

ANNUAL EQUAL EMPLOYMENT OPPORTUNITY

PUBLIC FILE REPORT

WPVI-TV, 6ABC

PHILADELPHIA, PENNSYLVANIA

APRIL 1, 2020

I. GENERAL POLICY

This annual EEO report is filed in accordance with Federal Communications Commission (“FCC”) regulations to detail the equal employment opportunity (“EEO”) efforts of WPVI-TV (also referred to herein as “6abc” or the “Station”) for the period beginning on March 16, 2019 through March 15, 2020.

WPVI-TV, owned and operated by ABC, Inc., is an equal opportunity employer and follows a consistent practice of outreach to the community and workforce regarding broadcast career and job opportunities. The Station’s policy is to provide skills development and the opportunity for advancement to all current and potential employees regardless of race, color, gender, marital status, religion, age, national origin or citizenship status, disability, sexual orientation or status as a Vietnam era or special disabled veteran.

II. INTERNAL RECORD KEEPING

A file is created for each job opening at WPVI-TV. Each file contains an application from every interviewee for that position. It also includes the job posting and advertisements placed for each open position and a completed internal applicant recruitment form that details basic information about the job (such as title and date position was open and filled). This form also lists every person interviewed for the position, their referral source (where known), their interview dates, and the dispositions of their interviews (whether or not they were offered and accepted the position, and if so, their hire dates). The data contained in these internal files is used to help prepare the Station’s ANNUAL EEO PUBLIC FILE REPORT and enable the Station to evaluate the effectiveness of its recruitment and outreach efforts.

A file of unsolicited resumes is kept with each department for a period of one year.

III. SPECIFIC RECRUITMENT MEASURES

All openings for full time non-temporary positions are announced in the following ways:

First, WPVI-TV has an extensive list (see Section III -A, below) of organizations and individuals that have requested notification of Station job openings. The list is updated when new requests are received. Announcements of all full time non-temporary job vacancies are routinely sent to this entire list, which includes the website of the Pennsylvania Association of Broadcasters.

Second, an Equal Employment Opportunity over-the-air broadcast announcement, soliciting groups interested in being added to the jobs mailing list, aired monthly on WPVI-TV/ D-1 and D-2 stations. The text of the announcement was as follows: "WPVI, 6abc is an equal opportunity employer. Organizations that distribute employment information, or refer job seekers to employers, can be included in our mailing list. For more information, call us at 215-878-9700." A contract indicating the schedule for this announcement, and log pages verifying that they aired, are on file at the Station. A similar announcement is posted within the job listings section of the Station's website, www.6abc.com.

Third, as part of its continuous effort to make people aware of the Station's job openings and internship opportunities, WPVI-TV utilizes the Station's website, www.6abc.com. A listing of open positions and the internships available within WPVI-TV, with an explanation of the application requirements and procedures, is regularly updated on the website.

Fourth, the Station's vacancies are also included in a Station employment hotline to which interested callers to the Station are directed (215-871-1225). Individuals who call the Station's main number (215-878-9700) to inquire about job openings are connected to the hotline (extension 1225). They hear a recorded message listing each job opening and providing instructions for how to apply for the position.

Finally, all position openings are forwarded to ABC, Inc.'s Human Resources Department to be posted on both the internal (intranet) and the external (internet) Disney Jobs site (DisneyCareers.com). When a job posts to the Disney Jobs site, it is also made available to the Direct Employers Association Network sites, such as JobCentral.com for distribution to dozens of state/metro –area networks, college/alumni links, and diversity, military and veteran sites. Other Station recruitment sources include talent and employment agents, referrals from current or former employees, and industry colleagues. Interested internal candidates from WPVI or from its sister stations are also always considered.

III –A

PAB - Pennsylvania Association of Broadcasters

Phone: 717-482-4820

Email: GPonti@PAB.org

Website: pab.org

Broadcast Employment Services

Website: tvjobs.com

Careerlink (Philadelphia)

Phone: 215-473-3630

Email: business@pacareerlinkphl.org

Website: PACareerLinkPHL.org

City of Philadelphia Veterans Affairs Office

Phone: 215-686-3256

Email: joyce.mckeown@phila.gov

Website: phila.gov/veterans

JEVS Human Services

Phone: 215-854-1800

Email: info@jevs.org

Website: jevshumanservices.org

Concilio

Phone: 215-627-3100

Email: Adonis.Banegas@elconcilio.net
Website: elconcilio.net

Latin American Community Center (Delaware)

Phone: 302-655-7338
Email: jobs@thelatincenter.org
Website: thelatincenter.org

Philadelphia OIC

Phone: 215-236-7700
Email: hello@philaoic.org
Website: philaoic.org

The Urban League of Philadelphia

Phone: 215-683-3370
Email: careercenter@urbanleaguephila.org
Website: urbanleaguephila.org

R.I.S.E - The Mayor's Office of Reintegration Services

Phone: 215-683-3370
Email: ceciley.bradford-jones@prisons.phila.gov
Website: rise.phila.gov

Temple University - Media and Communications Dept.

Phone: 215-204-7981
Email: careercenter@temple.edu
Website: klein.temple.edu

Rowan University - Broadcast Journalism

Phone: 856-256-4049
Email: flynns99@rowan.edu
Website: rowanujournalism.net

Penn State - College of Communications

Phone: 814-863-1484
Email: sfg10@psu.edu
Website: bellisario.psu.edu

PhillyCAM

Phone: 267-639-5481
Email: info@phillycam.org
Website: phillycam.org

PABJ - Philadelphia Association of Black Journalists

Email: pabj.info@gmail.com
Website: phillyabj.org

NLGJA.org – National Association of LGBTQ Journalists

Email: info@nlgja.org

Website: nlgja.org/chapters/Philadelphia-chapter/

Broadcast Pioneers of Philadelphia

Phone: 856-365-5600

Email: pioneers@broadcastpioneers.com

Website: broadcastpioneers.com

IV. FULL TIME POSITIONS FILLED (3/16/19 – 3/15/20)

During the period covered by this report, WPVI-TV had a total of 29 vacancies for full time positions. Twenty-six (26) have been filled. The Station currently has three (3) open full-time positions. Details regarding the disposition of filled positions are typically included in an attachment, titled Exhibit IV-A. Due to the remote working requirements during the global Covid-19 pandemic, however, WPVI-TV is unable to access the data necessary to provide detailed hiring information prior to the April 1, 2020 filing deadline for this EEO Report. WPVI-TV accordingly seeks a limited extension of the due date of this filing to the extent that we are not able to complete this portion of the filing. Exhibit IV-A will be added as soon as practicable after WPVI-TV is able to return to the corporate offices and compile this information.

V. LONG-TERM RECRUITMENT (3/16/19 – 3/15/20)

WPVI-TV undertakes additional outreach measures to help attract and develop qualified candidates for future media careers. FCC rules require that, within a two-year period, large-market employment units with more than ten (10) full-time employees complete four (4) long-term recruitment initiatives. These measures may include, among others, internship programs, job fairs, events at educational institutions and other community events designed to inform the public about employment opportunities in broadcasting and to better prepare them for such careers. The Station's long-term recruitment efforts between March 16, 2019 and March 15, 2020 included the following:

A. Seasonal Internships

WPVI-TV has an on-going student internship program open to college juniors and seniors in the region. The internship program offers a diverse array of students both academic credit and on-the-job training. The internships help students gain first-hand experience at a television station, find employment in the broadcasting industry, and develop relationships with industry professionals who may assist them in their future careers. We offered for 'college credit only' internships in the Multi-Platform Programming Department and the Marketing (Promotions) Department for the spring, summer and fall semesters in 2019. The News and the Sales & Integrated Marketing Departments offered paid professional internships for applicants during the spring, summer and fall semesters in 2019. As of Spring 2020, all departments offered paid internships, with recruitment being handled by Disney Campus Recruitment (DisneyInterns.com).

Information about the various internships that are available at WPVI is posted on www.6abc.com and DisneyInterns.com. The Station's internship descriptions are also distributed by local college professors and listed on some local college websites. Approximately fourteen (14) current full-time WPVI employees, including one community engagement vice president, one creative services assistant director, four creative services producer/editors, one anchor/reporter, one community journalist, one web producer, one traffic manager, one traffic coordinator, one marketing supervisor, one integrated marketing assistant and one newsroom secretary were previous WPVI interns. In addition, many recently graduated former interns worked as part-time/freelance staff at the Station during 2019/2020 calendar year.

Between March 16, 2019 and March 15, 2020, the Station had approximately **thirty-four (34) seasonal interns** from various local colleges and universities including but not limited to: Temple University, Villanova University, Penn State University, Rutgers University, Indiana University of Pennsylvania (IUP), Delaware State University, University of Delaware, St. Joe's University, Kutztown University and Rowan University.

In the spring, summer & fall of 2019, the Community Engagement office invited Multi-Platform Programming potential internship candidates to 6abc for a group interview session. Community Engagement Vice President – Niki Hawkins, along with various Programming Producers, interview the candidates and then host a question and answer session with all candidates where the students get to freely ask about the

Station, different job positions and what skills are needed to land a job and become successful in the media business. They are also granted a full tour of the Station including the newsroom, control room and the news studios. Approximately fifty (50) college students take part in these group interview sessions.

During each semester, Community Engagement Director Niki Hawkins puts together a farewell luncheon with all current station interns from all departments.

All station department heads and various hiring managers are invited including; Bernie Prazenica – President & GM, Tom Davis - VP of News, James Aronow – VP of Sales, John Morris – VP of Multi-Platform Programming, Cindy Torres – VP of Business, Paula McDermott – VP of Integrated Sales & Marketing, and Mike Monsell – VP of Marketing. Interns are able to interface, network and ask questions of the Station’s hiring managers about interviewing and networking techniques, what skills and types of experience they look for when hiring new employees and how to land that all important first job out of college.

B. Organizational Job Fairs

In addition to normal recruitment activities, WPVI-TV representatives, including department heads and middle managers, attend various organizational job fairs to help the Station identify talented job candidates. These outreach opportunities, which include women, minorities and other community members, are also performed to inform potential applicants of the types of jobs available and the skill sets required for potential employment at the Station. WPVI representatives participated in the following job/career fairs from March 16, 2019 through March 15, 2020:

July 31st – August 3rd, 2019 / Asian American Journalists Association

Consumer Reporter & Anchor Nydia Han attended the AAJA conference in Atlanta, Georgia. This non-profit gathering of Asian American Journalists focuses on advancing diversity in newsrooms and ensuring fair and accurate coverage of communities of color.

August 7th – 11th, 2019 / Career Fair at the National Association of Black Journalists – The NABJ conference is a gathering of one of the largest group of professional minority journalists, media related executives and professionals and students. This conference attracted thousands nationwide. 6abc was represented by

Vice President of News – Tom Davis and Executive Producer in News – Maxine Crooks in Miami, Florida. They hosted a booth at the career fair and distributed information about job openings and internships at the Station and interviewed prospective applicants. They also critiqued the resume tapes of individuals interested in opportunities at the Station. 6abc Anchor Sharrie Williams and Reporter Christie Iletto were also in attendance.

September 5th – 7th, 2019 / Career Fair at the National Association of Hispanic Journalists - The NAHJ Convention took place in San Antonio, Texas and is the largest gathering of Hispanic Journalists and media executives in the country. Executive Producer of News - Maxine Crooks attended the convention and hosted a table at the career fair offering advice to aspiring journalists, producers and on-air talent and distributed information about job openings at the Station. 6abc Reporter George Solis was also in attendance.

February 21, 2020 – Temple University Klein School of Media & Communications Internship and Career Fair – Executive Producer in News – Porsha Grant and VP, Community Engagement – Niki Hawkins hosted a table, collected resumes and gave advice to a diverse group of new graduates looking to land a job in the media and journalism fields. They also encouraged currently matriculating students to apply for internships at the Station. 6abc invited Disney Campus Recruitment Managers Ian Aronson and Jeff Tasset who offered information about nationwide Disney Internships and Entry-Level Careers.

C. School and Career Day Programs, Informational Interviews & Mentor Relationships

In addition to normal recruitment activities, WPVI-TV representatives, including the general manager, department heads, middle managers and on-air talent, host and attend various career day programs, informational interviews and take part in mentoring relationships designed to help the Station identify talented job candidates. These various styles of outreach activities help community members, including women and minorities who might not otherwise know about or be prepared for careers in the media, to become more knowledgeable about and better prepared for such careers.

WPVI representatives participated in the following career day programs, informational interviews and mentoring relationships from March 16, 2019 through March 15, 2020:

Throughout this time period, 6abc VP of Community Engagement - **Niki Hawkins** conducted several informational interviews at the Station with diverse college students, graduates and aspiring media professionals.

Throughout this time period, VP of Sales **James Aronow** was a frequent guest lecturer at Saint Joseph's University on topics of Sales & Marketing in Broadcast Television.

4/4 - Nydia Han spoke at Lower Merion School District's WOKE Conference

4/5 - Matt O'Donnell – spoke at the YouthBuild Philadelphia Charter School's Green Build Solar Summit

4/6 - Katie Katro was a speaker at the Abington Senior High School's Journalism and Media Class

4/11 - Ducis Rodgers read to several 4th grade classes at the Rupert Elementary School's Drop Everything and Read Day

4/19 - Nydia Han spoke at the Germantown Friends School's Unity Day Diversity Conference

4/26 Melissa Magee spoke about Meteorology at the Temple University Ambler's EarthFest 2019

5/22 Tamala Edwards was the emcee at Overbrook High School's Women's Symposium

5/24 - Trish Hartman spoke at the Hillcrest Elementary's Career Talk Day

5/31 - Gray Hall emceed the Overbrook High School's 2019 Graduation

6/7 - Trish Hartman spoke at the Samuel M. Ridgway Middle School's Career Day

6/8 - Sharrie Williams emceed and spoke at the Enon Tabernacle Baptist Church's Graduate Recognition Worship

7/17 - Chris Sowers spoke at The Free Public Library of Monroe Township's 'Let's learn about Hurricane's and Tornado's!'

9/5 - Chris Sowers was the featured speaker at the Gloucester County Library System's Up Close and Personal with Chris Sowers
9/13 - Karen Rogers spoke at the Charles Kelly Elementary School Upper Darby School District's Green Screen Information Session
9/24 - Karen Rogers spoke at the St. Margaret's School's Talk on Weather
9/26 - Nydia Han was the emcee for the Chestnut Hill College Office of Diversity and Inclusion's Cultural Awareness Series
10/22 - Katie Katro emceed the Abington School District's Abington Junior High School National Junior Honor Society Induction
10/25 - Trish Hartman spoke at the Paul Robeson Charter School's Career Day
11/1 - Katie Katro spoke at the Abington Senior High School's Career Chatter Journalism Focus
11/27 - Beccah Hendrickson spoke at the Absegami High School's Brave Day
1/27/20 - Karen Rogers took part in St. Margaret's School's Talk on weather
1/31 - Katie Katro took part in Upper Moreland High School Career Day
3/5 - Ducis Rodgers took part in Rupert Elementary School's Read Across America Week
3/12 – President & General Manager **Bernie Prazenica** spoke to a Media & Communications Class at Temple University

D. Educational Station Tours

In addition to normal recruitment activities, WPVI-TV offers a limited number of free Educational Station Tours presented by a designated tour guide. These hour-long tours offer an opportunity for students and community members to see the Station behind-the-scenes, meet various staff members that create television & digital news, and view the technology and equipment that is needed to broadcast from the Station.

The following Educational Tours took place March 16, 2019 through March 15, 2020:

Garnet Valley High School – March 22, 2019 - 17 Guests

Abraham Lincoln High School - April 10, 2019 - 11 Guests

Armenian Sisters Academy - April 17, 2019 - 4 Guests

KIPP Philadelphia High School - April 24, 2019 - 10 Guests

Springfield High School - April 26, 2019 - 22 Guests

Baptist Regional School - May 7, 2019 - 10 Guests

Abington Senior High School - May 8, 2019 - 14 Guests

Phil-Mont Christian Academy - May 16, 2019 - 5 Guests

Sun Valley High School - June 5, 2019 - 25 Total

Steppingstone Scholars - July 22, 2019 - 34 Total

Achieving Independence Center - August 21, 2019 - 6 Guests

Marple Newtown High School - October 23, 2019 - 22 Guests

Newark Charter School - December 6, 2019 - 15 Guests

Philadelphia OIC Workforce Academy - December 11, 2019 - 10 Guests

The Cambridge School - December 13, 2019 - 10 Guests

Phil-Mont Christian Academy - December 19, 2019 - 9 Guests

Engineers' Club of Philadelphia, Pennsylvania Society of Professional Engineers (Philadelphia Chapter), and Institute of Electrical Engineers (Philadelphia Chapter) February 25, 2020 - 10 Guests

The Christian Academy - March 5, 2020 - 7 Guests

E. Station-Sponsored Community Outreach

In addition to normal recruitment activities, WPVI-TV staff engaged in various community outreach activities and events that directly serve women, minorities, students and the economically underserved community members in the region throughout the year.

WPVI staff participated in the following station-sponsored community outreach events from March 16, 2019 through March 15, 2020:

ASIAN AMERICAN HERITAGE CELEBRATION DINNER 2019

Over 75 guests joined 6abc Executives for the 2019 Asian American Heritage Event at the 6abc studios on May 21st, 2019. 6abc Anchor Nydia Han was emcee for the event. Those honored included the Asian Mosaic Giving Circle Fund – a multi-generational group of donors granting small micro-loans to local non-profits serving the Asian population, and ‘The Ugly Model’ Kevin Kreider – a social media influencer and inspirational speaker whose posts on the myths of Asian Masculinity went viral. Catering was provided by Thai Cuisine Chef Moon Krapugthong.

THE 2019 PENNSYLVANIA CONFERENCE FOR WOMEN

6abc was a media sponsor for the Annual Pennsylvania Conference for Women on Wednesday, October 2nd, 2019 at the PA Convention Center. The conference sold out in record time after announcing keynote speakers bestselling authors Elizabeth Gilbert and Jesmyn Ward in April 2019. Later in the summer, award-winning Writer/Director Ava DuVernay was added to the line-up and the conference offered live-streaming tickets to the public. Action News talent Tamala Edwards and Cecily Tynan emceed the main stage keynotes, plus Sara Bloomquist hosted breakout workshop. With over 100 renowned speakers, the PA Conference for Women draws 12,000 professional women offering incredible opportunities for business networking, professional development, and personal growth. Twenty (20) diverse 6abc female executives and staff from across all departments enjoyed this day of enrichment. 6abc created original digital content of women-centric topics and hosted a special ½ Inside Story dedicated to women’s issues.

HISPANIC HERITAGE LUNCHEON CELEBRATION 2019

6abc celebrated the Reverend Luis Cortes - Founder, President & CEO of Esperanza and a powerhouse community advocate in the Delaware Valley. A luncheon - catered El Coqui Panaderia – with 50 community leaders convened, while Anchor Walter Perez and Rev. Cortes discussed the state of the Latino and LatinX community in Philadelphia - discussing issues such as gentrification, economic inequalities and why this Hispanic voter is not a monolith – to station executives, News Managers and content producers. The event took place on September 15th, 2019.

6ABC HOLIDAY FOOD DRIVE 2019 (NOVEMBER/DECEMBER)

The 6abc Holiday Food Drive has been an initiative for over 30 years to address our regional hunger crisis and help struggling families put food on the table. 6abc, along with sponsors Dunkin’ Donuts, Acme Supermarkets, Disney/ABC Owned television and viewer donations helped raise over \$818,000 to benefit local food bank Philabundance

and various regional food bank partners including Food Bank of Delaware, Food Bank of South Jersey, Greater Berks Food Bank and Second Harvest Food Bank.

6ABC BLACK HISTORY MONTH CELEBRATION 2020

The 6abc 2020 Black History Celebration took place on February 19th, 2020. Over 75 community leaders and influencers attended the event along with several station executives and staff. The theme celebrated '150 Years of Arts, Culture & Community'. The station honored the 50th Anniversaries of three beloved institutions – The Urban Affairs Coalition (the home for over 80 local non-profits), The Kule Mele African Dance and Drum Ensemble and the world-renowned Philadanco (The Philadelphia Dance Company). The honorees spoke of their beginnings, how they are currently impacting the Delaware Valley, and their plans for the next 50 years.

THE SAVE-A-LIFE FIRE SAFETY CAMPAIGN 2020

During the month of January, 6abc along with sponsors Home Depot, Toyota Dealers and Kidde donated 10,000 free smoke alarms to the Philadelphia Fire Departments to disseminate to the local residents. 6abc developed a series of on-air messages to educate the public on best fire safety practices.

VI. GENERAL POLICY AS TO EEO COMPLIANCE

Compliance with the FCC rules and procedures relating to WPVI-TV's Equal Employment Opportunity policy is overseen by the Station's President & General Manager, Bernie Prazenica.

Implementation of the Station's EEO rules and procedures is the responsibility of WPVI-TV's Community Engagement Vice President Anika "Niki" Hawkins, in concert with all other department heads.

Bernie A. Prazenica

President & General Manager

WPVI-TV, 6abc