

WLS-TV ANNUAL EEO PUBLIC FILE REPORT, AUGUST 1, 2010

This Annual EEO Public File Report is filed on behalf of WLS-TV (the "Station") in compliance with the FCC's EEO reporting requirements.

This report includes information from July 16, 2009 through July 15, 2010, and will be placed in the Station's public files and on the Station's website as of August 1, 2010.

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

Emily Barr, 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 sent notices of all those full-time vacancies 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 C* 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, 2009 through July 15, 2010), WLS-TV filled nine 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 became 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 and another as a Sales Assistant for WLS-TV. The Sales Assistant for WLS-TV has since been promoted to a Marketing Sales Associate. Another former intern was hired by WLS-TV as an Account Executive.
- In 2004 three former interns were hired as freelance employees by WLS-TV; one in Programming, one in Accounting and one in News.
- Between 2005 and 2006 four former interns were hired as freelance employees by WLS-TV in News.
- Between 2009 and 2010 two former interns were hired as freelance employees by WLS-TV in On Line Operations.
- See *Attachment C* for a description of internship opportunities and a list of the schools the interns attend.

(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:

Mike Caplan – News Anchor

Country Meadows School – Long Grove, IL – November 10, 2009

Kildeer Countryside Elementary School – Long Grove, IL – November 17, 2009

Jennifer Graves – News Director

Free Spirit Media Program – Chicago, IL – May 13, 2010

Alan Krashesky – News Anchor

River Woods Elementary School – Naperville, IL – October 13, 2009

Neuqua Valley High School – Naperville, IL – October 22, 2009

Phil Schwarz – News Anchor

St. John Brebeuf School – Niles, IL – October 5, 2009

Isaac Fox Elementary School – Lake Zurich, IL – December 17, 2009

Pleasant Lane Elementary School – Lombard, IL – December 17, 2009

Gavin Middle School – Ingleside, IL – April 5, 2010

Madison Elementary School – Hinsdale, IL June 29, 2010

Rosalyn Varon – News Anchor

Roosevelt Middle School – River Forest, IL – May 13, 2010

Linda Yu – News Anchor

Mark Sheridan Academy – Chicago, IL – February 16, 2010
Northeastern Illinois University – Chicago, IL – March 31, 2010

(C) 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. 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 twice in August of 2009 and once a month between September and December of 2009 on the analog and high definition simulcast channels. The 15-second spot also aired once in July of 2009 and once a month between September and December of 2009 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 07/16/09 – 07/15/10

602 Communications - 1011 Lyndhurst Falls Lane, Knightdale, NC 27545
Contact Sandy Lizik Phone (919) 217-4438.

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

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

Direct Employers Association – See Attachment B

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 Lamon Avenue, Chicago, Illinois 60638
Contact Samantha Miller – Phone (773) 767-1516 – Fax (773) 767-6398

Illinois Broadcasters Association Website - 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

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 DHSD3232@dhs.state.il.us

*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 jccia@voyager.net
Website 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
E-mail marygkoenig@scj-usa.org

NAACP - 800 East 78th Street - Chicago, Illinois 60619
Contact Rev. James Demus – Phone (773) 487-9600 – Fax (773) 487-9633

*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
Website [NABET 41.org](http://NABET41.org)

*NABET – CWA – (National Association of Broadcast Employees & Technicians)
501 3rd Street, N.W., Washington DC 20001-2797
Contact John Clark - Phone (202) 434-1254 – Fax (202) 434-1426
For NABET positions only

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

NABJ Chicago - 190 North State – 11th Floor - Chicago, Illinois 60601
Contact Marsha Eaglin – Phone (312) 750-7704 – Fax (312) 750-7701
E-mail secretary@nabjchicago.org

NAHJ (National Association of Hispanic Journalists) - 1000 National Press Building
529 14th St. NW, Washington, DC 20045-2001
Contact Job Bank Coordinator – Phone (202) 662-7145 – Fax (202) 662-7144
E-mail 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@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 54th Street - New York, NY 10022

Contact Job Bank Coordinator – Phone (212) 486-1111 – Fax (212) 935-5631
E-mail hope@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

United Cerebral Palsy Association – 325 North Wells Street – Suite 321
Chicago, Illinois 60610
Contact Angela Welch – Phone (312) 464-1608 – Fax (312) 464-1646
E-mail awelch@ucpnet.org

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

Women Employed - 111 North Wabash - Suite 1300 - Chicago, Illinois 60602
Contact Maritza Gonzalez – Phone (312) 782-3902 – Fax (312) 782-5249
E-mail 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 07/16/09 - 07/15/10

Listed below are the 8 full-time positions filled at WLS-TV between 07/16/09 and 07/15/10, the recruitment methods used for each, and the sources of interviewed applicants.

Receptionist/Guest Relations

Date position was opened: 8/3/09

Date position was filled: 8/17/09

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: Five applicants from the Disney Careers website, two applicants from the ABC7 website and one in-house temp-agency employee applicant. The candidate hired was the in-house temp-agency employee applicant.

Director/Stage Manager

Date position was opened: 7/21/09

Date position was filled: 8/25/09

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: Five in-house staff employee applicants and two in-house daily hire employee applicants. The candidate hired was an in-house staff employee applicant and this new position represented a promotion for him.

Vacation Relief Photographer/Editor/Technician

Date position was opened: 9/9/09

Date position was filled: 10/27/09

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 Disney Careers website, two applicants from the ABC7 website, one employee referral, one union referral and three in-house daily hire employee applicants. The candidate hired was an in-house daily hire employee applicant.

Engineering Technical Supervisor

Date position was opened: 9/24/09

Date position was filled: 10/27/09

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.

Three people were interviewed. All three were in-house vacation relief employee applicants. The candidate hired was one of the in-house vacation relief employee applicants and this new position represented a promotion for her.

Vacation Relief Desk Assistant

Date position was opened: 11/10/09

Date position was filled: 12/1/09

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. Ten people were interviewed. Referral sources of the candidates interviewed were as follows: Three applicants from the Disney Careers website, one applicant from the National Association of Black Journalists (one of our recruitment sources), five employee referrals, and one in-house daily hire employee applicant. The candidate hired was the in-house daily hire employee applicant.

Non Linear Editor/Media Manager

Date position was opened: 12/17/09

Date position was filled: 2/25/10

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. Six 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, one industry referral, one in-house staff employee applicant and two in-house daily hire employee applicants. The candidate hired was the in-house staff employee applicant.

Sales Assistant

Date position was opened: 1/13/10

Date position was filled: 3/16/10

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 five people were interviewed. Referral sources of the candidates interviewed were as follows: Twelve applicants from the Disney Careers website, three applicants from the ABC7 website, four employee referrals, five industry referrals and one in-house staff employee applicant. The referral source for the candidate hired was the Disney Careers website.

NABET Photographer

Date position was opened: 3/3/10

Date position was filled: 4/6/10

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. Ten people were interviewed. Referral sources of the candidates interviewed were as follows: Three applicants from the ABC7 website, one in-house staff employee applicant, three in-house vacation relief employee applicants, one employee referral and two in-

house daily hire employee applicants. The candidate hired was an in-house vacation relief employee applicant.

Graphic Designer

Date position was opened: 5/10/10

Date position was filled: 7/5/10

The Station posted the position on the ABC7 website, the Disney Careers website and the Promax/BDA 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 Disney Careers website, two applicants from the ABC7 website, one applicant from the Promax/BDA website, two industry referrals and two in-house daily hire employee applicants. The candidate hired was one of the in-house daily hire employee applicants.

ATTACHMENT C

INTERNS

Following is a description of internship opportunities at WLS-TV and a list of the schools that the station's 2009-10 interns attended.

NEWS DEPARTMENT

Columbia College of Chicago (2)	September 2009 – December 2009
Columbia College of Chicago (2)	May 2010 – August 2010
Columbia College of Chicago	January 2010 – May 2010
Eastern Illinois University (2)	May 2010 – August 2010
Howard University	May 2010 – August 2010
Loyola University	August 2009 – December 2009
Loyola University (2)	January 2010 – May 2010
Northern Illinois University	May 2010 – August 2010
Northwestern University	June 2010 – August 2010
University of Illinois	May 2010 – August 2010
University of Illinois at Chicago	May 2010 – August 2010

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

Benedictine University	January 2010 – May 2010
Miami University	September 2009 – December 2009
Miami University	May 2010 – August 2010
Ohio State University	September 2009 – December 2009
Syracuse University	May 2010 – August 2010

University of Missouri
Western Illinois University

May 2010 – August 2010
May 2010 – August 2010

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

Indiana University

May 2010 – August 2010

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 / PROMOTIONS DEPARTMENT

Arizona State University
Loyola University

May 2010 – August 2010
September 2009 – December 2009

The creative services / promotions intern learns how to write and produce promotion for TV, including:

- News Topicals (:30, :20 and IDs)
- News Special Reports
- Sport Specials
- Local Programming (190 North, Healthbeat, N Beat, People Places & Things)
- Sales Campaigns and other related projects

The creative services / promotions intern:

- Learns how to produce promotional announcements from concept to completion
- Learns how to screen video/audio...and choose the best elements for use.
- Observes editors during the editing process.
- Assists department producers in the production of promotional announcements.
- Works with announcers.
- Works with production crews on location shoots (when scheduled).
- Works with artists in developing graphics for promos.

-Works on various print ads (writing copy, graphic development, and deadline responsibility).

CREATIVE SERVICES / PROGRAMMING DEPARTMENT

Columbia College of Chicago
Indiana University
Loyola University
Vassar College

September 2009 – December 2009
May 2010 – August 2010
January 2010 – May 2010
May 2010 – August 2010

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

- Production
- Publicity

PRODUCTION - Interns work closely with four 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.

CREATIVE SERVICES / GRAPHICS DEPARTMENT

University of Nebraska

May 2010 – August 2010

The creative services / graphics department interns are involved in:

- Assisting our staff of designers with hands-on design and production of projects utilizing Macintosh software and some traditional techniques of art production.
- Developing the visual identity of WLS-TV through assigned projects.
- Understanding how graphic design contributes to a television station’s image positioning and brand identity.
- Gaining hands-on experience with Macintosh software.
- Gaining an understanding of animation and post-production through observation of high-end digital paint and editing systems.

-Improving communication skills through daily contact with station employees, outside vendors and other interns in a professional environment.

SALES DEPARTMENT

Indiana University

May 2010 – August 2010

Sales interns become familiar with all aspects of the Local Sales Department. They are trained in:

- Professional business phone etiquette
- Sales and ordering procedures
- Order placement and commercial traffic coordination
- Broadcast standards and commercial clearance
- General Nielsen Rating Research information
- Sales presentation preparation

Sales interns also have the opportunities to observe in:

- Local sales meetings
- Inventory analyzing and pricing meetings
- Projects analyzing program sales
- Master Control airing of commercial pods
- Actual account executive/buyer negotiations

ON LINE OPERATIONS

DePaul University

Northwestern University

University of Chicago

August 2009 – December 2009

March 2010 – June 2010

June 2010 – August 2010

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