

WPHL-TV, Philadelphia, PA
ANNUAL EEO PUBLIC FILE REPORT
Date: April 1, 2007

Statement of EEO Policy

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of Station WPHL-TV, Philadelphia, PA.

WPHL-TV, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at the station should contact the Human Resources Coordinator at (215) 883-3359.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended, but when the hiree accepted the job offer and passed a background check and drug test. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or via email. The Recruitment Sources are identified by number and listed (with complete contact information) in the attachment.

Full-Time Vacancies Filled During Reporting Period April 1, 2006 through March 31, 2007

	Full-Time Position	Recruitment Sources Used	Recruitment Source for Successful Applicant	Total Number Interviewed (from all Referral Sources)
1	Supervisor, Production	1-17, 19-28, 30-32, 34-58	Internal promotion	2
2	Artist, Graphics	1-17, 19-53, 55-58	Other Tribune Business Unit	3
3	Account Executive	1-17, 19-28, 30-32, 34-58	Internal promotion	4*
4	Account Executive	1-17, 19-28, 30-32, 34-58	Word of mouth	4*
5	Account Executive	1-17, 19-28, 30-32, 34-58	Employee referral	5*
6	Sales Associate	1-5, 8-10, 12-17, 19-28, 30-32, 34-53, 55-58	WPHL Website	4
7	Executive Assistant	1-17, 19-28, 30-32, 34-58	Careerbuilder	14**
8	Producer/Writer	1-17, 19-28, 30-32, 34-58	Employee referral	2
9	Executive Assistant	1-17, 19-28, 30-32, 34-58	Employee referral	18**
10	Mgr., Accounting	1-28, 30-32, 34-58	Careerbuilder	12
11	Account Executive	1-17, 19-28, 30-32, 34-58	Word of mouth	4*
12	National Sales Manager	1-5, 8-10, 12-17, 19-28, 30-32, 34-53, 55-58	Employee referral	2

Total number of persons interviewed during applicable period: **48**

* Same applicant/interview pool used for all 4 Account Executive openings, total of 4 candidates interviewed for positions #3, 4, & 11, and 1 additional person was interviewed for position #5.

** Same applicant/interview pool used for 2 Executive Assistant openings, total of 14 candidates were interviewed for position #7 & 4 additional were interviewed for position #9

Due to an inadvertent administrative error, Sources 6, 7 and 11 were not notified of vacancies for positions # 6 and #12.

Supplemental Recruitment Measures 4/1/06 - 3/31/07

Activity/Description	Date	Staff Participant	Sponsor
Internship Program: College students spend a semester in a position that gives them hands-on experience in their career field. This position is part-time, usually 20 hours per week. WPHL hosts approximately 15-20 interns per year.	Ongoing	Creative Services Director, Sales Managers, Research Director	WPHL
Emma Bowen Foundation participant: An internship/scholarship is awarded to a high school minority senior interested in broadcasting who will work at the station during summer and school breaks through college. Interns work in various departments throughout the station to learn of and gain experience in the many facets of broadcasting. Financial remuneration is provided in the form of academic scholarships. WPHL-TV hosts one Emma Bowen Scholar per year.	May 2006 to August 2006	VP/General Manager/Creative Services Director/Community Relations Director	Emma Bowen Foundation & WPHL-TV
CareerPhilly Arts, Technology, & Communications Internship Fair: Exhibitor at CareerPhilly annual Career Fair for Technology, Arts, & Communications students. Students from all over Philadelphia are invited to interview and apply for internships. Accepted internship applications and had informal discussions with students	9/12/06	Shalona Douglas, HR Coordinator	CareerPhilly
Widener University Choices 2006 Career Fair: HR Coordinator attended annual career fair; discussed broadcast career opportunities and internship positions with attendees, accepted resumes and met informally with potential candidates	10/3/06	Shalona Douglas, HR Coordinator	Widener University
University of Pennsylvania- Annenberg School of Communications Journalism Class: Steve Highsmith addressed a group of students at the School of communication's "The future of News & the Young Audience" class. He discussed the various career paths in broadcasting and journalism and the importance of internships/co-ops. He also discussed trends in news and in news staffing, and the business and journalistic pressure and opportunities in broadcasting.	10/3/06	Steve Highsmith, Community Relations Director	University of Pennsylvania- Annenberg School of Communications
Rutgers-Camden Career Day: HR Coordinator attended annual career fair; discussed broadcast career opportunities and internship positions with attendees, accepted resumes and met informally with potential candidates	10/4/06	Shalona Douglas, HR Coordinator	Rutgers University

CareerPhilly Arts, Technology, & Communications Internship Fair: Exhibitor at CareerPhilly annual Career Fair for Technology , Arts, & Communications students. Students from all over Philadelphia are invited to interview and apply for internships. Accepted internship applications and had informal discussions with students	9/12/06	Shalona Douglas, HR Coordinator	CareerPhilly
Temple University, School of Communications Seniors Seminar: W. Kaiser spoke to a cSenior ommunications class at Temple University. The purpose of the 90 minute class was to help prepare graduating seniors for careers in Communications. Wendy discussed her educational background, how she started in the field, her career path and her current responsibilities. She also discussed with the students how to get into the field,& salaries to expect. She also gave them resume advice and discussed Internship opportunities at the station	10/4/06	Wendy Kaiser, Director Creative Services	Temple University
Saint Joseph's University Fall Career Fair: HR Coordinator attended annual Fall career fair; discussed broadcast career opportunities and internship positions with attendees, accepted resumes and met informally with potential candidates	10/10/06	Shalona Douglas, HR Coordinator	Saint Joseph's University
Temple University, School of Communications Seniors Seminar: W. Kaiser spoke to a cSenior ommunications class at Temple University. The purpose of the 90 minute class was to help prepare graduating seniors for careers in Communications. Wendy discussed her educational background, how she started in the field, her career path and her current responsibilities. She also discussed with the students how to get into the field,& salaries to expect. She also gave them resume advice and discussed Internship opportunities at the station	10/11/06	Wendy Kaiser, Director Creative Services	Temple University
Rowan University Internship Fair HR Coordinator attended annual internship fair; discussed broadcast career opportunities and internship positions with attendees, accepted resumes and met informally with potential candidates	10/31/06	Shalona Douglas, HR Coordinator	Rowan University
StJoseph's University- Marketing Internship Fair HR Coordinator and Research Director attended the internship fair, informally met with students , discussed internship opportunities in Sales and Research and accepted resumes.	2/22/07	shalona Douglas, HR Coordinator/Jeff Finken, research Director	St Joseph's University
College Of New Jersey- Cable & Broadcasting Class. Steve Highsmith addressed a group of students at the College of New Jersey. He discussed the various careers in Journalism and broadcasting as well as his experience in working on a newscast, anchoring , and reporting.	3/21/07	Steve Highsmith, Community Relations Director	College Of New Jersey
Mid-Atlantic Chapter NATAS Career Forum: WPHL hosted & participated in the NATAS career forum. The region's leading TV professionals served as panelists for the program targeted to college students interested in pursuing broadcast communications careers. The program included a panel presentation where industry panelists discussed broadcast career opportunities and their career paths. Participants also met with program speakers in small groups during a "Career Roundtable" session, and were afforded the opportunity to have demo tapes critiqued by panelists.	3/31/07	Steve Highsmith, Community Relations Director	Mid-Atlantic Chapter, National Academy of Television Arts & Sciences/Drexil University

Recruitment Sources

An asterisk ("*") denotes those sources that have requested notification of job vacancies pursuant to Section 73.2080 (c)(3) of the FCC's 2002 EEO Rule.

	Recruitment Source & Contact Information	Total Number of Interviewees Referred by Source during Reporting Period	Full-time Positions for which Source was Utilized
1	WPHL website - myphl17.com	2	All open positions
2	Tribjob.com All of our openings are posted internally and externally. The positions are posted on the Tribune employee intranet, www.tribjobs.com as well as www.careerbuilder.com, where they are picked up by careerbuilder.com's 600+ partner sites, including www.DiversityBusiness.com, www.nafe.com and www.veteranjobs.com	26	All open positions
3	Internal Candidate/Existing Tribune Company Employee/Intern/Temporary Employee	8	All open positions
4	Employee Referral	7	All open positions
5	Word of Mouth	5	All open positions
6	Cabrini College* 610 King of Prussia Road Radnor, PA 19087-3698 Nancy C. Hutchison, Director Co-op Education and Career Services 610-902-8305 www.collegecentral.com/cabrini	0	1-Supervisor, Production 2-Artist, Graphics 3-Account Executive 4-Account Executive 5-Account Executive 7-Executive Assistant 8-Producer/Writer 9-Executive Assistant 10-Mgr., Accounting 11-Account Executive
7	Cedar Crest College* 100 College Drive Allentown, PA 18104 Attn: Amy Saul (610) 606-4648 www.collegecentral/cedarcrest	0	1-Supervisor, Production 2-Artist, Graphics 3-Account Executive 4-Account Executive 5-Account Executive 7-Executive Assistant 8-Producer/Writer 9-Executive Assistant 10-Mgr., Accounting 11-Account Executive
8	Council of Spanish Speaking Org.* 709 N. Franklin Street Philadelphia, PA 19123 610-868-7800 natalia.salgado@elconcilio.net Natalia Salgado	0	All open positions
9	MPP Employment Services* 1211 Chestnut Street, Suite 206, Philadelphia, PA 19107 267.238.3919 Fax 215.561.4158 Contact: Evelyn Alicea-Rios, Placement Counselor evelyn.rios@jevs.org	0	All open positions
10	Penn State University* 201 Carnegie Building University Park, PA 16802 Attn: Robert Martin, Internship Coordinator/College of Communications rpm163@psu.edu (814) 863.4674	0	All open positions
11	Rowan College of New Jersey* 201 Mullica Hill Road Glassboro, NJ 08028 Attn: Lori Block, Career and Academic Planning Center (856) 256-4456 ecampusrecruiter.com/rowan	0	1-Supervisor, Production 2-Artist, Graphics 3-Account Executive 4-Account Executive 5-Account Executive 7-Executive Assistant 8-Producer/Writer 9-Executive Assistant 10-Mgr., Accounting 11-Account Executive

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12	Rutgers University* 326 Penn St. Camden, NJ 08102 Attn: Carol Young carcntr@camden.rutgers.edu	0	All open positions
13	Swarthmore College* 500 College Avenue 135 College Ave. Swarthmore, PA 19081 610-328-8352/ 610-328-8549 (fax)	0	All open positions
14	Temple University* School of Communications and Theater Annenberg Hall 011-00 Philadelphia, PA 19121 Attn: Betsy Lebron, (215) 204-2483	0	All open positions
15	University of Pennsylvania* 3718 Locust Walk Suite 20, McNeil Building Philadelphia, PA 19104 Attn: Sue Russoniello, Director of Career Services 215-898-4827 215-898-2687-Fax www.vpul.upenn.edu/careerservices	0	All open positions
16	University of the Arts* 320 Broad Street Philadelphia, PA 19102 www.uartscareers.com	0	All open positions
17	AMA Philadelphia Chapter P.O. Box 38 Fairless Hills, PA 19030 Attn: Christine Mucci Stewart	0	All open positions
18	American Society of Women Accountant (ASWA) Philadelphia Chapter #006 BKI Solutions 125 Strafford Avenue, Suite 116 Wayne, PA 19087 Attn: Mary Duff, CPA- Chapter President	0	10- Accounting Manager
19	Art Institute of Philadelphia 1622 Chestnut Street Philadelphia, PA 19103 Attn: Maureen Chapelli, Director of Career Planning 800.275.2474 ext. 6309	0	All open positions
20	Aspira of Philadelphia 4322 N. 5th Street Philadelphia, PA 19140 Attn: Janira Barroso (215) 455-1300	0	All open positions
21	Berean Institute/Placement Dept. 1901 W. Girard Avenue Philadelphia, PA 19130 Attn: Josephine Joel (215) 763.4833	0	All open positions
22	Bloomsburg University 400 E. 2nd Street Bloomsburg, PA 17815 Attn: Joanne B. Day, Director of Co-op Ed/Internships (570) 389.4678	0	All open positions

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	Recruitment Source & Contact Information	Total Number of Interviewees Referred by Source during Reporting Period	Full-time Positions for which Source was Utilized
23	Bryn Mawr College 101 N. Merion Avenue Bryn Mawr, PA 19010 Attn: Geoffrey Falen, Internship Director 610-526-5000	0	All open positions
24	Centro Pedro Claver 3565 N. 7th Street Philadelphia, PA 19140 Attn: Roger Zepernick (215)227.7111	0	All open positions
25	Chestnut Hill College Northwestern & Germantown Avenue Philadelphia, PA 19118 Attn: Beryl Gutekunst, Director of Communications 215-248-7177	0	All open positions
26	Civil Service Career Center 1211 Chestnut Street Philadelphia, PA 19107 Attn: Viola Flemmings (215) 564.5911	0	All open positions
27	Community Women's Ed. Project Frankford Ave. & Somerset Philadelphia, PA 19134 Attn: Rosa Warrant (215) 426.2200	0	All open positions
28	Creative Hotlist 110 Constitution Drive Menlo Park CA 94025 650-815-4290 phone www.creativehotlist.com Contact: Contact@creativehotlist.com	0	2- Graphic Artist
29	Delaware Valley Prof. W/ Industry 6 Franklin Plaza Philadelphia, PA 19102 Natalia Salgado, Administrative Coordinator	0	All open positions
30	Drexel University 3141 Chestnut Street Philadelphia, PA 19104 Attn: Tom Cummiskey, Co-op Coordinator 215.895.2185	0	All open positions
31	East Stroudsburg University 200 Prospect Street East Stroudsburg, PA 18301 Attn: Elzar Kemper, Media Communication and Technology (570) 422-3646	0	All open positions
32	Graeme Newell 602 Communications 6839 Charter Hills Road Charlotte, NC 28277 (704) 543-1426 www.602communications.com	0	2- Graphic Artist
33	Gwynedd Mercy College Sumneytown Pike Gwynedd Valley, PA 19370 Attn: Joanne Trotter, Business Intern Director 215 641-5510	0	All open positions
34	Holy Family College 9801 Frankford Avenue Philadelphia, PA 19114 Attn: Sister Francis Veitz, Coop. Education 215 641-5510	0	All open positions

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	Recruitment Source & Contact Information	Total Number of Interviewees Referred by Source during Reporting Period	Full-time Positions for which Source was Utilized
35	Immaculata College 1145 King Road, P.O. Box 300 Immaculata, PA 19345 Attn: Erin Angle, Career Counselor (610) 647.4400	0	All open positions
36	JOB NET 2515 Frankford Avenue Philadelphia, PA 19125 Attn: Rob Kettell	0	All open positions
37	LaSalle University 1900 W. Olney Avenue Philadelphia, PA 19141 Attn: Sharon Javie, Department of Marketing javie@lasalle.edu 215-951-1182	0	All open positions
38	Latin American Community Ctr. 403 N. Van Buren Street Wilmington, DE 19805 Attn: Carlo de los Ramos (302)655-7338	0	All open positions
39	Millersville University P.O. Box 1002 Millersville, PA 17551 Attn: Diane C. Fleishman, Coop. Education Coordinator (717) 872-3024 ext. 2078	0	All open positions
40	Muhlenberg College 2400 Chew Street Allentown, PA 18104 Attn: Lynda Garow, Director of Career Development garow@muhlenberg.edu (484) 664-3170	0	All open positions
41	NAACP – Philadelphia Branch 1514 W. Cecil B. Moore Avenue Philadelphia, PA 19121 Attn: Chaena Means (215) 978.7500	0	All open positions
42	NABA Inc- Philadelphia Chapter P.O. Box 41898 Philadelphia, PA 19101 Attn: Yolanda McBride	0	All open positions
43	Nationalities Service Ctr. 1300 Spruce Street Philadelphia, PA 19107 Attn: Michael Blum (215) 893.8400	0	All open positions
44	Neumann College One Neumann Drive Aston, PA 19014 Attn: Terry Gleason, Communication Arts 610-558-5537	0	All open positions
45	O.I.C. Philadelphia 1231 North Broad Street Philadelphia, PA 19122 Attn: Marie McCrae 215-236-7700	0	All open positions

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46	Philadelphia Hispanic Chamber of Commerce 2749 N. 5th Street Philadelphia, PA 19133 Attn: Judy Delgado (215) 425.7422	0	All open positions
47	Philadelphia University School House Lane & Henry Avenue Philadelphia, PA 19144 Attn: Mary Bucher, Internship Coordinator maryjwb@netzero.net	0	All open positions
48	Rider University 2083 Lawrenceville Road Lawrenceville, NJ 08648 Attn: Dr. Rick Turner, Dept. of Communications (609) 896.5659	0	All open positions
49	Rosemont College 1400 Montgomery Avenue Rosemont, PA 19010 Attn: Audrey Robinson, Director of Career Counseling (610) 527-0200 ext. 2416	0	All open positions
50	St. Joseph's University 5600 City Avenue Philadelphia, PA 19131 Attn: Richard Fusco 610-660-1000	0	All open positions
51	Taller Puertoriquenos 2721 N. 5th Street Philadelphia, PA 19133 Attn: Dora viacava	0	All open positions
52	The Philadelphia Unemployment Project 1201 Chestnut St./Fl. #7 Philadelphia PA 19107 Attn: John Dodds 215-592-0933	0	All open positions
53	TVjobs.com Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 PH (800) 374-0119 FX (760) 754-2115 Mark C. Holloway	0	1-Supervisor, Production 3-Account Executive 4-Account Executive 5-Account Executive 7-Executive Assistant 8-Producer/Writer 9-Executive Assistant 10-Mgr., Accounting 11-Account Executive 12-National Sales Manager
54	United American Indians/Del Val 225 Chestnut Street Philadelphia, PA 19106 Attn: Micelle Leonard	0	All open positions
55	University of Delaware 250 Pearson Hall Newark, DE 19716 Attn: Susan Reeser, Communications Internship Director 302-831-8042	0	All open positions
56	Ursinus College 121 Bomberger Hall Collegeville, PA 19426 Maria Beazley, Internship Coordinator 610-409-3599	0	All open positions

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57	West Chester University Main Hall 512, South High Street West Chester, PA 19383 Attn: Dr. Dennis Klinzing, Dept. Chair of Communications Studies / Internship Director (610) 436-2500	0	All open positions
58	Widener University One University Place Chester, PA 19013 Career Planning and Development Office Attn: Hannah Amgot, Asst. Director of Career Devlpmt (610) 499.4045	0	All open positions

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