interviewed. Referral sources of the candidates interviewed were as follows: One candidate from the Disney Careers website, two industry referrals and one WLS daily hire applicant. The referral source for the candidate hired was the Disney Careers website.

#### Executive Producer – Windy City Live

Date position was opened: 02/25/15

Date position was filled: 05/18/15

The Station posted the position on the following websites: ABC7, Disney Careers, Indeed, tvnewscheck, and tvjobs and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Eleven people were interviewed. Referral sources of the candidates interviewed were as follows: Four applicants from the Disney Careers website, one from the ABC7 website, one industry referral and five WLS staff employee applicants. The referral source for the candidate hired was a WLS staff employee applicant.

#### Graphic Designer

Date position was opened: 3/31/15

Date position was filled: 5/27/15

The Station posted the position on the ABC7 website, the Disney Careers website, the tvjobs.com website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Seven people were interviewed. Referral sources of the candidates interviewed were as follows: Six candidates from the Disney Careers website and one WLS daily hire employee applicant. The referral source for the candidate hired was the WLS daily hire employee applicant.

#### Maintenance Engineer

Date position was opened: 4/2/15

Date position was filled: 5/29/15

The Station posted the position on the ABC7 website, the Disney Careers website, the tvjobs.com website and faxed or emailed a notice of the position to the organizations listed on Attachment A.

Three people were interviewed. Referral sources of the candidates interviewed were as follows: All three were WLS daily hire employee applicants. The candidate hired was a WLS daily hire employee applicant

Investigative Producer

Date position was opened: 11/11/14

Date position was filled: 6/1/15

The Station posted the position on the ABC7 website and the Disney Careers website. Three people were interviewed. Referral sources of the candidates interviewed were as follows: One applicant from the ABC7 website and 2 WLS daily hire employee applicants. The candidate hired was a WLS daily hire employee applicant

Meteorologist

Date position was opened:

Date position was filled:

The Station had an opportunity to hire an up-and-coming talent away from a local competitor station. The individual's unique talents as a Chicago-based Meteorologist in addition to her personal brand equity and tremendous social media following created a limited opportunity to extend an employment offer. As a result, Station management concluded that a comparable talent would not be found by our standard recruitment procedures, and therefore such recruitment was not implemented in this rare case.

**ATTACHMENT C**

**INTERNS**

Following is a description of internship opportunities at WLS-TV and a list of the schools that the station's 2014-15 interns attended.

**NEWS DEPARTMENT**

Columbia College of Chicago	September 2014 - December 2014
Columbia College of Chicago	January 2015 - May 2015
Columbia College of Chicago	June 2015 - September 2015
Northern Illinois University	June 2015 - August 2015
University of Illinois Champaign	June 2015 - August 2015

Interns are typically assigned to a reporter two days a week and to the news planning department one day a week.

While assigned to reporters, interns work on a variety of stories. Tasks include researching information and setting up possible interviews.

The news planning department is responsible for collecting, researching and developing future news reports for the ABC7 news department. The planning editor and planning department researcher (regular staff employees) create a daily sheet, which lists possible reporting ideas. This list is then used the following day in the morning editorial meeting to decide which news reports will be covered. The planning department is also responsible for planning long-term stories, such as elections and political conventions.

News planning department interns assist the planning editor and researcher by answering phone tip lines, collecting and organizing possible future news reports as well as collecting and sorting incoming faxes and mail. They are encouraged to contribute potential story ideas and attend the morning editorial meeting when possible. The interns' duties also include conducting phone pre-interviews on potential interview subjects to determine the newsworthiness of any given story.

### **SPORTS DEPARTMENT**

Ball State University	May 2015 - August 2015
Columbia College of Chicago	May 2015 - August 2015
DePaul University	January 2015 - May 2015
DePauw University	May 2015 - August 2015

The sports interns are responsible for logging and watching sports events during the day. The interns are also expected to suggest the best highlights for the day's newscast.

When possible, the intern is sent out into the field during sporting events to see how the reporter reacts in the field. From time to time the intern will do interviews.

### **WEATHER DEPARTMENT**

Ohio State University	May 2015 - August 2015
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At first, the intern mainly watches and learns the daily procedures. The intern will do some surface analysis and temperature plotting, along with monitoring certain computers and clearing charts. The weather department teaches the interns things they need to know in order to work as a broadcast meteorologist. The intern will learn forecasting, on-air presentation, graphic production and story writing skills and how to work under deadlines.

### **CREATIVE SERVICES / PROGRAMMING DEPARTMENT**

Champaign Central	June 2015 - August 2015
Columbia College of Chicago (2)	August 2014 - December 2014
Columbia College of Chicago (2)	September 2014 – December 2014
Columbia College of Chicago	January 2015 – May 2015
Columbia College of Chicago (2)	May 2015 – August 2015
DePaul University	August 2014 – December 2014
DePaul University (2)	January 2015 – May 2015
Loyola University (3)	January 2015 – May 2015
Miami University Ohio	June 2015 - August 2015
Purdue North Central	January 2015 – May 2015
Roosevelt University	September 2014 – December 2014
University of Connecticut	May 2015 - August 2015
Wheaton College	May 2015 - August 2015

Interns assigned to the creative services / programming department can be involved in two main areas of work:

- Production
- Publicity

**PRODUCTION** - Interns work closely with producers who are responsible for a wide variety of productions and programs scheduled to air on WLS-TV during their time of assignment. Interns can be directly involved in research, planning, shooting, screening and editing of videotape. This is field and office experience. In both cases, interns act as production associates to the producers. The work is creative and deadline demanding, and provides an understanding of the work that goes on behind the scenes of studio-based live events and field-produced programs.

**PUBLICITY** - Interns work closely with the WLS-TV Station Publicist, in concert with the Program Director, in helping to cultivate and maintain a professional public profile in the greater community. Interns learn how press releases are written and how they are used to communicate both publicly and “internally” among other media outlets and allied fields. Interns learn also to gather important information from various sources to help managers keep abreast of the marketplace. The work is information oriented and provides an understanding of the need for clear communication - publicly and internally.