

## ANNUAL EEO PUBLIC FILE REPORT 2020-2021

### WNBC, New York, NY WNJU, Linden, NJ

1. List all full-time job vacancies filled by WNBC and WNJU stations covered by this report during the past year from **February 1, 2020 – January 31, 2021**.

WNBC AND WNJU HIRES	
Position Title	Employment Date
Associate Director APC	2/24/2020
Reporter	3/16/2020
Anchor/Reporter	3/16/2020
News Reporter	3/16/2020
VP of News	5/11/2020
Digital Video Producer	11/2/2020
News Reporter	11/9/2020
Manager, Media Operations	1/1/2021

2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Table.  
**(See attached table)**
3. In total, how many interviewees did WNBC and WNJU interviewed for all the full-time job vacancies identified in response to Question 1?

28 Interviews conducted for the period of:  
**February 1, 2020 – January 31, 2021**

4. In total, how many persons interviewed by WNBC and WNJU for any of the above-listed job vacancies was referred to the station from each of the recruitment sources used by the station?

<b>NAME OF RECRUITMENT SOURCES</b>	<b>TOTAL # OF INTERVIEWEES REFERRED DURING THE REPORTING PERIOD</b>
NBCU Daily Hire Conversions	5
NBCU Internal Promotions	1
NBCU Internal Transfers	3
NBCU Former Employee	1
NBCUNI Careers	14
NBCU Staff Employees	3
PEP Conversion	1

5. Please summarize WNBC's and WNJU's broad outreach initiatives during the past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature and extent of the station's participation in each initiative.

During 2020, WNBC and WNJU remained committed to diversity, inclusion and equal employment and, although the pandemic directly affected our ability to recruit broadly and maintain historic levels of outreach, the stations participated in the following activities.

### **JOB FAIRS AND CAREER DAYS -WNBC, WNJU and Duopoly Events**

#### **January 31, 2020**

Ana Abreu, Human Resources Generalist, Victor Pagan, WNBC/WNJU Director of Operation Productions, Cristina Schwarz, President & GM of WNJU, and John Gonzalez, WNBC/WNJU VP of Technology and Operations, hosted a working luncheon

with CUNY's Director of Workforce and External Partnerships (Keisha Katz) and her team to further strengthen WNJU and CUNY's partnership.

### **May 14, 2020**

Telemundo 47 joined NBC 4 New York to announce \$225,000 in grants, awarded to seven Tri-State non-profits through the "Project Innovation" competitive grant challenge. All awardees demonstrated innovative approaches to solve everyday challenges, including those posed by COVID-19.

### **October 21, 2020**

Ana Abreu, Human Resources Generalist WNJU, attended a virtual networking event at Seton Hall University. Ana shared information regarding WNJU and WNBC's intern opportunities and networked with college students looking to start a career in the Broadcasting/Journalism field.

### **October 26, 2020**

NBC 4 New York Sports Anchor Bruce Beck virtually guest-lectured 31 undergraduate students of St. John's University's Collins College of Professional Studies, Division of Sports Management at the "SJU Sports Communications Session."

### **October 27, 2020**

NBC 4 New York Reporter Greg Cergol spoke with journalism students at Hofstra University's Lawrence G. Herbert School of Communication.

### **November 18, 2020**

Ana Abreu, Human Resources Generalist WNJU, attended a virtual internship fair at Kean University to promote WNJU's internship program and recruit potential interns.

### **December 4, 2020**

NBC 4 New York Anchor David Ushery spoke virtually at Eagle Academy Foundation's (EAF) "Eagle Academy Student Town Hall" in Northern Manhattan, NY. EAF develops and supports a network of all-male, grades 6-12, college preparatory schools in challenged, urban communities that educate and mentor young men into future leaders committed to excellence in character, scholastic achievement and community service, and to promote these principles nationally.

### **WNBC News 4 and WNJU Telemundo 47 Internship Program**

WNBC News 4 and WNJU Telemundo 47 maintain an important pipeline Internship program, designed to give exposure to college students about careers in the broadcast industry.

Offering students real world experiences while becoming familiar with NBCUniversal's organization and corporate culture is a main goal of the program. Internships create the perfect way to learn about careers at News 4 New York or WNJU Telemundo 47 in New Jersey. Interns produce tangible results as they begin building their professional networks, and for many, it confirms their professional career paths and goals. We offer internship opportunities throughout the businesses.

WNBC and WNJU recruit students who are committed to a career in media/broadcasting through experiences in their major studies, college clubs, organizations, prior media-based internships or prior media work experience. Grade point average, community service, and leadership experience are also an important part of the total assessment of student applicants. WNBC and WNJU work closely with local and out of state colleges and universities to build an active internship training program.

During the current annual reporting year, a total of 24 interns were placed in the WNBC/WNJU Internship program. WNBC and WNJU have also participated in various on-site campus recruiting events such as career fairs and discussions. The NBCUniversal internship cycles coincide with the traditional university semester schedules, with cycles starting each spring, summer and fall designed to accommodate the students' schedules. Students are paid and may also receive college credits. Internships usually last between 13 to 22 weeks per semester, either part time or full time.

We provide college students with the opportunity to exhibit their many talents, which normally allows us to identify high potential talent for future staff or temporary hiring opportunities upon graduation. They also become part of a pipeline of opportunities in the following NBCUniversal Early Career programs: The NBCUniversal Page Program, News Associates Program, Tim Russert Fellowship Program, Digital Tech Associate Program, Marketing Promo Producer Program, Newsroom Fellowship Program, Producer Development Program, Sales Associates Program, Media Tech Program, Talent Infusion Program, Global Talent Development & Inclusion Program, Production Associates Program, Technology Apprenticeship Program, and Act Two Program. These programs are currently on hiatus, as we deal with the pandemic.

Lynn Costa, VP, Human Resources oversees the program for WNBC and Ana Abreu, Human Resources Generalist oversees the program for WNJU Telemundo.

## **TELEMUNDO UNIVERSITY**

Telemundo University is a training program for journalism students at CUNY and other universities. Featuring four core study tracks including On-Air Presentation, Digital

Media, Multi-Media Journalism, and Writing/Producing. Students participating in Telemundo University receive one-on-one practical training from WNBC and Telemundo station journalists including news directors, executive producers, anchors and investigative reporters. Trainings take place on campus throughout the year.

### **THE EMMA BOWEN FOUNDATION**

WNBC News4, in conjunction with the NBCU Owned and Operated Stations Division, are proud sponsors of its longstanding partnership with the Emma Bowen Foundation in developing minority youth for opportunities in media. WNBC is the central hub location for the local stations and the New York DMA. The Emma Bowen Foundation was established to increase access to permanent job opportunities for minority students. The Foundation's program is unlike other internship programs in that students work for a partner company during summers and school breaks from their junior year until they graduate from college. During that period, students have an opportunity to learn many aspects of corporate operations and develop company-specific skills. WNBC has had the opportunity to guide and develop minority students with the option of permanent placement upon completion of their college degree. Students in the program receive an hourly wage, as well as compensation to help defray college tuition and expenses. Mentoring from selected staff in the sponsoring company is also a key element of the program. WNBC is proud to be the first local New York City television station in 1989 to work with the Emma Bowen Foundation. During the summer semesters, "Emma" students rotate through various WNBC departments while gaining experience in every aspect of media. We look forward to continuing our work with Emma Bowen as we move through 2021.

A former Emma Bowen alum, Dominique Jack, has recently entered a new hybrid role at WNBC. With her Emma Bowen experience, along with her PA experience, Dominique is now afforded the opportunity to work in various parts of the Newsroom including the Assignment Desk, Production and Control Room/Studio.

### **INTERNAL SKILLS ENHANCEMENT PROGRAMS**

The Owned and Operated Television Stations Division is fortunate to be supported in learning and development opportunities through various corporate programs that are available to employees. These internal programs are designed to enhance their ability to assume positions of greater responsibilities or skills and help shape and deliver the future of NBCUniversal.

The Talent Lab is NBCUniversal's suite of learning and development experiences that are uniquely designed to develop and engage our employees to deliver for the future. These sponsored programs focus on building personal leadership and business knowledge so that employees at all levels of the organization are equipped to meet the

demands and expectations of our challenging, fast-paced, and evolving media and entertainment environment. We meet NBCUniversal talent where they are in their careers with experiences that align, build, accelerate and elevate what is needed for success from early-career professionals to executive-level leaders.

During 2020, The Talent Lab quickly pivoted and made its offerings virtual.

The *Align Track* is designed to align talent new to company/new to role to the expectations, business and culture of NBCUniversal. Includes, Jump, Pivot, Spirit and Start. The *Build Track* is designed to build the core media skills, business acumen and capabilities needed by talent to drive the strategic business priorities forward. Includes Engage, Influence, Invest, Lead and Stream. The *Accelerate Track* is designed to accelerate high potential talent to creative, invent and deliver the future of media. Includes Connect, Create, Case and Drive. In addition, *Corelab business* are half-day Talent Lab experiences designed to develop the core capabilities needed to succeed in NBCUniversal's culture of creativity and execution excellence. These 6 fundamental skill labs focus on building personal leadership and business knowledge so that employees at all levels of the organization are equipped to meet the demands and expectations of our challenging, fast-paced, and evolving media and entertainment environment. The **business track** aims to grow business acumen and the technical capabilities necessary to remain competitive in a changing business landscape. They include: *OurBiz*, *Design* and *Digital*. The **people track** aims to equip talent with the essential skills to make an impact, leverage their strengths and align to our credo and values. They include, *Impact*, *Voice* and *Engage*.

In addition to these core Learning & Development Programs, the Owned Stations division provides the following NBCU Stations Training and Development programs:

Digital Tech Associate Program, Marketing Promo Production Program, Newsroom Fellowship Program, Producer Development Program, Sales Associates Program and She Leads, Sales Development Program. Although currently on hiatus due to COVID, we are looking forward to their reinstatement, hopefully in the third or fourth quarter of 2021.

All employees have access to LinkedIn Learning with a multitude of learning opportunities. LinkedIn Learning is an on-demand library of short instructional videos covering the latest business, technology and creative skills. During the pandemic, we've been able to help employees gain access to coursework and learning that in other cases, they may not have had time for in their schedules.

NBCUniversal's nine Affinity Groups are all voluntary organizations focused on building an inclusive culture at NBCUniversal by showcasing the diverse talents of our employees. NBCUniversal Affinity Group members have an opportunity to participate in activities focused on their professional development by creating opportunities for coaching, mentoring and networking with colleagues and senior management. They

are a major force in driving recruitment and retention of top talent to our organization; and play a key role in driving diversity and inclusion at the company.

- *My Abilities Network@NBCUniversal* - The Abilities Network is an employee resource group that is dedicated to fostering an environment that recruits, retains, develops, and connects professionals of all abilities by creating unique and engaging experiences that will allow all employees to reach their maximum potential. The Network engages members through increased exposure, leadership and mentoring opportunities and is open to all employees!
- *Asian Pacific Americans@NBCUniversal* - APA is a volunteer organization established to attract, promote, and retain Asian and Pacific Islander American talent at NBCUniversal. APA provides leadership, professional development, community outreach, cultural enrichment, and networking opportunities for its members. APA is open to all employees!
- *Black Employee Network@NBCUniversal* - BEN's mission is to strengthen African American employees at NBCUniversal through professional development, career management, mentoring, exposure, and networking, which enable retention and growth. BPA also strengthens linkages within the African American community in neighborhoods where our employees live and work, enhancing NBCUniversal's image as an Employer of Choice. BPA is open to all employees!
- *Women's Network@NBCUniversal* - The Women's Network is a voluntary organization with the mission of fostering professional women's development to help grow, attract and retain successful women throughout NBCUniversal. Development is focused on leadership, advancement, and career-broadening opportunities through a variety of tools including information, education and networking with other women to learn best practices. Women's Network is open to all employees!
- *Veterans Network@NBCUniversal* - Veteran's Network is a diverse group of volunteer employees from across NBCUniversal who are united in fellowship by a shared respect and commitment to the women and men who have proudly served and continue to serve in our nation's armed forces. Veterans Network strives to foster a business culture that recognizes supports, develops, and promotes the unique characteristics of veterans throughout all NBCUniversal and our communities. Veterans Network is open to all employees!
- *OUT@NBCUniversal* - OUT@NBCUniversal is a volunteer organization established to attract, develop, and retain Lesbian, Gay, Bisexual, Transgender, and Straight Ally employees and help our businesses effectively reach our community. OUT provides networking opportunities, learning & speaker series, access to senior leadership, and meaningful volunteer opportunities for its members. OUT is open to all employees.
- *Unidos@NBCUniversal* - Unidos serves as the premier resource for uniting, educating, and empowering accomplished and aspiring Hispanic

professionals in a community experience that will assist in realizing professional goals. Unidos creates an environment in which the Hispanic culture is celebrated, shared, and embraced through professional development, volunteer opportunities, and cultural awareness. Unidos is open to all employees!

- *Young Professionals Network @NBCUniversal* – A volunteer organization built to foster early-in-career NBCUniversal employees. YPN aims to cultivate and retain these employees by providing professional development opportunities, leadership skills and innovation-driving initiatives.
- *ICAN@NBCU International Cultural Awareness Network* – Serves to support and encourage inclusiveness and understanding of each other's differences. To celebrate not only cultural diversity, but also age, gender, disability, politics and religion in our workforce and our content and to create a safe place where our employees feel comfortable bringing their whole selves to work.

### **EQUAL EMPLOYMENT OPPORTUNITY TRAINING PROGRAM**

All Station employees of NBCUniversal continue to regularly offer training to employees addressing methods of ensuring equal employment opportunities and preventing discrimination. Training is offered to ensure 100% participation. These offerings include: Conflicts of Interest Questionnaire, Understanding our Code of Conduct, Code of Conduct Acknowledgement, Diversity and Inclusion in the Workplace, Preventing Workplace Violence, Gifts & Business Entertainment, Complying with Competition Laws, Political Activities, Cyber Security and You, Protecting our Creative Content, Environmental Health & Safety Awareness and Emergency Response Drill.



**JOB VACANCY  
RECRUITMENT SOURCE DATA TABLE**  
(See additional information for all recruitment sources in Appendix A)

<b>Station</b>	<b>Position</b>	<b>Date Position Filled</b>	<b>Recruitment Source of Ultimate Hire</b>	<b>Address of Recruitment Sources</b>	<b>Contact Person</b>	<b>Phone</b>
WNBC	Associate Director APC	2/24/2020	NBCU Daily Hire	N/A	N/A	N/A
WNBC	Reporter	3/16/2020	NBCUni Careers	N/A	N/A	N/A
WNJU	Anchor/Reporter	3/16/2020	NBCU Internal Transfer	N/A	N/A	N/A
WNJU	News Reporter	3/16/2020	NBCU Daily Hire	N/A	N/A	N/A
WNJU	VP of News	5/11/2020	NBCU Internal Transfer	N/A	N/A	N/A
WNBC	Digital Video Producer	11/2/2020	PEP Conversion	N/A	N/A	N/A
WNJU	News Reporter	11/9/2020	NBCU Internal Transfer	N/A	N/A	N/A
WNJU	Manager, Media Operations	1/1/2021	NBCU Internal Promotion	N/A	N/A	N/A

## APPENDIX A

### RECRUITMENT SOURCE LIST FOR WNBC and WNJU

(The following sources are used if/when vacancies arise)

<a href="http://www.nbcunicareers.com">www.nbcunicareers.com</a> <a href="#">Has this source requested notices: N/A</a>	WNJU & WNBC Weekly Job Hotline 1/866-392-1028 <a href="#">Has this source requested notices: N/A</a>	Linked In <a href="http://www.linkedin.com">www.linkedin.com</a> <a href="#">Has this source requested notices: No</a>
Media Bistro <a href="http://www.mediabistro.com">www.mediabistro.com</a> <a href="#">Has this source requested notices: No</a>	WNBC/WNJU <a href="http://www.telemundo47.com">www.telemundo47.com</a> <a href="http://www.nbcnewyork.com">www.nbcnewyork.com</a> <a href="#">Has this source requested notices: N/A</a>	Indeed <a href="http://www.indeed.com">www.indeed.com</a> <a href="#">Has this source requested notices: No</a>
DICE Job Boards <a href="#">Has this source requested notices: No</a>	National Association of Hispanic Journalists <a href="http://www.nahj.org/">http://www.nahj.org/</a> <a href="#">Has this source requested notices: No</a> -	TVJobs <a href="https://www.tvjobs.com">https://www.tvjobs.com</a> <a href="#">Has this source requested notices: No</a> -
National Association of Black Journalists <a href="http://www.nabj.org/">http://www.nabj.org/</a> <a href="#">Has this source requested notices: No</a>	Society of Motion Picture & TV <a href="http://www.smppte.org">http://www.smppte.org</a> <a href="#">Has this source requested notices: No</a>	Glassdoor <a href="http://www.glassdoor.com">www.glassdoor.com</a> <a href="#">Has this source requested notices: No</a>
TVNewscheck <a href="http://www.tvnewscheck.com">www.tvnewscheck.com</a> <a href="#">Has this source requested notices: No</a>	Agile One <a href="http://www.agile-one.com">www.agile-one.com</a> <a href="#">Has this source requested notices: No</a>	Twitter <a href="#">Has this source requested notices: No</a>
Society of Broadcast Engineers <a href="http://www.sbe.org">www.sbe.org</a> <a href="#">Has this source requested notices: No</a>	Online News Association (ONA) <a href="https://journalists.org/">https://journalists.org/</a> <a href="#">Has this source requested notices: No</a>	

