

## WLS-TV ANNUAL EEO PUBLIC FILE REPORT, AUGUST 1, 2012

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, 2011 through July 15, 2012.

### 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, 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.

### 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, on the website of The Walt Disney Company, its ultimate parent company, and on the Illinois Broadcasters Association website. Notices of all full-time job openings were also 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. In addition, The Walt Disney Company made notices of all those full-time vacancies available to Direct Employers, with instructions to send these notices on to its list of hundreds of colleges, universities, job sites, diversity organizations, veterans groups and other nonprofit organizations across the country and abroad. Other 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, 2011 through July 15, 2012), WLS-TV filled sixteen 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.

- 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, three former interns were hired as full time employees; one as a Producer in Programming, one as a Graphic Artist in Creative Services and one as a Production Assistant in Programming.
- In 2012, one former intern was hired as a freelance employee by WLS-TV as a Post Production Coordinator.

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:

**Stacy Baca – News Anchor**  
Hillside Elementary School – Hillside, IL – February 3, 2012

**Phil Schwarz – News Anchor**  
Hawthorne Elementary School – Elmhurst, IL – December 12, 2011  
Holy Family Parish Elementary School – Inverness, IL – December 12, 2011  
Hawthorne Elementary School – Elmhurst, IL – April 16, 2012  
Gavin Middle School – Ingleside, IL – April 16, 2012

*(C) Station Tours:* Over the past year, some of the Station's on-air-talent and managers have given career-oriented tours of the station:

On August 2, 2011 Linda Yu, a news anchor, gave a tour of the station to a group of students from the Illinois Institute of Technology, Chicago, IL.

On October 6, 2011 Linda Yu, a news anchor, gave a tour of the station to a student from Mount Carmel High School, Chicago, IL.

On March 14, 2012 Jennifer Graves, the news director, gave a tour of the station to a group of students from Avoca Elementary School, Glenview, IL.

*(D) Job Fairs:* In August of 2011, the Station hosted a booth at the National Association of Black Journalists Conference. Executive Producer Tony Shute, who has input into 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.

Also in September of 2011, the Station hosted a booth at the Illinois Broadcasters Association Job Fair. Staff Accountant William Barroso, who screens resumes and applications for other departments, attended and collected resumes of potential job applicants.

Also in April of 2012, the Station hosted a booth at the St. Joseph High School Annual Career Fair. Traffic Coordinator, Jennifer Lococo, attended and held conversations with students regarding her career path in broadcasting.

*(E) Media Trade Group Postings:* During the reporting period, the Station posted all of its full-time job openings on the employment page of the website of the Illinois Broadcasters Association and with several other media organizations with substantial representation of women and minorities.

#### Efforts to Improve Mailing List and Recruitment Methodology

In an effort to expand and improve its organizational mailing list, the Station has a notice posted continuously on its website inviting interested organizations to contact the Station to receive future job postings. In addition, 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 2011 and June of 2012 on the analog and high definition simulcast channels. The 15-second spot also aired once a month between July of 2011 and June of 2012 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 07/16/11 – 07/15/12

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)

#### Direct Employers Association

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](mailto: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

\*Hull House Association - LeClaire-Hearst Community Center - 4340 South Lamont Avenue, Chicago, Illinois 60638 – **Ended January 2012**  
Contact Limarcus Saffold – Phone (773) 487-3721  
Email [lsaffold@hullhouse.com](mailto:lsaffold@hullhouse.com)

Illinois Broadcasters Association Website - [www.ilba.org](http://www.ilba.org)

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) 203 North Wabash Avenue – Suite 2118 – Chicago, Illinois 60601  
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); [dmahoney@cwa-union.org](mailto:dmahoney@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 (National Association of Hispanic Journalists) - 1000 National Press Building  
529 14<sup>th</sup> St. NW, Washington, DC 20045-2001  
Contact Job Bank Coordinator – Phone (202) 662-7145 – Fax (202) 662-7144  
E-mail [jobbank@nahj.org](mailto:jobbank@nahj.org)

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@nlgia.org](mailto:info@nlgia.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) Effective 5/12/11

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 07/16/11 - 07/15/12**

Listed below are the 16 full-time positions filled at WLS-TV between 07/16/11 and 07/15/12, the recruitment methods used for each, and the sources of interviewed applicants.

#### News Writer/Producer

Date position was opened: 10/19/10

Date position was filled: 7/18/11

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. Eleven people were interviewed. Referral sources of the candidates interviewed were as follows: Seven candidates from the ABC7 website, two employee referrals, one in-house staff employee candidate and one daily hire employee candidate. The candidate hired was an employee referral.

#### Technical Manager

Date position was opened: 6/9/11

Date position was filled: 7/18/11

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. This position was also promoted at the Illinois Center for Broadcasting Job Fair. Four people were interviewed. Referral sources of the candidates interviewed were as follows: One applicant from the ABC7 website, one applicant from the Disney Careers website, one employee referral and one in-house vacation-relief employee applicant. The candidate hired was the employee referral.

#### Building Manager

Date position was opened: 4/15/11

Date position was filled: 7/27/11

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. This position was also promoted at the Illinois Center for Broadcasting Job Fair. Eight people were interviewed. Referral sources of the candidates interviewed were as follows: Two applicants from the Disney Careers website, three applicants from the ABC7 website, one industry referral and two internal staff employee applicants. The candidate hired was an internal staff employee applicant. This position represented a promotion for the in-house staff employee, from Administrative Assistant to Building Manager.

#### Administrative Assistant

Date position was opened: 7/28/11

Date position was filled: 8/15/11

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. This position became vacant only four months after the previous employee was hired. Candidates considered for this position were interviewed between January 25<sup>th</sup> and March 4<sup>th</sup>, 2011 for the earlier position. Referral sources of the candidates interviewed were as follows: Four applicants from the ABC7 website and one in-house staff employee applicant. The candidate hired was the one in-house staff employee applicant. This position represented a promotion for the in-house staff employee, from Receptionist to Administrative Assistant.

#### Producer/Booker

Date position was opened: 7/22/11

Date position was filled: 8/30/11

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. Seven people were interviewed. Referral sources of the candidates interviewed were as follows: Four applicants from the Disney Careers website, one applicant from the ABC7 website, one industry referral and one in-house daily hire employee applicant. The candidate hired was the in-house daily hire employee applicant.

#### Director/Stage Manager

Date position was opened: 6/10/11

Date position was filled: 10/4/11

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. This position was also promoted at the Illinois Center for Broadcasting Job Fair and the Illinois Broadcasters Association Job Fair. Six people were interviewed. Referral sources of the candidates interviewed were as follows: Three applicants from the Disney Careers website, two industry referrals and one in-house staff employee applicant. The referral source for the candidate hired was the Disney Careers website.

#### Accounting Clerk

Date position was opened: 10/3/11

Date position was filled: 10/11/11

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: One applicant from the Disney Careers website, one applicant from the ABC7 website, two internal employee referrals and one in-house staff employee applicant. The candidate hired was an in-house staff employee applicant. This position represented a promotion for the in-house staff employee, from Accounting Clerk to Accounts Payable/Administrative Assistant.

#### Manager of Affiliate Relations -- Live Well Network

Date position was opened: 9/15/11

Date position was filled: 10/3/11

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: Seven applicants from the Disney Careers website, four employee referrals, one in-house staff employee applicant and one in-house daily hire employee applicant. The candidate hired was the in-house staff employee applicant. This position represented a promotion for the in-house staff employee, from Accounting Clerk to Manager of Affiliate Relations.

Photographer/Editor/Live Tech (Two Positions)

Date position was opened: 9/27/11

Date position was filled: 10/19/11

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. Eleven people were interviewed. Referral sources of the candidates interviewed were as follows: One applicant from Indeed.com<sup>1</sup>, two employee referrals, four in-house vacation relief employee applicants and four in-house daily hire employee applicants. The candidates hired were two in-house vacation relief employees.

Accounting Clerk

Date position was opened: 10/11/11

Date position was filled: 10/26/11

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: One applicant from the Disney Careers website, three applicants from the ABC7 website and one in-house daily hire employee applicant. The referral source for the candidate hired was the ABC7 website.

Reporter

Date position was opened: 9/27/11

Date position was filled: 10/28/11

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. Eight people were interviewed. Referral sources of the candidates interviewed were as follows: One applicant from the Disney Careers website, one applicant from the ABC7 website, three entertainment agent referrals, two employee referrals and one in-house daily hire employee applicant. The candidate hired was the in-house daily hire employee applicant.

Vacation Relief Photographer/Editor/Live Tech (Two Positions)

Date position was opened: 10/19/11

Date position was filled: 11/14/11

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<sup>1</sup> We assume that Indeed.com picked up our job posting from the Disney Careers website.

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. Seven people were interviewed. Referral sources of the candidates interviewed were as follows: One applicant from Indeed.com (see footnote on previous page), two employee referrals and four in-house daily hire employee applicants. The candidates hired were two in-house daily hire employees.

Graphic Designer

Date position was opened: 4/13/11

Date position was filled: 12/7/11

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. This position was also promoted at the Illinois Center for Broadcasting Job Fair and the Illinois Broadcasters Association Job Fair.

Eight people were interviewed. Referral sources of the candidates interviewed were as follows: Two applicants from the Disney Careers website, two applicants from the ABC7 website, two internal employee referrals and two in-house daily hire employee applicants. The candidate hired was an in-house daily hire employee applicant.

Account Executive

Date position was opened: 7/14/11

Date position was filled: 12/19/11

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.

This position was also promoted at the Illinois Broadcasters Association Job Fair.

Twenty-four people were interviewed. Referral sources of the candidates interviewed were as follows: Seven applicants from the Disney Careers website, five applicants from the ABC7 website, one industry referral and eleven employee referrals. The candidate hired was the industry referral.

## ATTACHMENT C

### INTERNS

Following is a description of internship opportunities at WLS-TV and a list of the schools that the station's 2011-12 interns attended.

#### **NEWS DEPARTMENT (15 Interns)**

Belmont University	May 2012 – August 2012
Columbia College of Chicago	August 2011 – December 2011
Columbia College of Chicago	January 2012 – May 2012
DePaul University	January 2012 – March 2012
DePaul University	March 2012 – June 2012
DePaul University	January 2012 – May 2012
Indiana University	May 2012 – August 2012
Loyola University	August 2011 – December 2011
Northern Illinois University (3)	May 2012 – August 2012
Northwestern University	September 2011 – December 2011
Southwestern Assemblies of God University	May 2012 – August 2012
University of Missouri	May 2012 – August 2012
University of Wisconsin	May 2012 – August 2012

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 (7 Interns)**

Bradley University	May 2012 – August 2012
Columbia College of Chicago	September 2011 – December 2011

Columbia College of Chicago

December 2011 – May 2012

Lawrence University

June 2012 – August 2012

Miami University

May 2012 – August 2012

Northwestern University

January 2012 – May 2012

Texas Christian University

May 2012 – August 2012

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 (1 Intern)**

University of Wisconsin

May 2012 – August 2012

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 (37 Interns)**

Arizona State University

May 2012 – August 2012

Columbia College of Chicago (4)

September 2011 – December 2011

Columbia College of Chicago (6)

January 2012 – May 2012

DePaul University (2)

September 2011 – December 2011

DePaul University (3)

January 2012 – May 2012

Illinois Center for Broadcasting

September 2011 – December 2011

Lake Forest College

January 2012 – May 2012

Lewis University

January 2012 – May 2012

Loyola University

September 2011 – December 2011

Loyola University

May 2012 – August 2012

Norfolk Park University

August 2011 – December 2011

Northwestern University

June 2012 – August 2012

Olivet Nazarene University

May 2012 – August 2012

Purdue University

August 2011 – December 2011

Southeastern University

January 2012 – May 2012

University of Arizona

May 2012 – August 2012

University of Arkansas

May 2012 – August 2012

University of Chicago

June 2012 – August 2012

University of Illinois–Chicago (2)

May 2012 – August 2012

University of Illinois–Springfield

May 2012 – August 2012

University of Illinois at Urbana-Champaign (3)	May 2012 – August 2012
University of Missouri	May 2012 – August 2012
University of Southern California	May 2012 – August 2012

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

**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 – both publicly and internally.

#### **ON LINE OPERATIONS (2 Interns)**

Columbia College of Chicago	January 2012 – May 2012
Marquette University	May 2012 – August 2012

Online operations include abc7chicago.com and 190north.com as well as several “in production” projects. Website interns:

- Update and develop website content
- Research internet-related reports, sites and systems
- Format documents and images
- Work with other departments in the station on web-related projects