

## WLS-TV ANNUAL EEO PUBLIC FILE REPORT, AUGUST 1, 2011

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, 2010 through July 15, 2011, and will be placed in the Station's public files and on the Station's website as of August 1, 2011.

### 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 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, 2010 through July 15, 2011), WLS-TV filled thirty-seven 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; another was 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 as full time employees by WLS-TV as 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 as full time employees by WLS-TV as Producers in Programming.
- Between 2009 and 2010 one former intern was hired as a full time employee by WLS-TV as a 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.

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:

**Stacy Baca – News Anchor**

Calmecca Academy Elementary School – Chicago, IL – March 26, 2011

**Mike Caplan – News Anchor**

Kipling Elementary School – Deerfield, IL – February 28, 2011

Roundout Elementary School – Lake Forest, IL – May 17, 2011

Hawthorn Townline Elementary School – Vernon Hills, IL – March 14, 2011

W.C. Petty Elementary School – Antioch, IL – May 24, 2011

**Jennifer Graves – News Director**

Loyola University – Chicago, IL – February 15, 2011 (resume seminar and critiquing of individual student resumes)

**Phil Schwarz – News Anchor**

St. John Brebeuf Elementary School – Nilas, IL – September 20, 2010

Gavin Middle School – Ingleside, IL – April 18, 2011

Edison Elementary School – Elmhurst, IL – October 4, 2010

Jefferson Elementary School – Elmhurst, IL – March 14, 2011

North Elementary School – Crystal Lake, IL – September 20, 2010

**Rosalyn Varon – News Anchor**

Roosevelt Middle School – River Forest, IL – May 12, 2011

*(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 April 6, 2011 Roz Varon, a news anchor, gave a tour of the station to a group of students from Columbia College, Chicago, IL.

On April 10, 2011 Philip Schwarz, a news anchor, gave a tour of the station and an interview to a student from John L Marsh Elementary for the purpose of a school project.

On May 13, 2011 Jennifer Graves, the news director, gave a tour of the station to a group of Chicago Public High School students as part of the Free Spirit Media Program.

*(D) Job Fairs:* In June of 2011, the Station hosted a booth at the National Association of Hispanic Journalists Conference. News Director Jennifer Graves, who has input into hiring decisions, attended and collected resumes of potential job applicants. Ms. Graves reviewed applicant reels and counseled journalists on what hiring managers hope to see when screening audition tapes.

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

*(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. 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 2010 and June of 2011 on the analog and high definition simulcast channels. The 15-second spot also aired once a month between July and December of 2010 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 07/16/10 – 07/15/11

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

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  
Contact Samantha Miller – Phone (773) 767-1516 – Fax (773) 767-6398

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)

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@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) 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 07/16/10 - 07/15/11

Listed below are the 37 full-time positions filled at WLS-TV between 07/16/10 and 07/15/11, the recruitment methods used for each, and the sources of interviewed applicants.

#### Vacation Relief Maintenance Engineer

Date position was opened: 4/1/10

Date position was filled: 7/15/10

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.

Two people were interviewed. The two candidates interviewed were in-house daily hire employees. The candidate hired was an in-house daily hire employee applicant.

#### General Assignment Reporter (Two Positions)

Date positions were opened: 5/3/10

Date 1<sup>st</sup> position was filled: 7/23/10

Date 2<sup>nd</sup> position was filled: 8/3/10

The Station posted the positions on the ABC7 website and the Disney Careers website and faxed or emailed a notice of the positions 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, six industry referrals, one talent agent referral and one in-house staff employee applicant. The candidates hired were an industry referral and a talent agent referral.

#### Vice President of Programming – Live Well Network

Date position was opened: 8/11/10

Date position was filled: 9/10/10

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.

The station also posted an ad on Cynopsis.com and the Cynopsis newsletter.

Ten 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 applicant from the Cynopsis website, two industry referrals and five internal employee applicants. The candidate hired was an industry referral.

#### Website Producer – Live Well Network

Date position was opened: 8/20/10

Date position was filled: 10/8/10

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.

Five people were interviewed. Referral sources of the candidates interviewed were as follows: Two applicants from the Disney Careers website, one applicant from the ABC7

website, one industry referral and one internal employee referral. The candidate hired was the internal employee referral.

#### Website Producer

Date position was opened: 8/20/10

Date position was filled: 10/8/10

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

#### Photographer/Editor/Live Technician (Two Positions)

Date positions were opened: 7/21/10

Date 1<sup>st</sup> position was filled: 10/19/10

Date 2<sup>nd</sup> position was filled: 11/4/10

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

Eight people were interviewed. Referral sources of the candidates interviewed were as follows: Two applicants from the ABC7 website, three in-house vacation relief employee applicants and three in-house daily hire employee applicants. The candidates hired were an in-house vacation relief employee applicant and an in-house daily hire employee applicant.

#### Executive Producer and Producer – Windy City Live

Date Executive Producer position was opened: 7/8/10

Date Producer position was opened: 10/1/10

Date Executive Producer position was filled: 10/22/10

Date Producer position was filled: 11/1/10

The Station posted the positions on the ABC7 website and the Disney Careers website and faxed or emailed notices of both positions to the organizations listed on Attachment A.

Thirteen people were interviewed. Referral sources of the candidates interviewed were as follows: Two applicants from the Disney Careers website, seven employee referrals, three applicants from online blogs and one in-house staff employee applicant. Both candidates hired were employee referrals.

#### Account Executive (Two Positions)

Date positions were opened: 8/19/10

Date 1<sup>st</sup> position was filled: 11/3/10

Date 2<sup>nd</sup> position was filled: 12/9/10

The Station posted the positions on the ABC7 website and the Disney Careers website and faxed or emailed a notice of the positions to the organizations listed on Attachment A. The Station also posted an ad in Spots N Dots online and print publications,

Broadcasting & Cable online and print publication and the Chicago Interactive Marketing Association website.

Thirty six people were interviewed. Referral sources of the candidates interviewed were as follows: One applicant from the Disney Careers website, seven applicants from the ABC7 website, nine employee referrals, seventeen industry referrals and two applicants from the Spots N Dots publication. The candidates hired were one industry referral and one employee referral.

#### NABET Writer/Producer

Date position was opened: 10/9/10

Date position was filled: 11/4/10

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. Seven people were interviewed. Referral sources of the candidates interviewed were as follows: Five applicants from the ABC7 website, one employee referral and one internal employee applicant. The candidate hired was the internal employee applicant, who was elevated from a writer/producer position at a smaller-market ABC station to a position in a larger-market ABC station at a higher salary.

#### Morning News Producer

Date position was opened: 7/16/10

Date position was filled: 11/30/10

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. Eight people were interviewed. Referral sources of the candidates interviewed were as follows: Five applicants from the ABC7 website, one employee referral, one internal employee applicant and one in-house staff employee applicant. The candidate hired was the in-house staff employee applicant. This position represented a promotion for the in-house staff employee, from Weekend Producer to Morning News Producer.

#### Promotions Producer

Date position was opened: 11/2/10

Date position was filled: 12/17/10

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. The station also placed an ad in the Marketing Ideanet Newsletter. Five people were interviewed. Referral sources of the candidates interviewed were as follows: Two applicants from the ABC7 website, two applicants from the Marketing Ideanet Newsletter and one employee referral. The referral source for the candidate hired was Marketing Ideanet Newsletter.

#### Inventory Coordinator

Date position was opened: 11/12/10

Date position was filled: 2/3/11

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. The position was also made available on Indeed.com, a recruiting search engine. 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 applicant from Indeed.com, one employee referral and one in-house daily hire employee applicant. The candidate hired was an employee referral.

#### Engineering Maintenance Supervisor

Date position was opened: 5/26/10

Date position was filled: 2/11/11

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

#### Stagehand

Date position was opened: 6/18/10

Date position was filled: 2/23/11

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: Three applicants from the ABC7 website and two in-house daily hire employee applicants. The candidate hired was an in-house daily hire employee applicant.

#### Graphic Designer (Two Positions)

Date positions were opened: 12/6/10

Date 1<sup>st</sup> position was filled: 2/28/11

Date 2<sup>nd</sup> position was filled: 5/16/11

The Station posted the positions on the ABC7 website and the Disney Careers website and faxed or emailed a notice of the positions 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 internal employee referral and three in-house daily hire employee applicants. The candidates hired were both in-house daily hire employee applicants.

#### Host – Windy City Live (Two Positions)

Date positions were opened: 2/15/11

Date positions were filled: 3/1/11

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

Nineteen people were interviewed. Referral sources of the candidates interviewed were as follows: Fourteen applicants from talent agents, four industry referrals and one in-house staff employee. The candidates hired were one industry referral and the in-house staff employee. This position represented a promotion for the in-house staff employee from Weekend Sports Reporter to Host of a daily weekday talk show at a higher salary.

Weekend Sports Anchor/Reporter

Date position was opened: 2/18/11

Date position was filled: 3/2/11

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. Four people were interviewed. Referral sources of the candidates interviewed were as follows: Two applicants from talent agents and two industry referrals. The candidate hired was an industry referral.

Administrative Assistant

Date position was opened: 1/25/11

Date position was filled: 3/4/11

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

Producer – Windy City Live (Four Positions)

Date positions were opened: 1/18/11

Date positions were filled: 3/9/11

The Station posted the positions on the ABC7 website and the Disney Careers website and faxed or emailed a notice of the positions 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, five industry referrals and three employee referrals. The referral sources for the candidates hired were two industry referrals and two employee referrals.

Associate Producer – Windy City Live (Four Positions)

Date positions were opened: 1/18/11

Date positions were filled: 3/9/11

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

Eight people were interviewed. Referral sources of the candidates interviewed were as follows: Three applicants from the ABC7 website, two industry referrals, one employee referral, one in-house daily hire employee applicant and one in-house staff employee applicant. The referral sources for the candidates hired were one industry referral, one employee referral, one applicant from the ABC7 website and the in-house staff employee

applicant. This position represented a promotion for the in-house staff employee, from News Desk Assistant to Associate Producer.

Field Producer – Windy City Live (Two Positions)

Date positions were opened: 1/18/11

Date positions were filled: 3/9/11

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

Five people were interviewed. Referral sources of the candidates interviewed were as follows: Three applicants from the ABC7 website, one industry referral and one employee referral. The referral sources for the candidates hired were one employee referral and an applicant from the ABC7 website.

Director

Date position was opened: 4/1/11

Date position was filled: 4/12/11

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.

Twelve people were interviewed. Referral sources of the candidates interviewed were as follows: Seven industry referrals, three employee referrals and two in-house staff employee applicants. The candidate hired was an industry referral.

IT Support Specialist

Date position was opened: 4/21/11

Date position was filled: 6/27/11

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.

Six 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 two in-house daily hire employee applicants. The candidate hired was an in-house daily hire employee applicant.

Sales Manager

Date position was opened: 4/29/11

Date position was filled: 6/30/11

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.

The Station also posted an ad in Spots N Dots and Broadcasting & Cable online and print publications.

Twenty-three people were interviewed. Referral sources of the candidates interviewed were as follows: Four applicants from the ABC7 website, three applicants from the Spots N Dots ad, one applicant from the TVJobs.com website, five industry referrals and ten in-house staff employee applicants. The candidate hired was an in-house staff employee applicant. This position represented a promotion from Account Executive to Sales Manager.

## ATTACHMENT C

### INTERNS

Following is a description of internship opportunities at WLS-TV and a list of the schools that the station's 2010-11 interns attended.

#### NEWS DEPARTMENT

Columbia College of Chicago	August 2010 – December 2010
Columbia College of Chicago	May 2011 – August 2011
Columbia College of Chicago	January 2011 – May 2011
DePaul University	September 2010 – December 2010
Howard University (2)	May 2011 – August 2011
Indiana University	June 2011 – August 2011
Lewis University	January 2011 – May 2011
Loyola University	August 2010 – December 2010
Northeastern Illinois University	May 2011 – August 2011
Northern Illinois University	January 2011 – May 2011
Northwestern University	December 2010 – February 2011
University of Illinois at Chicago	August 2010 – December 2010
University of Illinois at Urbana–Champaign (2)	May 2011 – August 2011
University of Missouri-Columbia	May 2011 – August 2011
Valparaiso University	January 2011 – April 2011
Valparaiso University	January 2011 – May 2011

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**

Illinois Center for Broadcasting  
Northern Illinois University  
University of Kansas  
University of Missouri-Columbia

August 2010 – December 2010  
May 2011 – August 2011  
May 2011 – August 2011  
May 2011 – August 2011

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 interviews guests.

### **WEATHER DEPARTMENT**

Embry-Riddle Aeronautical University

May 2011 – August 2011

At first, the intern mainly watches and learns the daily procedures. The intern also does some surface analysis and temperature plotting, along with monitoring certain computers and clearing charts. The weather department teaches the intern things he or she needs to know in order to work as a broadcast meteorologist. The intern learns forecasting, on-air presentation, graphic production and story writing skills, and how to work under deadlines.

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

Alcorn State University  
Arizona State University  
Columbia College of Chicago (3)  
Columbia College of Chicago  
Indiana University (3)  
Kent State University  
Loyola University  
Olivet Nazarene University  
University of Illinois  
University of Illinois at Urbana-Champaign  
University of Missouri-Columbia  
University of Wisconsin-Madison

May 2011 – August 2011  
May 2011 – August 2011  
January 2011 – May 2011  
May 2011 – August 2011  
May 2011 – August 2011  
May 2011 – August 2011  
January 2011 – May 2011  
January 2011 – May 2011  
May 2011 – August 2011

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.

### **CREATIVE SERVICES / GRAPHICS DEPARTMENT**

Columbia College of Chicago

May 2011 – August 2011

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**

University of Illinois at Urbana–Champaign

May 2011 – August 2011

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**

Northwestern University

June 2011 – August 2011

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